

# **Smart Life with Convergence**

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## **Abstract:**

Over several years, Samsung Electronics has been leading the CE/IT device market with various devices. These have been achieved by the wide spectrum of products including smart phone and smart TV as well as the technical leadership.

Nowadays, because the concept of product has been changed from the single device itself to the window for giving user experience, if the device can't give the integrated user experience to users, it can't be a market leading product. Therefore, in order to lead the market, device manufactures must find the way to give more differentiated experience to users rather than any other companies. One of the solutions is the convergence - how previously separate networks, devices, and services can converge to offer new, exciting services.

This keynote will broadly explore the IT mega trends around CE/IT device manufactures for the convergence - Cloud/Big Data/Device Convergence - and why these trends are important to device manufactures. Throughout the keynote, the audience will be able to obtain the insight to the CE market, which technologies should be developed in each trend for the device manufacturers as to give an integrated experience to users - Smart Life.