



Keynote Speakers and Partnership Announcements to Take Center Stage at the Samsung Developer Conference 2019

Presenters at the annual conference in San Jose will introduce new ways for developers and partners to engage with Samsung to create unique experiences for consumers and businesses

SEOUL, Korea – September 20, 2019 – Samsung Electronics announced its keynote speakers for the Samsung Developer Conference 2019 (SDC19). The annual conference brings together thousands of developers and creators to learn about the latest development tools and explore new technologies that drive forward next-generation experiences.

Thanks to Samsung's continuing commitment to open ecosystems, technology leaders are empowered to collaborate with Samsung to bring more convenience, productivity and fun to everyday life for consumers and enterprise customers around the world. Partners work together in the spirit of open innovation to build new, powerful, and unique experiences on Samsung platforms—making it possible for people to do things they couldn't do before.

DJ Koh, President and CEO of IT & Mobile Communications Division, will open SDC19 by sharing Samsung's vision for the future and how the company is delivering on it through continuous innovation. "Samsung has built an open ecosystem of technologies and solutions to enable mobile innovation without barriers or limits," said DJ Koh. "There has never been a more exciting time to pioneer the next generation of mobile experiences – but it will require open collaboration with partners who also believe in the possibilities of boundless innovation. We look forward to working with the developer community to re-imagine the way we experience the world and to continue pushing the limits of today's technology together."

Among the full lineup of mainstage speakers, SDC19 will feature keynotes and spotlight sessions from Samsung executives at the forefront of next generation technologies:

Eui-Suk Chung, EVP and Head of Software and AI, Mobile Communications Business at Samsung Electronics, will share updates to Bixby's progress and showcase Samsung's mission to build seamless and transcendent user experiences, including more opportunities with Bixby Marketplace. **Larry Heck**, CEO of Viv Labs, and **Adam Cheyer**, CTO of Viv labs, will walk through the new and updated Bixby tools that will help developers bring their solutions to life, and demonstrate how much faster and easier it is to create Bixby Capsules using the latest version of Bixby Developer Studio.

Jaeyeon Jung, VP and Head of Service Security Technologies Group, Mobile Communications Business at Samsung Electronics, will share Samsung's vision for connected living, and the progress SmartThings has

made in making it a reality. She will also showcase Samsung's commitment to collaboration and openness, and will introduce enhanced developer tools for creating richer IoT experiences.

Terry Halvorsen, CIO and EVP of Mobile Communications Business at Samsung Electronics, will be joined onstage by Samsung's Principal Engineer on the B2B Service Team, **Seungyun Lee**. Together, they will address the importance of security in today's hyper-connected world, and how developers can benefit from new technologies incorporated into Samsung Knox, which is setting the bar for security.

Sang Kim, VP of Visual Display Business at Samsung Electronics, will highlight how, as the global leader in Smart TVs, the company is constantly innovating to introduce new capabilities, and along with them, developer-friendly tools that enable partners to build, grow, and extend business opportunities. In addition to introducing new tools, he will share how the company is building and expanding the Tizen ecosystem.

Sally Jeong, VP and Head of Framework R&D Group, Mobile Communications Business at Samsung Electronics, will share the improvements integrated into 'One UI' and how it's designed to provide easy-to-use, intuitive experiences for the users across the Galaxy ecosystem. And **Hassan Anjum**, Head of Product, Mobile Computing, Samsung Electronics America, will highlight Samsung's vision for mobile computing to provide enhanced portability, connectivity and productivity.

Additionally, **Taher Behbehani**, SVP and Head of Mobile B2B at Samsung Electronics America, will kick off Day two with a discussion on the opportunities for software innovators, entrepreneurs and enterprises to partner with Samsung. Special guests will join him onstage to demonstrate how enterprise developers are delivering next generation social and business apps and services in rewarding ways. And **Vitalik Buterin**, the co-founder of Ethereum, will follow onstage for a fireside chat on the development and challenges of creating his open source, public, blockchain-based distributed computing platform and share his advice for developers.

SDC19 is set to be one of Samsung's most inspiring and hands-on events yet, featuring technical sessions by industry leaders and fun networking activities. Attendees will be able to meet with Samsung product teams and partners showcasing the latest technology advancements and tools in areas from AI and IoT, to gaming, 5G and blockchain. More information about sessions will be shared in the coming weeks.

For more information about the Samsung Developer Conference 2019, please visit developer.samsung.com/sdc. Further information can also be found on Twitter (@samsung_dev) and Facebook (@samsungdev) using the hashtag #SDC19.

To participate in this year's conference, please visit [here](#).

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[About Samsung Developer Conference](#)

SDC brings together thousands of developers and creators to explore today's tech and visualize what's possible in the future. The two-day conference will feature exciting keynote announcements, technical sessions and valuable networking time. Plus, Samsung product teams and technology partners will showcase the latest tech advances and tools. The event will take place from October 29 – 30, 2019, at the San Jose Convention Center in California, U.S.