Samsung Electronics CEO to Deliver Keynote on 'Home of the Future' at IFA 2014

Tuesday 26 August, 2014

Boo-Keun Yoon, President and one of the Chief Executive Officers at Samsung Electronics Co. Ltd., will deliver the opening keynote speech at 10:30a.m on Friday 5th September, at IFA 2014 in Berlin. In his speech, titled “Bringing Your Future Home,” Mr. Yoon will outline the company's vision for the 'Home of the Future.'

Mr. Yoon will discuss how expectations of the home are changing, and set out what the consumer electronics industry needs to do to bring the vision for the 'Home of the Future' to life. Mr. Yoon's keynote will also address Samsung's ongoing commitment to innovation.

“The IFA trade show has a long history of showcasing the latest in technology innovation,” Mr. Yoon said. “Samsung will once again be joining the dialogue at IFA to discuss where true innovation lies today – and how it is transforming our lives and the way we live.”

To watch Samsung's IFA 2014 Keynote live, please visit:http://global.samsungtomorrow.com.

Samsung's keynote address will be located at CityCube Berlin Level 1, Hall A. Its exhibition will be located at CityCube Berlin Hall Level 2.

Notes to Editors:

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales of US$216.7 billion. To discover more, please visit www.samsung.com.

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