



**Innovation for Today and Tomorrow**

C O R P O R A T E O V E R V I E W



# Innovations & Resources

The strength of a global leader. The peace of mind of "close-to-home" service. The innovation of a forward thinking Research and Development Team. All working together to answer the demands of your business. At Samsung, we are creating the total communication solutions that you want - for today, and tomorrow.

## Profit from the Resources of a Global Leader

Our \$93 Billion in Sales

Guarantees

We'll be Here for You



**Y**our business can move forward with confidence, knowing it's backed by the strength of one of the world's largest companies. Every one of our 250,000 employees, from 66 countries, are working together to provide you with the innovative products that your business needs to get ahead, and stay ahead. With our \$93 Billion in annual sales,

Samsung has the enormous research and development resources that are vital to creating the new technologies that will power your company tomorrow. As a global leader in technology, Samsung will be there to deliver the total communications solutions that you want.

## Tailored to Fit the Demands of Your Business

Designed and Built

for Businesses Like Yours

**W**hile Samsung is globally diverse, we are locally managed. With our U.S.-based scientists and engineers working to create technologies that suit your individual business, you know you'll be getting the performance and ease-of-use that you expect. As for service, our unparalleled Dealer Network is there to give you the responsive "close to home" support that you can depend on. So whether you have a small, medium-sized, or large



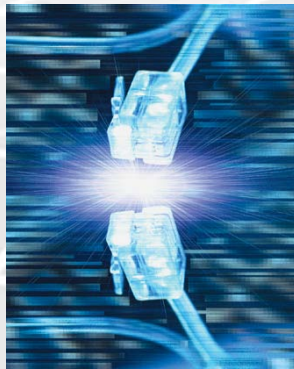
business organization - or even if you're an individual entrepreneur or multi-state corporation - we have a range of products that are uniquely tailored to fit the demands of your business.

C O N N E C T I N G Y O U

# Only Samsung Can Offer

## Today's Technology Designed for Tomorrow's Needs

\$7.9 Billion Dedicated  
to Research & Development  
Assures You the Latest  
in Technology



**I**n today's rapid-moving world it can be difficult to keep your business ahead of the curve. Samsung makes it easy. We have over 10,000 research scientists & engineers, all working to create ground-breaking technologies that make our products faster, smarter and more flexible than any other product in the market. We filed more than 1,500 U.S. patents last year alone, ensuring that your business will have the

total communications solutions it needs to meet the challenges of the upcoming digital convergence revolution. At Samsung, we provide a suite of integrated products, all designed with one goal in mind: to make your life simpler.

Samsung believes in giving you simplicity without sacrificing innovation. With \$7.9 billion dedicated to Research and Development, you are guaranteed to have cutting-edge technologies that deliver market-leading performance - for today, and tomorrow.

## Leading the Way into the 21st Century

The Only Communications Solution  
You'll Need  
for the 21st Century  
...and Beyond

**W**ith Samsung, you have the security of knowing you'll be getting the most advanced technologies well into the new millennium. With the strength of a global leader, the personal service of a locally managed Dealer Network, and the innovation of a dedicated Research and Development team, you can be assured Samsung will be here for the lifetime of your enterprise. At Samsung, we're proud to be leading the way into the 21st century. Join us for the journey.



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