



## **2in1** TABLET MEETS LAPTOP

Great hardware meets great software

2 big wins for businesses in the same device:  
legendary Samsung quality and all-new  
Microsoft Windows 10



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MEETS  
LAPTOP

2in1

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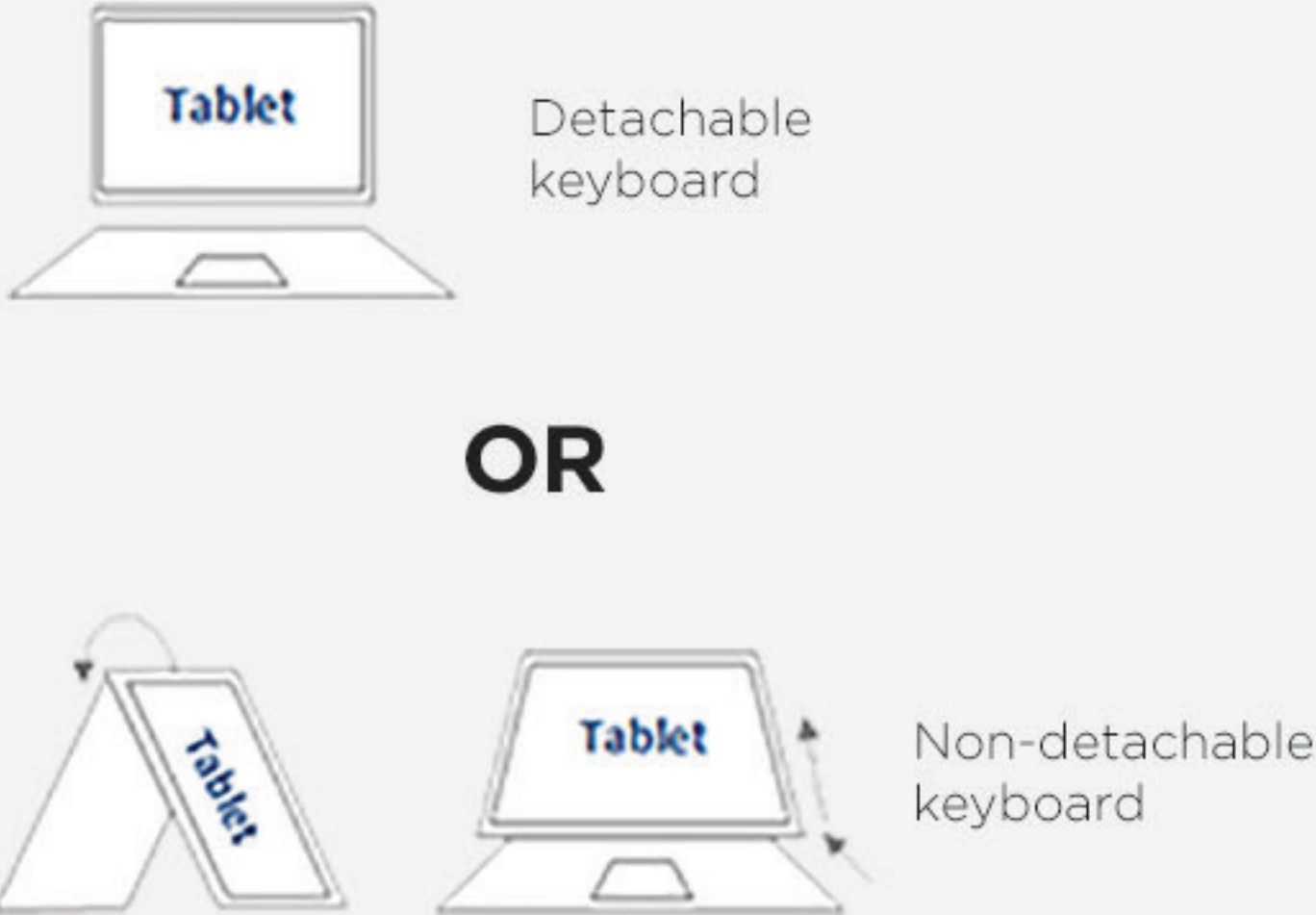


2in1

**SAMSUNG**

# WHAT IS A 2-IN-1?

## Hybrid design

Combines best of laptop + tablet in 1 device  
Also known as 2n1, 2in1, 2 in 1, 2-in-1 PC, 2-in-1 tablet

FORM FACTORS	HOW IT'S USED	CHARACTERISTICS
 <p>Tablet Detachable keyboard</p> <p><b>OR</b></p> <p>Tablet Non-detachable keyboard</p>	<p>① <b>As a laptop</b> "I need to work on documents, email and use the Internet"</p>  <p>① <b>As a Tablet</b> "I needs to be covenient to catty and use anywhere"</p> 	<p><b>Focus on mobility:</b></p> <ul style="list-style-type: none"><li>• Thin &amp; Light (&lt;800g)</li><li>• Connectivity</li><li>• Long Battery Life (&gt;8 Hours)</li></ul>

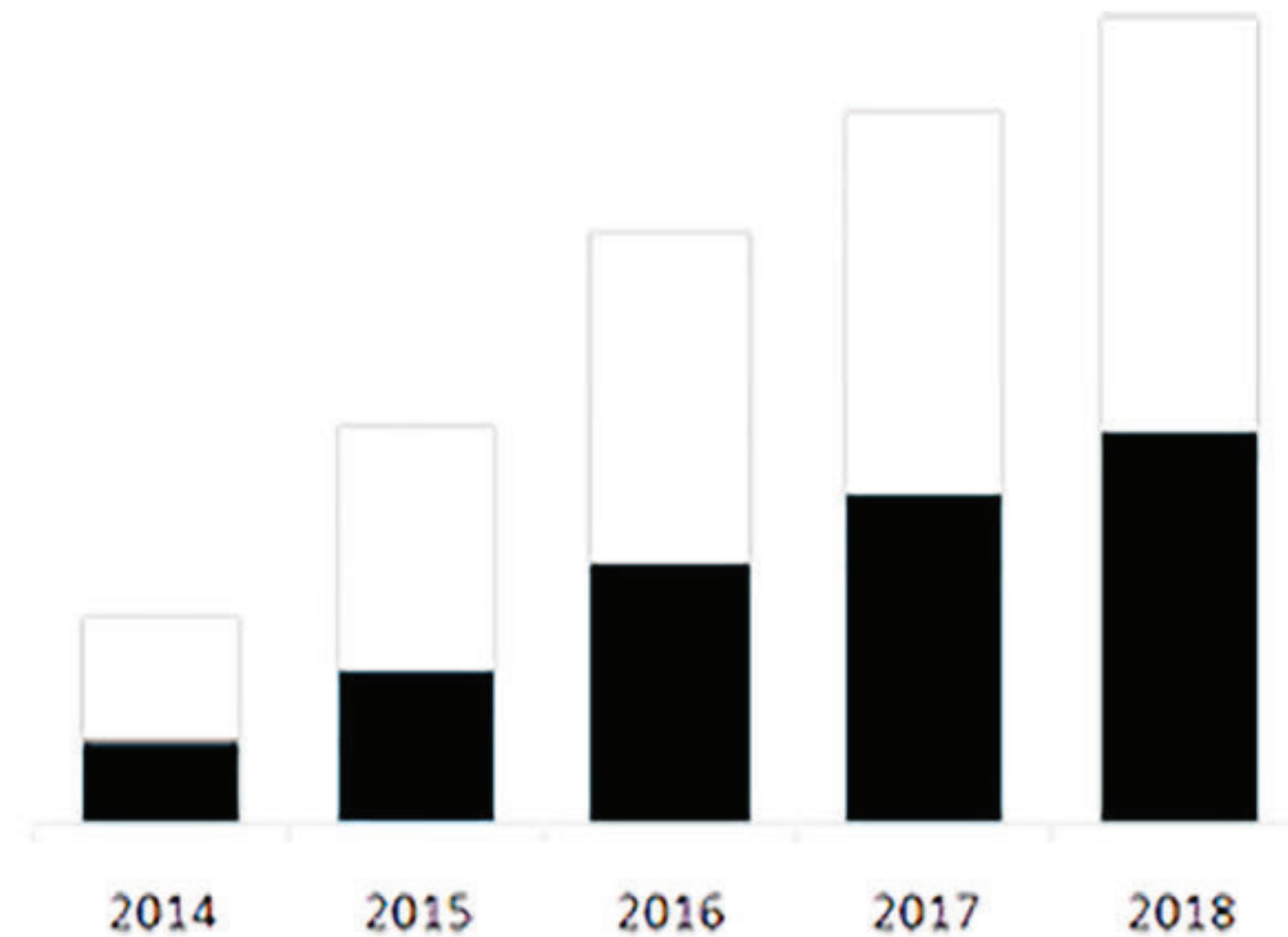
# 2-IN-1 ADOPTION GROWING IN ENTERPRISES



## Global forecast for 2 in 1 devices

As demand for 2-in-1 devices grow in the B2B space, detachables are expected to outsell traditional tablets in the U.S. B2B market. Enterprise adoption includes both corporate-licensed and BYOD devices.

*Source: IDC FutureScape: Worldwide Phone, Tablet, PC, and Connected Client 2016 Predictions, 2015*



### B2B v. B2C (Units)

\* Source : Samsung Market View, 2015.09

# SAMSUNG 2-IN-1 OFFERS MORE HIGH-VALUED FEATURES

Designed for mobility, optimized for productivity



(Core M, 4GB+128GB, w/KBD)

- ✓ TFT
- ✓ Optional
- ✓ LTE Connectivity (Cat. 6)
- ✓ NFC, Fast charging

# GREAT HARDWARE MEETS GREAT SOFTWARE

## Best Windows experience on premium Samsung tablet

### 1 INNOVATION IN MARKET

- ✓ **Super AMOLED display**
  - First AMOLED screen for Windows
  - Darker darks and brighter brights
- ✓ **New way to charge**
  - Adaptive fast charging
- ✓ **1st LTE Cat.6 in 2n1**

USIM card is required.  
LTE version will have a USIM slot on the left side of the device.
- ✓ **Best-in-class portability**
  - Intel Core M – fanless design
  - Less heat, less vibration

### 2 PRODUCTIVITY BY DESIGN

- ✓ **Full PC functionality**
  - B2B ready with Windows 10 Pro
  - Full-size keyboard with multi-touchpad
  - Full-size 12" Display
- ✓ **Enhanced features**
  - Full-touch screen
  - Longer battery life
  - Bluetooth C-Type Pen (Optional)

### 3 INNOVATION IN MARKET

- ✓ **Proven Samsung mobile quality**
  - Engineered and manufactured in-house
- ✓ **Top rated in reliability**
  - US industry report: Highest Reliability (Q2 2015)

# FIRST SAMSUNG 2-IN-1: EXPERIENCE MARKET INNOVATION

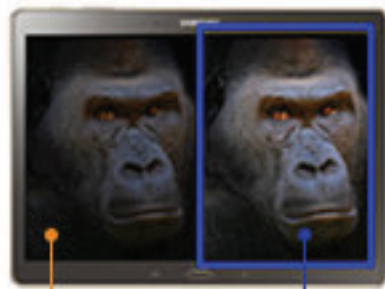
## SUPER AMOLED DISPLAY

### ✓ First AMOLED for Windows

- First AMOLED screen for Windows
- Darker darks and brighter brights

### ✓ Deeper color density

- Vivid display is great for presentations, sharing with customers.
- Easy to see outdoors.



TFT 1,000:1 SAMSUNG 100,000:1



TFT 73% SAMSUNG MORE THAN 90%

## NEW WAY TO CHARGE

### ✓ First tablet to use Adaptive Fast Charging (AFC)

Reduces battery charging time.



## BEST-IN-CLASS PORTABILITY

### ✓ Intel Core M (Dual-Core, 6th Skylake)

Designed for 2-in-1 or tablet.  
4.5W power management.  
Low wattage enables fanless design for a thin, light device.

### ✓ Thinner and lighter

Thinner and lighter than Surface Pro 4 and iPad Pro.

START	SURFACE PRO 4	IPAD PRO
6.2MM	8.45MM	6.2MM
640G	766G (CORE M) 786G (CORE I)	713G

## FIRST LTE CATEGORY 6

### ✓ Up to 2x faster download speed

Compared to iPad Pro on LTE Cat. 4

### ✓ Built-in SIM card slot

# SAMSUNG 2-IN-1: EXPERIENCE PRODUCTIVITY BY DESIGN

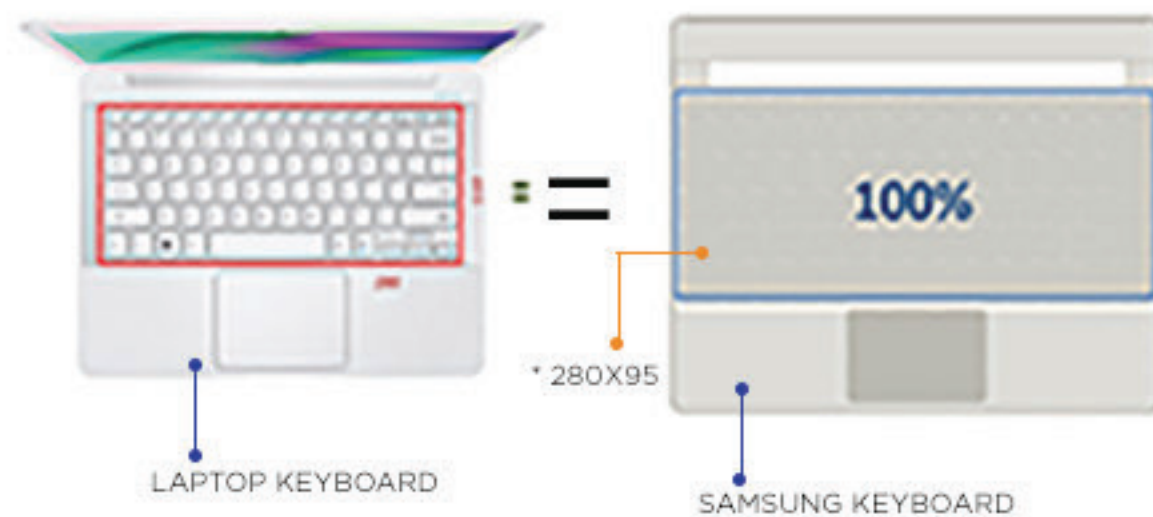
## FULL PC FUNCTIONALITY

### ✓ Windows on Samsung

- Target Windows 10 Pro for enterprises or Windows 10 Home for small business
- Use full functionality of native Windows apps

### ✓ Full-size keyboard and laptop-like touchpad

Built for keyboard; no charging, no pairing required when using Pogo



### ✓ 12-inch Display : Most Popular Size



## FULL PC FUNCTIONALITY

### ✓ Full touch screen

- Multi touch available
- Perfect for customer display

### ✓ Long battery life

- 10 hours

### ✓ Bluetooth C-Type Pen (Samsung in-house, Optional)

- Simplifies taking notes and drawing
- Palm Rejection, right-click button, battery





# SAMSUNG 2-IN-1: EXPERIENCE MARKET INNOVATION

## TOP RATED IN RELIABILITY (US REPORT)

### ✓ US industry report: Highest reliability, Q2 '15

Source : <http://www.laptopmag.com/articles/samsung-more-reliable-than-apple>  
Based on Sept 8, 2015 RESCUECOM - Back to School 2015 Q2 Computer Reliability Report

MANUFACTURER	SCORE	GRADE
<b>1. SAMSUNG</b>	<b>407</b>	<b>A+</b>
2. APPLE	218	A
3. IBM/LENOVO	147	B+
4. MICROSOFT	117	C+
5. ASUS	96	C
6. DELL	85	C-
7. TOSHIBA	79	C-
8. ACER	69	D
9. HP	42	F

## BEST-IN-CLASS PORTABILITY

### ✓ Engineered and manufactured in-house

- No OEM handoff; 100% accountability
- Built by Samsung with world-class quality control

START	SURFACE PRO 4	IPAD PRO
SAMSUNG	BUILT BY OEM PEGATRON	BUILT BY OEM FOXCONN



# HOW IT DECISION MAKERS CHOOSE A 2-IN-1

## TOP PURCHASE FACTORS

### OVERALL 2N1 DETACHABLE

HARD DRIVE CAPACITY	7.6%
PRICE	6.2%
RAM	6.7%
MANUFACTURER	6.4%
BATTERY LIFE	6.3%
OS	5.5%
SCREEN SIZE	5.1%
SCREEN RESOLUTION	3.8%
Device Size	3.3%
Quick Charging Battery	3.5%
Camera	2.9%
NFC	3.2%
Graphic Card	2.4%
Processor	2.8%
LTE	2.4%
Wireless Projection	2.0%
Servicability	2.3%
SD Card Slot	1.9%
Others	25.7%

- ① **Hard Drive Capacity (128GB+)**
- ② **RAM (4GB+)**
- ③ **Price & Manufacture**
- ④ **Battery Life (8+ Hours)**
- ⑤ **Screen Size & Resolution (Full HD+)**

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ON ALL COUNTS

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# COMPLETE SAMSUNG 2-IN-1 SPECIFICATIONS



Launch: '16.02 (WiFi, LTE)  
 Color: Black, White  
 OS: Windows 10 (Home, Pro)



*\* Availability varies by model / Country*

	Samsung Galaxy Book 10.6"	Samsung Galaxy Book 12"
<b>DISPLAY</b>	10.6" TFT FHD (1920x1280)	12" Super AMOLED FHD (2160x1440)
<b>CHIPSET</b>	7th Gen Intel® Core™ m3 processor, Dual Core 2.6GHz	7th Gen Intel® Core™ i5 processor, Dual Core 3.1GHz
<b>LTE SUPPORT</b>	LTE Cat.6 (300Mbps)	LTE Cat.6 (300Mbps)
<b>MEMORY</b>	4GB + 64GB/128GB eMMC microSD up to 256GB	4GB+128GB SSD / 8GB+256GB SSDmicroSD up to 256GB
<b>CAMERA</b>	5MP FF	13MP AF + 5MP
<b>PORT</b>	USB 3.1(Type-C), Micro SD	USB 3.1(Type-C) x 2ports, Micro SD
<b>SENSORS</b>	Accelerometer, Hall, Light	Accelerometer, Hall, Light
<b>WIRELESS CONNECTIVITY</b>	Wi-Fi 802.11 a/b/g/n/ac, 2X2 MIMO, Bluetooth® 4.1 BLE	Wi-Fi 802.11 a/b/g/n/ac, 2X2 MIMO, Bluetooth® 4.1 BLE
<b>GPS</b>	GPS + GLONASS	GPS + GLONASS
<b>DIMENSION, WEIGHT</b>	261.2 x 179.1 x 8.9 mm, 640g(Wi-Fi) / 650g(LTE)	291.3x199.8x7.4mm, 754g(Wi-Fi / LTE)
<b>BATTERY CAPACITY</b>	30.4W / up to 10hrs, Fast Charging	39.04W / up to 10.5hrs, Fast Charging
<b>OS/UPGRADE</b>	Windows 10	Windows 10
<b>SAMSUNG SERVICES &amp; APPLICATIONS</b>	Samsung Notes, Air Command, Samsung Flow	Samsung Notes, Air Command, Samsung Flow
<b>VIDEO</b>	Recording: FHD(1920X1080) @30fps Playback: 4K(3840X2160) @30fps	Recording: FHD(1920X1080) @30fps Playback: 4K(3840X2160) @60fps

# OPTIONS: THIRD-PARTY ACCESSORIES

## KEYBOARD COVER

- ✔ Color and design options



## USB-C DOCK AND DONGLE

- ✔ Maximize productivity and compatibility with dock and dongle



## BLUETOOTH C-TYPE PEN

- ✔ Palm Rejection / Pressure / Button
- ✔ Compatible with all Tablet
- ✔ Rechargeable

