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# A Reflection of Exquisiteness

Samsung W2019 Design Story



\*The image shown is for illustration purpose only, and may differ from the actual product.  
Product specifications may vary by country, region and model.

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止  
水

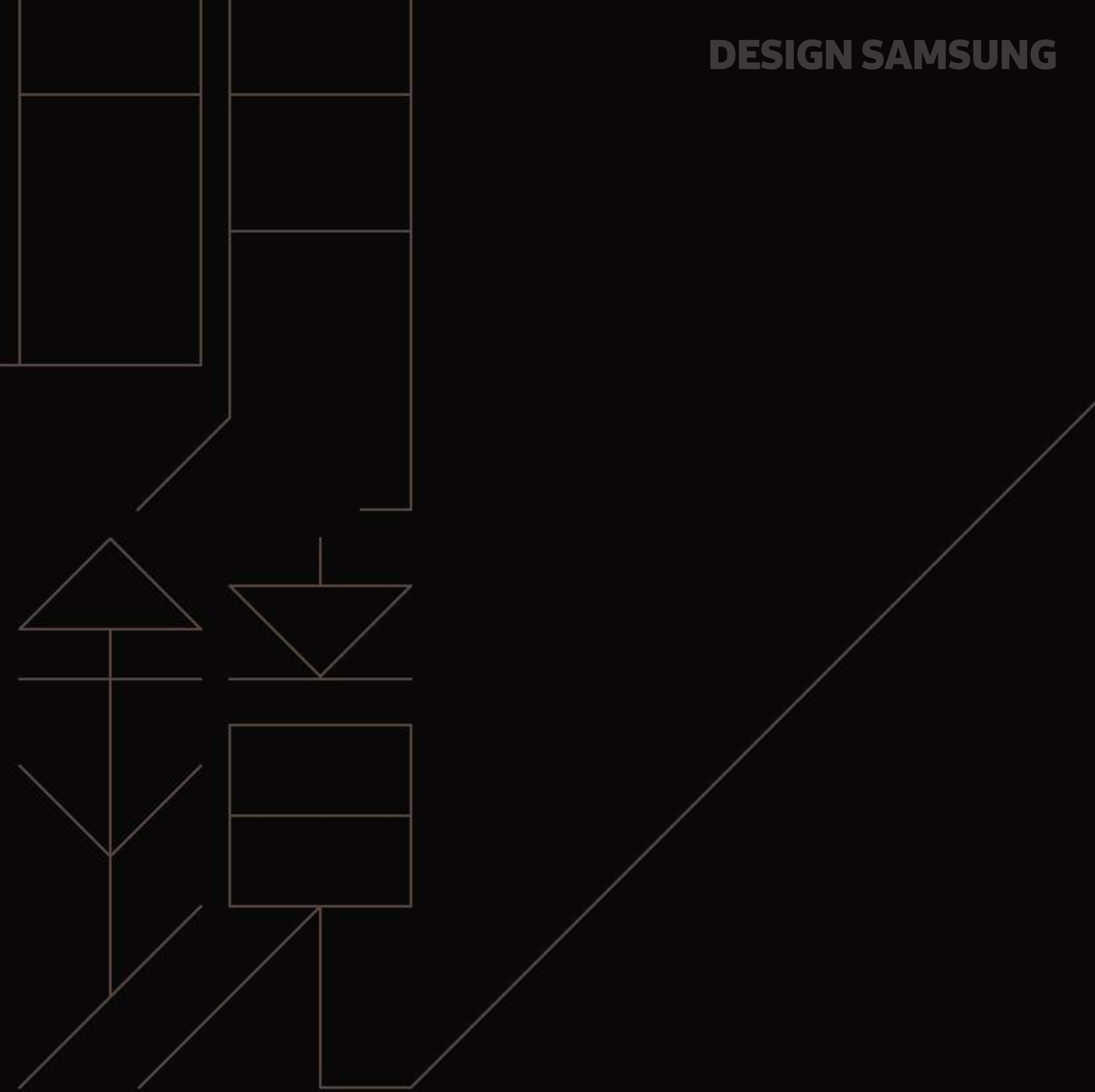
## A Mirror as Clear as the Surface of a Peaceful Lake

A quiet and serene lake acts as a spotlessly pure mirror that captures the scenery clearly. Tranquil waters run deep, and deep waters are silent. The W2019 embodies the elevated standards and lifestyles of users in its design like a shadow that spreads across the surface of a motionless lake. The W2019 is like a finely crafted piece of art that is both faithful to its practical purpose while boasting a visually pleasing look. Experience the genuine beauty of the W2019, which has been born out of the harmonious integration of Samsung Electronics' technology in every exquisite piece of detail found in it.

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鏡

## Reflecting the Discernment of Users

The W2019 reflects the exquisiteness of user discernment in its design as a clear mirror displays the pristine image of its subject. The form and color that has been refined through Samsung Electronics' technology brightly illuminate the everyday lives of users who have the insight and perception to recognize the W2019's unique values.



## A Surface Instilled with Gentleness

The surface of the W2019 has been refined with the PCD (Polycrystalline Diamond) manufacturing method, creating an elegant pattern that is meticulous enough to be undetectable by touch. Whenever light is reflected on the product, you will see a glimmering shine that exudes with rich texture and glossiness.



## A Brilliant Ray of Light that Shines like a Lake

The Edge Glow resembles a clear lake that soaks up light in the form of various colors. There are several layers of film underneath the glass made possible through Samsung Electronics technology. These films have different functions in color, brightness, and pattern, stacking up to provide depth in color. The glimmer that smoothly emerges and soon disappears based on the angle of light softly fills up your moments with brilliant beauty.



## Colors that Delicately Glow with Elegance

The solidity and unmalleability of steel symbolize unchanging values. The W2019 comes in two radiating colors that elevate the class of its users; Trust Gold and Platinum. Trust Gold has been created by slightly reducing the tone of the color gold, which has a special place in Chinese culture, to express stylishness that adhere to global trends. Platinum on the other hand depicts the absolute zenith of premium values.



## The Beauty of Sculpted Lines

An idea inspired by the manufacturing process of diamonds has been reborn in the form of an honest and linear line. The fine reflection of light that bounces off a body formed with straight lines gives the product a slimmer visual profile. Geometric lines and planes reflect light to portray sentiments shared with exquisitely crafted pieces of steel artwork.

止水

## Conveying Resonance through Gentle Waves

A softly moving current may not look strong on the surface, but it has the force to make an entire lake tremble. The W2019's design has been polished to be deeply considerate of its users, which produces a powerful yet tranquil resonance when using the product.



## Values that are Radiant When Held

We adjusted the location of the keypad more to the top so that the center of gravity moves with it, yielding a more stable experience for users when held in one hand. The sentiments expressed in the straight lines of the product's form can be experienced in the simple design of the internal keypad as well, which boasts a youthful and modern look.



## A Package Filled with Sincerity

The package is created in the “ways of masterfully crafting beauty without blemish (精練擢美)” to transcend beyond premium values. The inner material of the Platinum product’s package is created from sturdy trees and can be repurposed as desk wear or storage units. You’ll feel the joy of a receiving a precious gift through a package that is thoughtful enough to consider its usefulness.





Analog



## Experience that Satisfies Discernment

The W2019 becomes even more special through two types of wallpaper watches: the analog type that realizes the details of a high-end watch, and the simple type that informs time with concise fluidity. The analog type wallpaper captures the details of an exquisite watch through the placement of a Moon Phase on the top end and a Tourbillon on the lower end that displays battery information. The upper and left sides of watch display the Gregorian calendar, while the right-side features Celestial and Geographical calendars to provide information relevant to both China and western cultures. The simple type wallpaper emphasizes the abstract elements of lines and planes to complete the look of a modern watch that depicts consistent sentimentality with the linear form of the product.

## A Melody that Inspires Emotion

The W2019 expresses a unique identity that is set apart through its dedicated sound. The newly designed ringtone and alarm sound imbue global and modern sensibilities into the adventurous spirit of China.

Using a pentatonic scale, which is comprised of five scales, a sense of modern elegance is expressed. A minimal composition of instruments and the genre-transcending chord work and melody comes together to create a much more premium quality sound.

Ringtone

Another

⏮

Melody

▶

World

▶

Notification

Masterpiece

▶

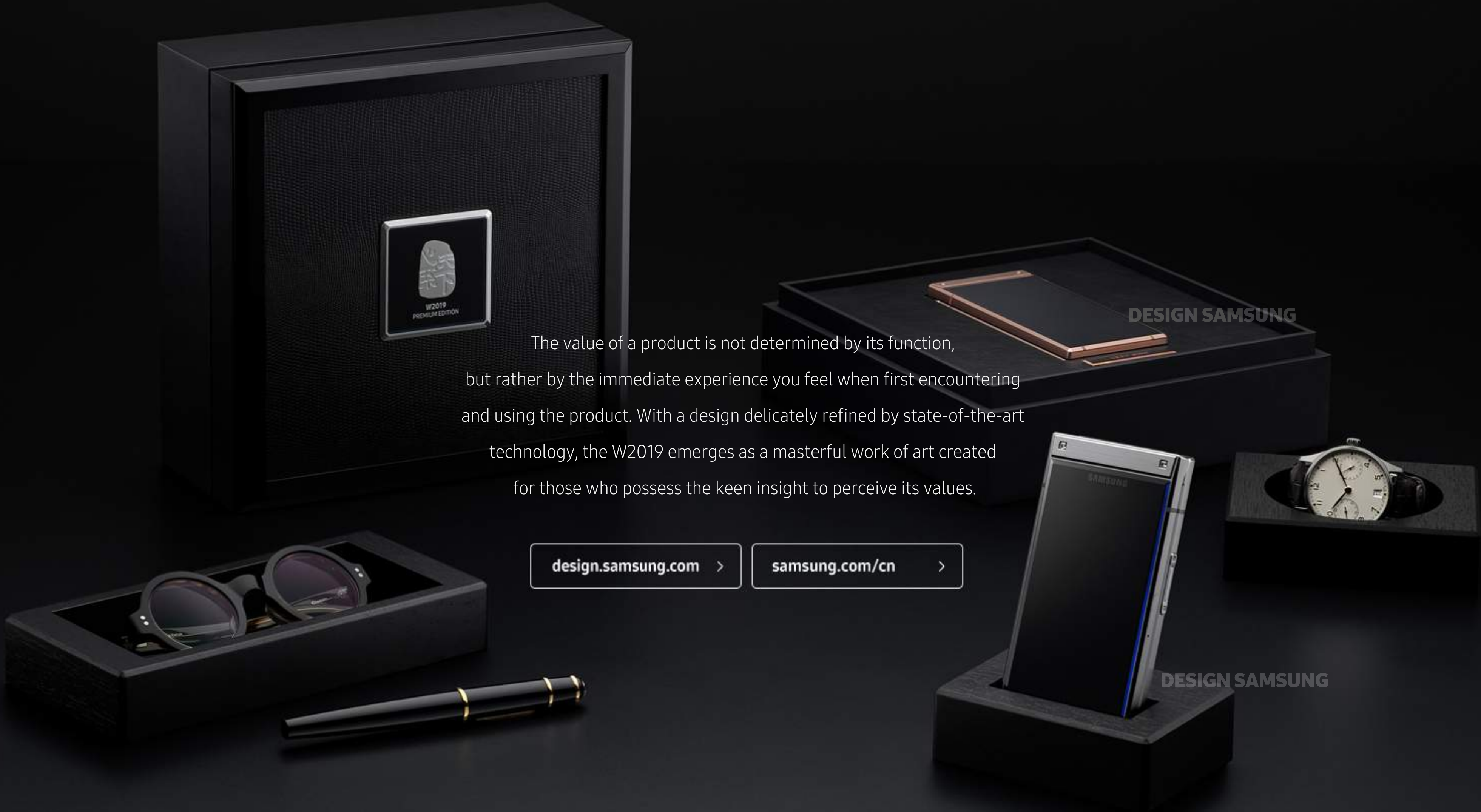
Ready

▶

Wind Chime

▶





The value of a product is not determined by its function,  
but rather by the immediate experience you feel when first encountering  
and using the product. With a design delicately refined by state-of-the-art  
technology, the W2019 emerges as a masterful work of art created  
for those who possess the keen insight to perceive its values.

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