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Life companion

TABLETS
Are they having laptops
for lunch?

SMART TVs
The future is here

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Samsung GALAXY Note 3

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The festive season is now upon us, and I am sure all of us have saved up for that one or more important technology purchase. Smart technology is the new buzzword, and hence, in our current issue of Eros Nextech we bring you your guide to Smart technology.

With the leader in smart technology - SAMSUNG - being a key part of our brand portfolio, we are in a good position to provide you - our valued reader - key insights into smart technology, and what you need to look out for when making that all important purchase.

With technology fast evolving, smart devices are finding a variety of applications across a spectrum of industries such as medical, engineering, design, telecommunications, defense, household applications and much more. Some of the most common smart devices are smartphones, tablets, smart televisions, etc. These smart devices provide us with a dynamic interface with the world of multimedia content, applications and services. And now comes the much awaited Galaxy Smart Gear.

We hope you enjoy this issue, and find it informative. Please do not forget to write to us at erosnextech@erosgroup.ae with your comments and tips.

Also like us on [facebook.com/erosgroup](https://www.facebook.com/erosgroup) and enter the Eros Nextech contest to win some of the smart products featured in this magazine.

Niranjan Gidwani
Deputy CEO, Eros Group.



follow the future



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SMARTPHONES: LIFE COMPANION

When Samsung introduced the new tagline, *Life companion*, for the Samsung Galaxy S4 it was not just a marketing gimmick but a true reflection of the evolution of the smartphone. In the span of a generation the mobile phone has evolved from being just a phone to a smartphone that is a true life companion. Today, a smartphone with its wide range of applications and interactive features provides a user with continuous updates on news, can be a fitness, travel and food guide, provide entertainment on the go besides enabling the most basic premise of a mobile i.e. communication.

Eros Nextech provides you with a guide on what is a smartphone and what to look for when making your next smart purchase.

Feature phones and smartphones. The divide.

A feature phone is a multipurpose phone, which has additional functions as compared to a basic mobile phone (voice calling and SMS). Feature phones are moderately priced as compared to smartphones. Smartphones have superior data processing capability, connectivity and interactivity. However, it needs to be understood that there are no cut and right distinctions between smart and feature phones. It is generally understood that a smartphone is one which encompasses a certain level of functionality of a Personal Digital Assistant (PDA), portable media player, cameras, touchscreen, GPS navigation, Wi-Fi and mobile broadband access. Another important distinction is that smartphones are capable of better integration of advanced programming interfaces (API's) with the operating system.

The advent of smartphones during the early part of the present century has marked a quantum shift in the market uptake, with feature phones steadily losing their appeal. Today, in the UAE, people who barely use smart

capabilities tend to buy smartphones and yet use them as feature phones, without really deriving much from the functional superiorities of the smartphone. This change has been driven by lifestyle choices, more than an acute awareness of technology and its prowess. However, with data packages being offered at attractive rates, people, especially the younger generation, have been harbingers of change in adopting smart devices.

Smartphone shipments overtook feature phone shipments worldwide in the first quarter of this year, for the first time ever. This means that smartphones represent more than half the market.

Be smart shopping for a smartphone.

As in life, so with phones. It helps to get your priorities right. The glut of smartphone manufacturers in the market provides you an array of options. Knowing how you'd use your smartphone, while having some idea of how much weightage you'd provide for design, brand and looks helps you along in your decision making process. That said, here's a quick list that should help you decide.

Choose your operator and data package

Smart people understand that smartphones are nothing without data. The UAE's service providers, Etisalat and du, offer a range of phones with attractive prices, data packages and deals thrown in. They also offer easy payment plans, at zero interest, which allows you to own your favourite gadget without burning a crater in your pocket.

Decide on your OS

More often than not, your operating system defines the user experience on account of the kind and quality of apps available on it. Android is one of the most popular operating platforms because of its customizability and availability of free apps. Apple's iOS scores high on its simplicity and ease of use.

What's your screen size?

Smartphone screens are getting bigger, as the phablet trend dominates the market. The ideal size of your screen should be anything upwards of 5 inches. It's important to bear in mind that the higher the screen size, the less likely the device will fit into one hand. Ultimately, it's a trade-off between size and sizable real-estate for gaming, movies or even typing mails.





Simulating sense in the future

Smart devices of the future may be able to extend the sense of touch, in which case, we may be able to feel the fabric before purchasing clothes online. We may be alerted to our baby's cries with a warning from an advanced speech recognition system saying 'Your baby is hungry / ill / lonely'. Smart devices of the future will be able to understand visual media better. They will sort out our family photos, for instance. They will also develop a sense of smell. If you happen to sneeze on your smart device, tiny sensors embedded in them will be able to analyze your breath molecules and say 'you may have an infection; so go see a doctor immediately'.

It's easily foreseeable that smart devices are paving the way ahead for a future filled with hope, excitement and increased mobility.



Pay attention to the processor, memory and storage.

The rule of thumb here is that the recent the processor, the more evolved the device, and consequently, the better the experience. For instance, a quad-core Qualcomm Snapdragon 600 processor offers terrific speed for gaming, multitasking and more, than say, a dual core chip. 2GB RAM has become a standard on high-end phones as has at least 16 GB storage capacity. It's better to opt for expandable storage capacity in the form of micro SD cards that allow you to capture video, play 3D games and enjoy movies.

As regards your camera, pay attention to the sensor and the quality of the lens as much as you do to the mega pixels.

Consider the battery life

Make sure that your smartphone is good enough to last for at least 6 hours plus. Watch out for power-saving modes on the device that will help you optimize performance.

Special stunts

Depending on how you use your smartphone, you may want to choose a smartphone that doubles up as a TV remote. Samsung's Galaxy S4 offers new Air gestures, health and translation apps and the ability to broadcast the same song to multiple S4s, at once. If you seek navigation, also consider whether your phone delivers assisted GPS (aGPS).

2G, 3G, 4G & Wi-Fi DECODED

The earliest form of telephone technology was called as 1G. The second generation, called as 2G, allowed for enhanced data services and SMS. The introduction of 2G allowed for digital encryption, which meant better privacy, efficient data transfer and reduced cost. The combined introduction of GPRS (Global Packet Radio Service) and CDMA (Code Division Multiple Access) one networks came to be referred to as 2.5G, which allowed services like Wireless Application Protocol (WAP), Multimedia Messaging Services (MMS) and Internet Services. The introduction of 2.75G brought in higher data transfer rates – almost three times the previous rates.

3G used a completely different set of radio frequencies and therefore required additional spectrum licensing fees, which led to the delay of embracing the technology in many countries. The data transfer rate of 3G is highly superior, allowing facilities such as video calls, video conferencing, online conference call, mobile TV, online gaming etc., As with the second generation, this was also followed by 3.5 and 3.75G, which brought about

higher data transfer rates.

Wi-Fi refers to wireless technology that enables you to access the internet at home and in public places such as airports, restaurants, cafes or schools over smart devices. However, Wi-Fi is accessible only within the pre-determined wireless zone, which is a limitation. 3G is like having Wi-Fi everywhere, in the sense that Internet access is brought to you by radio towers. 3G connects through the cellular network of the provider while Wi-Fi connects through the local hotspot, which may happen to be popularly known as LTE, the next generation, 4G is all set to revolutionize data transfer speeds, going up from 100mbit/s to 1Gbit/s which is unheard of, as these speeds are not present in the wired networks commercially. 4G networks offer superior speed and connectivity, especially for video chats and conferences. They also provide better privacy, security and safety. However, 4G is not available in all major cities of the world, at the moment. Plus the technology is relatively nascent and hence initial glitches are prevalent.



IS THERE A PERFECT TIME TO BUY A SMARTPHONE?



Now that's a million-dollar question. And the answer depends on what kind of consumer you are. Broadly classified, mobile phone consumers fall into one of the below mentioned categories. Where do you fit in?

Brand Stewards

If you're well educated, tech savvy, brand conscious, app conscious and abreast with tech-events and trends, you're a Brand Steward. These set of consumers are affluent, more adventurous and consider the latest Apple or Samsung device to be an extension of their personality. Buying a mobile phone is very much like buying a car, for them. They like to show the world that they are beacons of information and use their devices to be connected to the world around them. If you belong to this category, then you wouldn't mind paying a premium to be seen with the right device. Also, Brand Stewards buy at least 3 sets of accessories for their phone and they usually buy their phone through credit cards or cash.

Social Butterflies

These set of consumers are very similar to the brand stewards; the only point of difference is that their phone buying process is more of a rational decision as compared to the brand stewards. They are also early adopters, but prefer to adopt a wait and watch attitude. They look before they leap; they are likely to buy a mobile phone within a month or two of its release to gain social acceptance within their circuit. They look forward to finance schemes from network providers to buy their phone.

Feature Friends

As the name suggests, they are driven almost completely by their heads when it comes to buying mobile phones. Their replacement rate of mobile phones is probably once in a year or more. Mobile phones are seen by them as an extension of their efficiency. They use them to cope with their busy schedule and manage the demands of their day. They choose to buy their phones through network providers, usually offering zero percent interest and easy installments.

Wallet Watchers

These consumers are typically middle-aged, not so successful, less open to new ideas, and not so socially active. They are not heavily influenced by perceptions of their peer group; so while they do adopt technology they are unwilling to pay a hefty premium for buying the phone as soon as they hit the market. They wait until the price has stabilized enough for them to be able to afford it. Also, zero percent interest and easy installment schemes is a major factor in their conversion.

Tech Survivors

They are not interested in the latest mobile phones. Technology, to them, is just about making life a bit easier. They are very conservative in their outlook, are generally not interested in trends and fads, and have a quiet social circuit. They may or may not adopt smartphones and prefer to stick to the tried and the tested way of living life. Savings is a prime priority of these consumers.

Having said that, it's no secret that any mobile phone that's just out in the market attracts a premium price. The availability of competitive products, wide spread distribution and market uptake tend to drive the price down and stabilize over 3-6 months. It's usually during this period that network providers also offer data packages bundled along with it. So the question is, can you afford to keep your hands off the newest thing in town for about 3 months?



ACCESSORIES: THE PERFECT ARM CANDY

A range of accessories are available in the market for your smartphone. Some of them are indispensable while the others are around just for the bling. Here's our pick of accessories we think any tablet buyer should consider:

Look for the chic case

A good case protects and makes a style statement about you, personalizing the device. Cases made of faux leather which are scratch resistant are ideal. Choose a colour that fits you and your desk / environment.



Write with a Stylus Pen

A Stylus pen is a worthy addition especially if you choose to write, draw, make notes or annotate.

Get the perfect dock for your smartphone.

Check e-mail, store, charge, browse photos and enjoy your music at home or in the office.

Get a screen protector

Find a screen protector that safeguards your smartphone from dust, fingerprints and scratches. It's also advisable to ensure that your screen protector is matte finished and UV resistant.

Skin matters

Skin covers are the skinnier alternative to bulky cases. Skin covers make your smartphone look stylish while protecting it from scratches. Also, they do not leave any adhesive residue behind when removed.



SAMSUNG

WEAR SMART, STAY FASHIONABLE.

The Galaxy Gear is a 1.63 inch touch-screen smart watch on your wrist that syncs with your Note 3 (soon with Galaxy S4 and Galaxy S3), so you don't have to reach out for your phone, all the time. The gear makes phone calls, controls your music, tracks your exercise and installs your favourite apps such as Banjo, Path, Glympse and more.

Free your hands

The Galaxy Gear responds to your voice (S voice). It's mighty useful when you are driving, working out or even cooking.

Speech to text feature

Dictate your ideas and record them as text. The brilliant idea you had while driving is now saved as text.

Check notifications

Check them on your watch and if necessary, attend to them on your phone directly via Smart Relay – connective performance with the Galaxy Note 3,

saving you time and energy.

Click and interview

Take photos with corresponding audio, dictate notes and record responses. In short, miss nothing.

Also track your phone at home or office, securely lock it once it's out of range of your watch, and if it's lost, activate a ring, beep and vibrate feature.

Now figure out your fave gear colour and start flashing it.



Samsung
GALAXY Gear

THE SAMSUNG S PEN. WHAT'S MAKING IT HAPPEN?

The S pen is an input tool developed with the Galaxy Note, offering a highly sensitive and responsive mechanism that makes interacting a pleasure. Below are the top 10 apps for the Samsung S pen, designed to help you make the most of it.

AutoCAD 360

View, edit, share and annotate AutoCAD drawings with built-in collaboration tools

CameraAce

Pre-organize, personalize and organize your photos using filters, and enhanced effects

PicsArt-Photo Studio

Edit your images using photo manipulation, collages, borders, stickers, cliparts and color adjust them before sharing over social networks, SMS or email.

SketchBook Mobile

A pro grade paint and drawing app offering several sketching tools which complement your inspiration on the go.

Photo Desk

A great tool for photo management and editing, it gives you the freedom to create your own story with its array of features.

News Ace

A multimedia news reader with 400+ news channels allowing you to annotate, mark or highlight relevant passages.

Infinite Painter

Create poster sized paintings experimenting with over 20 different brushes to express yourself.

Sketch 'Em

A drawing tutorial for aspiring artists with guidance from pros and a challenging scoring system, it encourages you through the levels of anatomy and perspective drawing.

Paintrola

This S Pen app enables you to trace photos from your phone gallery and turn them into hand drawings or paintings.

Skitch

A great tool to sketch ideas, take notes or sketch concepts to communicate visually, it marks photos, screenshots and web pages too.

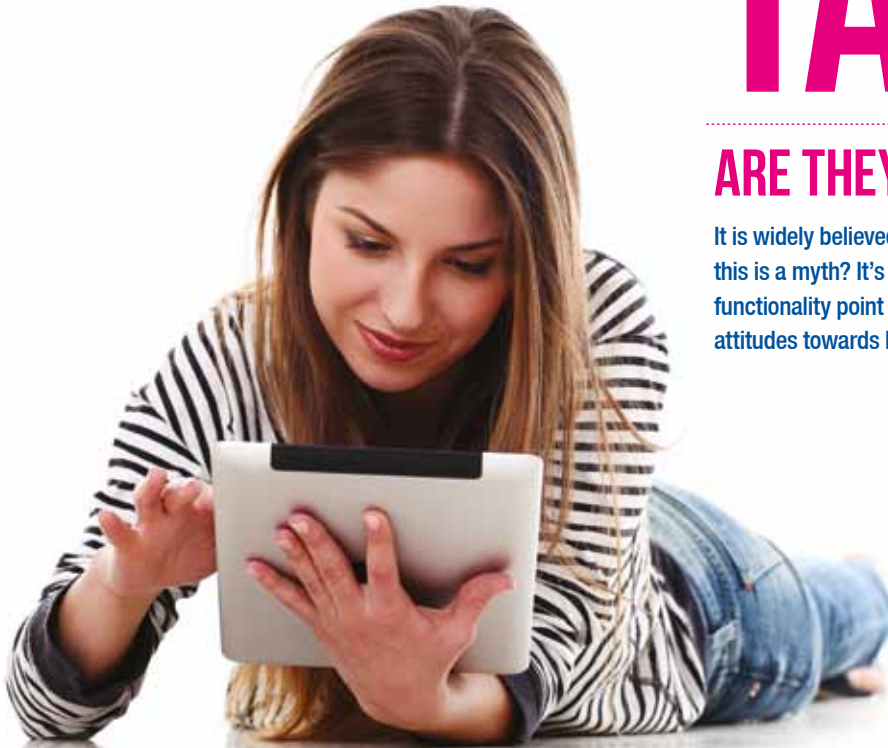




TABLETS.

ARE THEY HAVING LAPTOPS FOR LUNCH?

It is widely believed that tablets are taking over the laptop market. How much of this is a myth? It's necessary to clearly delineate the two devices from a functionality point of view to understand the dynamics and shifting consumer attitudes towards both products.



A laptop is decoded as a mobile personal computer, a device that performs a desktop's functions but allows better mobility, is light and is compact as well. Over the years, laptops have become faster, lighter and nimble thanks to superior design, and major enhancements in power and functionality.

Tablets, on the other hand, have gone the other way. Their birth was a result of expanded screen sizes and enhanced functionality, evolving from mobile phones. In terms of computing, tablets really do not match the superiorities of a laptop, although for some people, the computing capability offered by a tablet is just about enough. For people who need to browse a few websites for news and information on the go, play lightweight games, listen to a bit of music or watch a movie, there is nothing better than a tablet to make a style statement and be functionally efficient as well. Also, when it comes to specialized functions such as design, music, etc., it is possible for professionals to derive inspiration, jot notes and convert them into their workmate than people who require heavy duty computing capabilities and specialized software.

Another reason for the fall of the PC market is attributed to migration of young, first-time consumers to smartphones and tablets, which allows them to make a style statement, rather than adopt cumbersome laptops.

Arab consumers are quick to follow international trends when it comes to adoption of technology and devices. The purchasing power of consumers in this region, combined with affluent lifestyle choices and the eagerness to be one-up on peers are significant reasons why tablets have taken off at the cost of laptops in this region. Also, with the proliferation of numerous tablet brands in the market, the cost of tablets as a category, has been driven down. The performance characteristics of tablets are also on the rise as each wave of innovation takes it closer and closer to the productivity expected on a laptop.

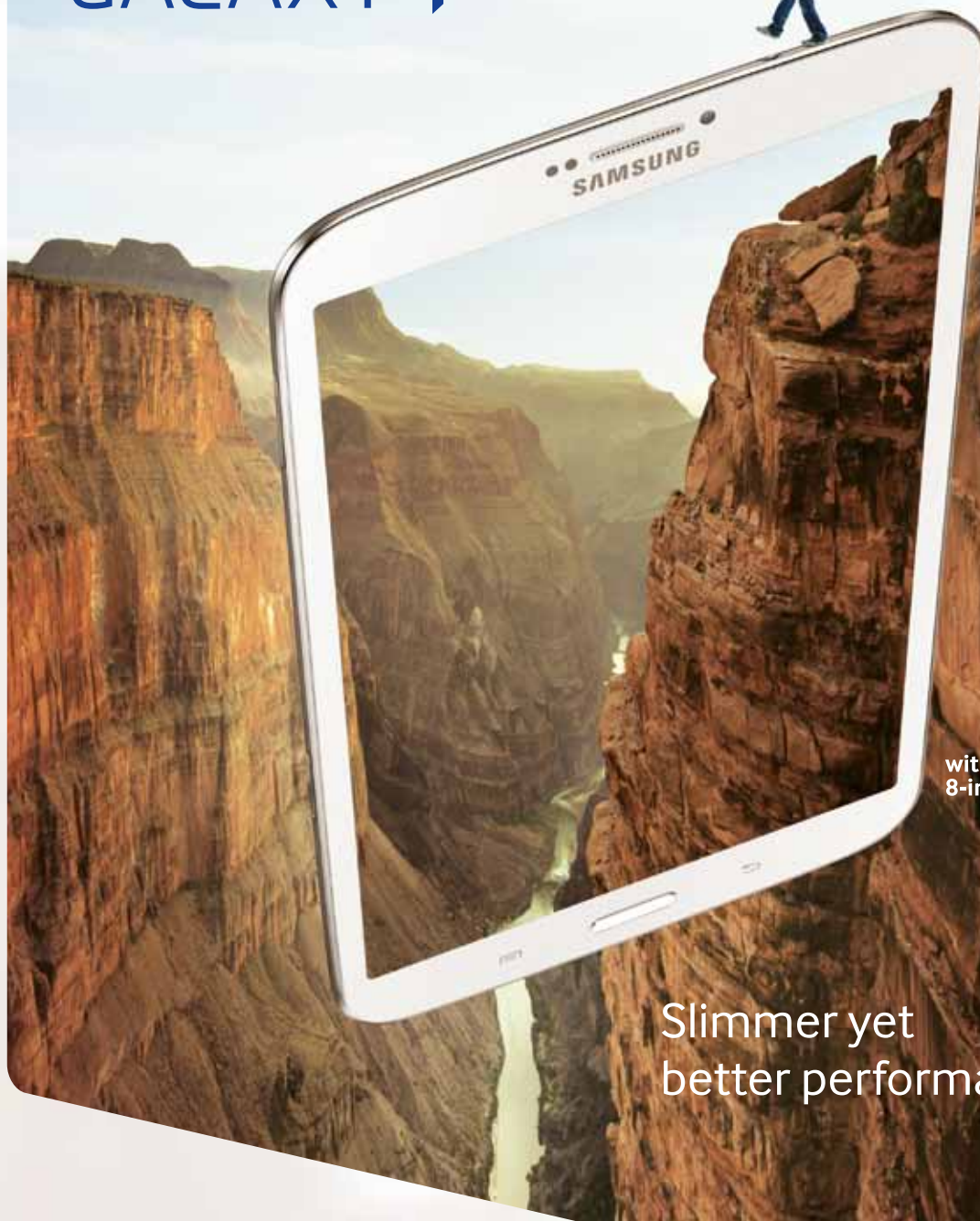
It is therefore safe to assume that tablets are certainly enjoying their day in the sun, with trends increasingly pointing to its market expansion being driven at the cost of personal computers.

HOT TIPS ON BUYING A TABLET

- Do you intend to carry your tablet around in your jacket pocket, handbag or briefcase? Take a look at the screen sizes with regard to your usage patterns.
- Look for tablets that offer expandable storage such as micro SD or micro USB ports. This helps you store your documents, multimedia and other files safely. Buying a tablet with a 64GB storage is highly expensive than buying one with, say 16GB built-in storage with an expandable memory option.
- Look at the versatility of tablets before making a purchase. Tablets with attachable keyboards (convertibles) allow you to create content with your device.
- The quality of cameras and audio playback capability has a major impact on your entertainment options and gaming.
- A tablet with a stylus pen offers advantages for the creative minded. Tablets with digital stylus allow you to draw, write and have fun on the move.
- Consider the battery life and the processor of your tablet before finalizing one. Modern processors have lower power requirements and provide faster response times.
- If you're planning to use your tablet outside an area with Wi-Fi, it is advisable to choose one with a built-in 3G radio.

*Screen image is simulated

Samsung GALAXY Tab3



with
8-inch display

Slimmer yet
better performance

Also available:

3G & WiFi



10.1"



7.0"

Samsung GALAXY Tab3 8.0

- Ultimate Slim & Light (7.4mm/316g)
- 8.0" WXGA Display
- 5MP + 1.3MP Camera
- Reading Mode
- Story Album



Available at all major retailers.





Things to consider when buying a tablet.

These are 5 overwhelming reasons why a tablet is preferred to a notebook or a desktop:

Portability

Tablets are comparatively lightweight in design and hence are easy to carry around. They are a constant companion for people moving about at home, on the metro or bus, at the office or even while relaxing at your favourite café or gym.

Laptops, on the other hand, do take a bit of time to start up and get uncomfortably hot after a short period of time.

Productivity

A tablet is not a device that supports heavy and highly specialized software and so may not be the device for drafting a long-drawn out proposal, for instance. However, it's handy when it comes to checking e-mails, managing schedules, making notes on the go, referencing documents etc. Thus it is seen as the ideal complement for a desktop computer at the office.

Entertainment

Touch-based controls on a tablet are a definite plus when it comes to gaming. Also the screen size of a tablet is just large enough for it to give the user his personal space while providing a sufficiently good experience, especially on the move.

Adaptability

The most beautiful part of owning a tablet is the ability to customize them to suit your functionality. All you need to do is download the relevant apps, and the device becomes tailor-made to your needs. Tablets are the ideal companion for road warriors who need better functionality than smartphones, without being held back by the size and weight of a laptop.

Battery life

A tablet offers superior battery life as compared to a laptop. A Samsung Galaxy Tab, for instance, offers a full day's use before its batteries run out, as opposed to about 2.5 hours on a laptop.

PHABLETS.

WHAT'S THE PATH AHEAD?

In simple terms, a phablet is a combination of a smartphone and a tablet, eliminating the need for two devices. Typically, a phablet can be looked as a smartphone with an oversized screen. Or a tablet with a mini screen.

With interactivity playing a bigger role in smart devices today, the phablet is ideal for screen intensive activity such as mobile web browsing and multimedia viewing. The Samsung Galaxy Note, for instance, includes software optimized for a self-storing stylus that facilitates sketching, note-taking and annotation. In fact, the Samsung Galaxy Note is recognized as pioneering the phablet market.

International trends suggest that the market for phablets is likely to grow very fast. Dropping screen prices, good screen power efficiency and battery life are factors contributing to the popularity of the phablet.

What started off as a trend in South Korea is now catching up fast in developing economies such as India and China. In fact the adoption rate of phablets is exceeding that of tablets and laptops combined. The phablet category growth has spurred a slew of low-cost brands offering screen sizes in the 5inch plus category with me-too features.

A startling fact in the apparel industry brings the issue of the phablet growth into sharp focus: brands are already redesigning their apparel with larger pockets to be able to incorporate phablets. Now, that is a definite pointer to the way ahead.

TABLETS IN EDUCATION. IS THAT THE FUTURE?



Education is changing in response to technology change across the world. Some of the reasons why tablets will find their way into classrooms are:

- Tablets are not only technology in the classroom but less load on the student's back.
- Today, teachers are facilitators of the educative process and tablets are making the transition as facilitators easier.
- They bring in customized learning through a variety of apps that directly address students' requirements. What's great is that apps impart education in a fun and collaborative atmosphere.
- Tablets allow audio and video to be recorded; thereby enabling students to focus on the subject rather than take notes.
- Tablets, with their illustrative and graphic enabled content, bring to life hard-to-understand concepts.
- Tablets can aggregate feedback and response of students in a classroom on a real-time basis, providing feedback on teaching efficiency and understanding of students.
- Tablets encourage students to reflect and monitor their own progress and allows them to argue their point of view.
- They are brilliant when it comes to group projects, where each student is required to contribute on certain sections of the project. They cut down space and time effectively.

TOP APPS FOR KIDS



Doodlecast for kids



Elmo loves ABCs



How to make Paper Airplanes



Kid Mode



King of Math



Loopesque Kids



SMART TVs

THE FUTURE IS HERE



A smart TV is one that enables you to connect, interact and do so much more than an ordinary television. A smart TV puts the power of the Internet and apps in your hands. It certainly will not replace your laptop or a desktop, as it has restrictions. Depending on the brand of smart TV you choose, you can enjoy a selection of features, built-in apps, downloadable apps and add-on services such as Video on demand (VOD) and Internet-based movie channels. A smart TV will let you stream content such as video or music from the Internet, without you having to store it on a memory device.

CONNECTING TO THE INTERNET

Smart TVs allow you to easily connect to the Internet either through Wi-Fi or an ethernet cable. All you need to do is to set up your home or office internet connection and let your smart TV take it from there. An ethernet cable link provides you a stable connection, though.

VOICE ON DEMAND (VOD)

Video on demand is an important and most practical way of using your Smart TV. Manufacturers like Samsung offer in-built videos on yoga and other forms of fitness, besides sport and music based videos too. There are also a range of localized applications on offer, depending on the brand of smart TV you choose.

APPS ON TV

The homepage of your smart TV gives you access to a range of apps. This helps you personalize your TV to your family's needs. Most of the apps are available free currently. You can listen to internet radio, get weather forecasts, entertainment as well as games.

The quality of entertainment on a smart TV will depend on the HD feed (for great video quality), the audio equipment you use, cables connecting your TV with devices, the routing equipment you use and of course, the speed of your Internet connection. It is therefore essential you pay special attention to these

aspects, as much as the brand of TV to get maximum bang for your buck.

What size of TV should I buy?

TVs are available in a range of sizes from the humble 19 inch to the massive 80 inches and above. And there are any number of ways to arrive at a perfect or near perfect size of TV you should buy.

The size of the room and the type of content available on your TV are prime considerations influencing your buying process.

Televisions with screen sizes of 40 inches and above are ideal for the living room. A 40-inch screen is watched at around 1.5 meters away, if you're watching HD content, while a 32-inch TV is best if you're watching standard definition (SD) content at that distance. If your living room is expansively large, then bigger TV screen sizes are ideal, as they bring the extra detail of High definition to life, especially when you're watching movies.

Supplementary television for other rooms in your house such as bedrooms, kitchens etc. can do with 19 to 26-inch TVs, as they would tend to dominate the room, if they're bigger.

If you happen to watch 3D content, it's advisable to sit at 4x (four times the distance) of the screen height. It's okay to watch 3D content from close quarters, compared to SD or HD content, as you tend to concentrate on the 3D effect rather than on fine on-screen details.

WHAT'S THE IDEAL VIEWING DISTANCE?	Full HD	Distance (ft)	Full HD	Distance (ft)
	32-inch	4'	50-inch	6.5'
	40-inch	5'	55-inch	7.5'
	46-inch	6'	65-inch	8.5'



WHAT'S
NEW?

OLED

Samsung, the pioneer in OLED technology, with over 40% of OLED displays in the world, is leading the technological revolution. An OLED (organic light-emitting diode) is a LED in which the emissive layer is a film of organic compound which emits light in response to electricity.

Since an OLED display works without a backlight, it displays deep black levels and is thinner and lighter than LCD panels. Samsung's OLED TVs have a visibly curved surface, unlike any other flat panel, and is only 3mm thick.

Since every pixel produces its own light, the displays are original and the colors vivid.

Another revolutionary function of a Samsung OLED panel is its multi-view capability. It allows two viewers (with special glasses on) to watch separate programs on the same TV, complete with audio control. What's even more baffling is

that one may watch 3D content and the other may watch 2D content on the same screen and yet remain mutually uninterrupted. Perfect for couples who have differing mindsets, yet prefer to watch TV from the same couch!

UHD

Ultra High-Definition televisions are those that have a minimum aspect ratio of 16:9. Currently there are two classifications of UHD televisions 1. The 4K UHD and 2. The 8K UHD. The 4K UHD has a resolution 4 times the 1080p HD quality clarity, while the 8K UHD has a resolution 16 times that quality.

The Samsung UHD TV's picture is made of 8.2 million pixels and so, displays wide pictures with fantastic detailing and clarity. The Samsung UHD is a timeless gallery piece with a unique

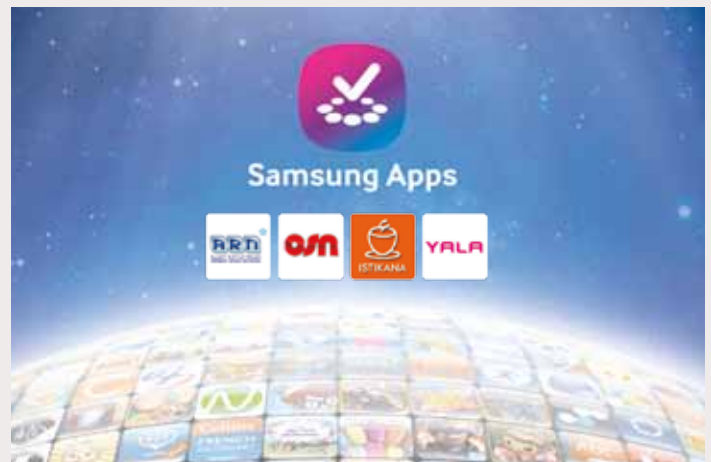
frame and a floating screen in the middle, which is fairly thin. The unique frame has built-in Bose & Wilkins speakers to pump out high quality audio. The Samsung UHD comes equipped with a One-connect box that ensures clean, wire-free back panels and provides access to devices and gadgets. The One-connect box contains the CPU, processor, RAM, hard-drive as well as ports. It facilitates upgradation in the future and protects the screen, as the screen is free of processing equipment. Viewers can enjoy detail-rich images on the Samsung UHD, even from relatively close quarters.



SAMSUNG

GO SMART WITH SAMSUNG

Samsung TVs allow you to download and store a slew of applications that perform different tasks for you. In this sense, it allows you to personalize your TV experience.



They also offer a mind blowing multimedia experience. You can access online and offline multimedia content as well as content from different smart devices and gadgets. The good part is that the devices and gadgets need not necessarily be of a Samsung make.

An exclusive feature of Samsung smart TVs is its online feeds, which allow you to sign in to your applications. This eliminates the need to refresh your applications to check your status. If someone is calling while you are watching TV for instance, the smart TV alerts you to the call, enabling you to multitask.

Hand gestures and body language

connectivity is a really cool function on Samsung smart TVs that allows you to connect and interact with your television. Using two hand gestures, you can open pictures, zoom in and out, tilt pictures and perform several other functions. Voice control allows you to speak to your TV and ask for a list of upcoming programs such as soaps, dramas, movies, and sports.

Built-in apps on Samsung TVs allow you to entertain yourself with video-on-demand games or fitness routines such as yoga, cardio etc. Over 400 hours of personal training videos, based on your needs, are incorporated in Samsung. The mirroring function allows you to see yourself on one half of the split screen and compare with the instructor on the other half of the screen.

Localized apps on Samsung brings content from an exclusive clutch of developers. Some of the localized apps you can enjoy are 1. Free 2nd TV at home using OSN apps 2. Hottest music videos from Yalla 3. Hollywood, Bollywood and Arabic movies on icflix 4. Video content from Istikana and 5. Radio Music from ARN Network

Intelligent Viewing function on Samsung is smart enough to recognize the source of content (for instance, movies downloaded from the Internet) to adjust and enhance video and audio quality, optimizing your viewing experience. Micro dimming enhances color and contrast ratio while motion plus makes for better sports images.

Screen Mirroring enables you to connect Samsung phones or tabs to your TV and mirror the same program on those devices. Your screen-mirrored phone effectively becomes a remote control. Imagine walking around a conference room, explaining the details of a PowerPoint presentation transferred from your phone on to your Samsung TV in office.

Smart view enables you to share your source across a common network to other devices, such as a tab. Your son can watch his cartoons on the Samsung tab while you continue watching your favorite movie or sports program on TV.

Evolution kit is a future-proof device that consists of a processor, RAM, hard drive and graphic cards, which upgrades your television to a newer model. This enables you to simply plug in a newer evolution kit into an older television and enjoy the latest features.

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