

---

# The 5G Era: Consumer Devices of the Future

Tuesday, 22 October 2019

13:00 – 15:00





---

**Drew Blackard**

Head of Product Management  
Samsung Electronics America

---





# The Promise and Progress of 5G

How Samsung is Leading a 5G Revolution





A hand holding a Samsung Galaxy Note smartphone with the S Pen stylus, set against a blue bokeh background. The phone is held vertically, and the S Pen is held in the hand. The background is a deep blue with out-of-focus light spots.

**Innovator of new mobile experiences**

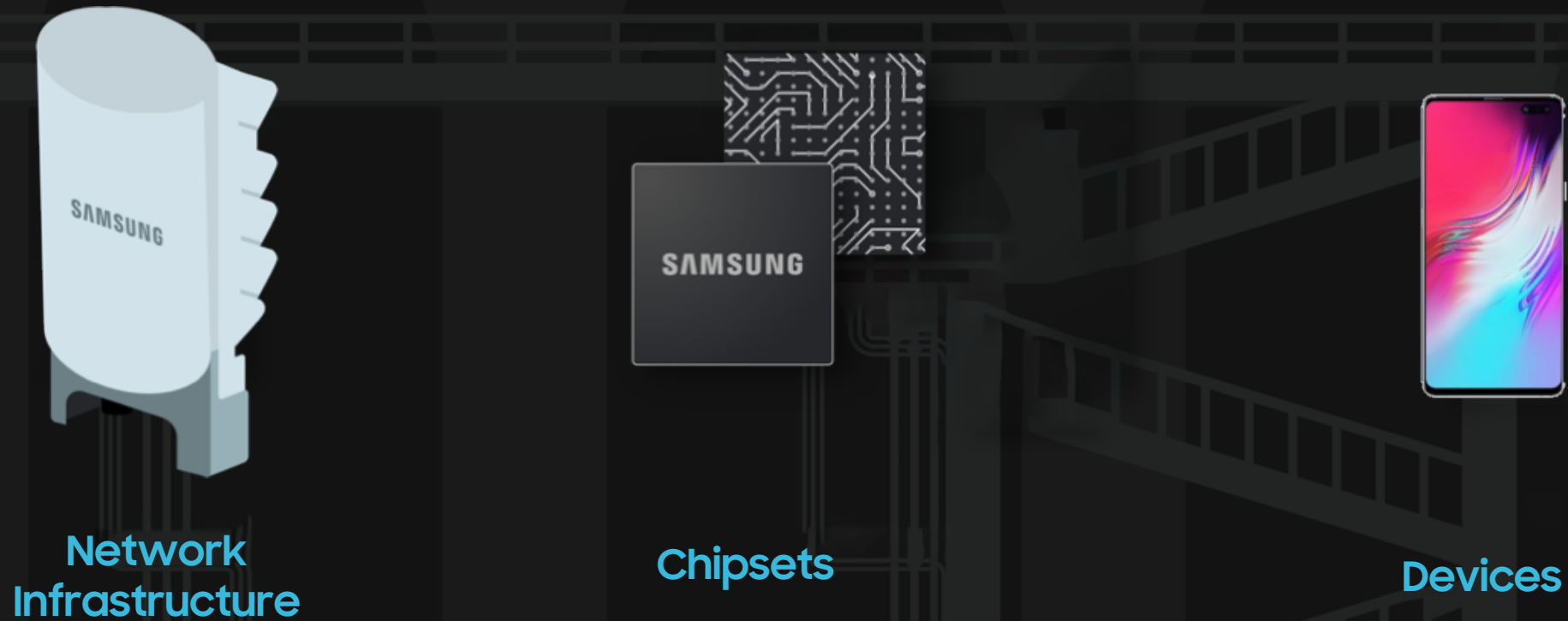


An aerial night view of a dense city skyline, likely New York City, featuring numerous illuminated skyscrapers and buildings. The lights from the windows and facades create a vibrant, glowing effect against the dark night sky. The perspective is from a high angle, looking down on the city's grid.

# Connected Living



# End-to-End 5G Ecosystem





**Galaxy S10 5G**



**Galaxy Note10 5G  
Galaxy Note10+ 5G**



**Galaxy A90 5G**



**Galaxy Fold 5G**





# The Promise of 5G

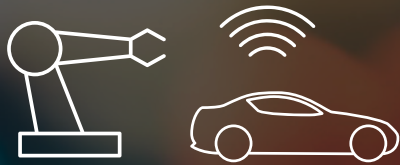


## Enhanced Mobile Broadband

Peak speed 20 Gbps

Edge area 100 Mbps

# 5G



## Ultra Reliable & Low Latency

1 ms Latency

$10^{-9}$  Error-rate, Ultra reliability



## Massive Machine-Type Communications

1 million device connections/km<sup>2</sup>

High energy efficiency

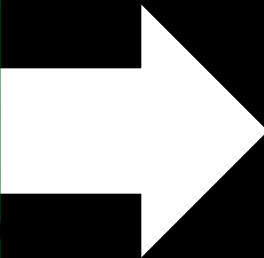




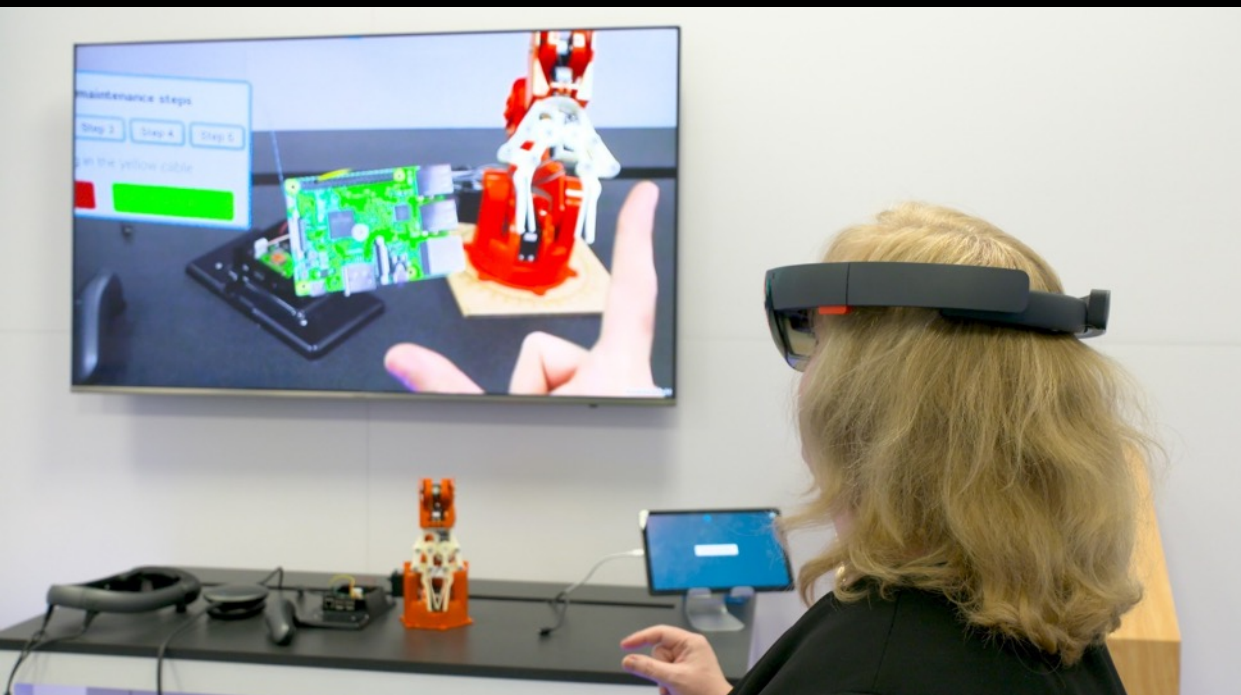




SAMSUNG XR CAPTURE STUDIO









Front

Back

Right

Left



Beach Buggy Racing 2

Jake



Game will start in 10

100%



100%



Waiting for more...





**Hyperfast Speeds at Nearly 2Gbps  
Download 4K Movie or Season of Your Favorite Show in Seconds**



An aerial photograph of a modern city, likely Singapore, featuring prominent skyscrapers and a complex road network. A white network diagram is overlaid on the image, consisting of three circular nodes connected by thin white lines. One node is positioned at the top center, another at the bottom center, and a third on the right side. The text "Beginning of 5G Experience" is centered in white over the image.

# Beginning of 5G Experience