



**SAMSUNG RESEARCH
AMERICA**

Samsung Open Innovation

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Samsung Group



Heavy Industries



Electronics



Financial Services



Energy



Retail



Chemicals



Leisure



Infrastructure & Construction



Advertising



Health



Environment



Samsung Electronics

Top IT company 3-years in a row: \$188B 2014 Revenue

Samsung Electronics

IT & Mobile



Consumer Electronics



Devices Solutions



Samsung Open Innovation Model

Open Innovation Organizations

- Samsung Advanced Institute of Technology (SAIT)
- Digital Media & Communications (DMC)
- Business Unit Development Team
 - Visual Display
 - Digital Appliance
 - Software
 - Networking
 - Mobile

Modes of Partnering

- Joint R&D Development
 - Samsung Global Research Outreach (GRO)
 - Samsung Global Research Projects (GRP)
- Proof of Concept Funding
 - Non-Recurrent Engineering (NRE)
- IP Licensing
- Strategic Investments
- Acquisition
- SBIR/STTR Letter of Support