



Samsung Reveals Spotlight Session Headliners on Day Two of the Samsung Developer Conference

Spike Jonze to discuss the intersection between AI and humanity, following conversations with Epic Games, Microsoft Xbox, Niantic, Viv Labs and Wacom

San Francisco, California, November 1, 2018 – **Samsung Electronics Co., Ltd**, today revealed the keynote speakers and topics taking the stage on day two of the Samsung Developer Conference. The November 8 session will spotlight Samsung collaborators Epic Games, Microsoft/Xbox, and Niantic discussing the future of gaming, and digital pen technology with Wacom. In addition, it will feature a fireside chat on the intersection of AI and humanity, through the lens of Hollywood films and real life applications with filmmaker **Spike Jonze** and Viv CEO **Dag Kittlaus**, hosted by **Marc Mathieu**, Chief Marketing Officer of Samsung Electronics America.

"I'm looking forward to talking to Marc, Dag and the developers about where we want to head with this opportunity and responsibility," said Spike Jonze. "See you there."

Additional Speakers and Topics

- **Yoon C. Lee**, Senior Vice President and Head of Content and Services at Samsung Electronics America, will host the spotlight session and set the stage with opening remarks.
- **Sarah Bond**, Head of Global Gaming Partnerships and Development, Microsoft/Xbox, and **Thomas Ko**, Vice President of the Service Management Group at Samsung, will discuss the potential of new technologies on the future of gaming.
- **Tim Sweeney**, CEO of Epic Games, producer of smash hit game 'Fortnite', and **John Hanke**, CEO of Niantic, maker of the blockbuster 'Pokemon Go' will join the panel with Thomas Ko to discuss what they see in the future as mobile technologies and mobile game experiences evolve at a rapid pace to bring new and better experience to gamers and how game developers must prepare to help build that future.
- **Nobutaka (Nobu) Ide**, President and CEO of Wacom will join **Sally Joeng**, Vice President of the Framework R&D Group at Samsung, to examine how the Samsung S Pen is reshaping the ways in which consumers interact with their device to get things done.

For more information about Samsung Developer Conference 2018, please visit <http://sdc.developer.samsung.com/>. Further information can also be found on Twitter ([@samsung_dev](https://twitter.com/samsung_dev)) and using the hashtag #SDC18.

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.

About Samsung

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

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