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Samsung Launches Open Mobile Platform: Samsung bada – The Next Wave Of The Mobile Industry

*Developers get the chance to create mobile applications
for millions of new Samsung handsets*

November 10th, 2009, Seoul, Korea – Samsung Electronics Co. Ltd., a leading mobile phone provider, today announced the launch of its own open mobile platform, Samsung bada [bada] in December. This new addition to Samsung's mobile ecosystem enables developers to create applications for millions of new Samsung mobile phones, and consumers to enjoy a fun and diverse mobile experience.

In order to build a rich smartphone experience accessible to a wider range of consumers across the world, Samsung brings bada, a new platform with a variety of mobile applications and content.

The name 'bada', which means 'ocean' in Korean, was chosen to convey the limitless variety of potential applications which can be created using the new platform. It also alludes to Samsung's commitment to a variety of open platforms in the mobile industry. Samsung bada also represents the fresh challenges and opportunities available to developers, as well as the entertainment which consumers will enjoy once the new platform is open.

Based on Samsung's experience in developing previous proprietary platforms on Samsung mobile phones, Samsung can create the new platform and provide opportunities for developers. Samsung bada is also simple for developers to use, meaning it's one of the most developer-friendly environments available, particularly in the area of applications using Web services. Lastly, bada's ground-breaking User Interface (UI) can be transferred into a sophisticated and attractive UI design for developers.

Samsung will be able to expand the range of choices for mobile phone users to enjoy the smartphone experiences. By adopting Samsung bada, users will be able to easily enjoy various applications on their mobile.



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Samsung bada also offers an easy-to-integrate platform for mobile operators so that mobile operators can provide unique and differentiated services to their customers.

Samsung established its mobile application ecosystem through the launch of Samsung Mobile Innovator in 2008 and the Samsung Application Seller Site followed by Samsung Application Store as another key element of this offering.

Dr Hosoo Lee, Executive Vice President and Head of Media Solution Center at Samsung Electronics said, "By opening Samsung's mobile platforms we will be able to provide rich mobile experiences on an increasing number of accessible smartphones." He added, "bada will be Samsung's landmark, iconic new platform that brings an unprecedented opportunity for operators, developers and Samsung mobile phone users around the world."

The official website (www.bada.com) will open on November 10th and will feature a range of information on bada including updates on product launches, features, and event notices. Samsung will also host an official launch event for bada in London, UK in December and will also unveil its bada software development kit (SDK) to developers for the first time on this date.

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About Samsung Electronics Co. Ltd

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2008 consolidated sales of US\$96 billion. Employing approximately 164,600 people in 179 offices across 61 countries, the company consists of two business units: Digital Media & Communications and Device Solutions. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com