

Tizen OS

Play. Watch. Inspire.

Sales Pitch Deck

June 2025



Tizen OS

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- 6 cost effective line ups with up to 5 year OTN support
- Certified Platform for Major Apps and EU regulations

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Smart Features of Tizen OS

- Samsung TV Plus, Gaming Hub, Major Apps
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Tizen OS advantages to TV Brand

Exclusive Samsung Features

Free Premium Live TV (Sports, Shows)
Console-Free Gaming built-in TV
("gaming console in your TV")



Top Performance

Fast TV boot time, quick launch of apps and our immersive AI Sound mode

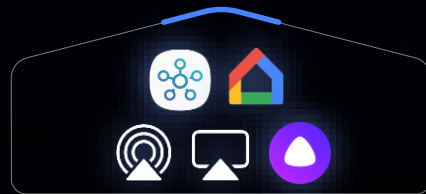


Global App Coverage

No limits for country expansion with Local and Global Applications support



Unique Features



Extended Connectivity

Support of multiple major ecosystems and not limited to Samsung-only



Hospitality Features

Expand addressable market with small and medium hotels/Airbnb



Knox Security

Reliable protection of TV from external cyber attacks – must have for a Premium product

Advanced Technology

6 Reference Models from HD to UHD

New budget Wi-Fi only option
120Hz – expected in 2026



Certified Product for EU and other markets

Save time and money with simplified broadcast and regulatory certifications



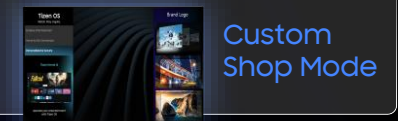
Engineering Support

Dedicated teams for E2E technical support



Brand Identity

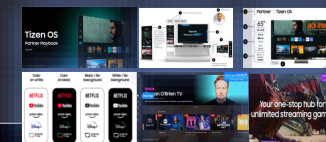
TV brand logo integration to Tizen UI



Marketing Support Technology

Marketing Assets

Professionally made videos, sales guides, Tizen images, templates at no costs



Samsung Brand

Leverage Samsung brand on the box to boost recognition

Tizen OS
Powered by **SAMSUNG**

Introduction

Tizen OS

Watch. Play. Inspire. with Tizen OS



What is Tizen OS?

Tizen OS is Samsung's proven smart TV OS platform, powering the world's No.1 TV brand for a decade.

It's not just an operating system—it's the foundation of an entire entertainment and customer experience ecosystem.



Trusted by Samsung & Global TV Leaders

Powering millions of Smart TVs with seamless performance and innovation.



Open to Licensing Since 2022

Available to TV brands worldwide, enabling premium smart TV experiences.

Based on Tizen OS used for Samsung TVs.

Tizen OS for licensed TV brands delivers Samsung Experience as the version powering Samsung Smart TVs.

What's the Same?

✓ Premium Smart TV Experience

- A seamless, fast, and intuitive interface.

✓ Vast App Ecosystem

- Access to a rich selection of apps, including top streaming, gaming, and lifestyle services.*

* App availability depends on content provider policies.

✓ Similar UX & Features

- Familiar navigation, smart recommendations, and fluid interaction.

What's Optimized?

✓ Streamlined for Efficiency

- We removed a few rarely used features to enhance speed and compatibility.

✓ Flexible for Different Hardware

- Performance tuning ensures a great experience, even on entry-level TVs.



Tizen OS Delivers a Highly Praised Smart TV Experience

Positive Customer Feedback

Users frequently highlight Tizen OS's user-friendly design and rich content offerings

Ease of Use

"The interface is so intuitive! Everything is where I need it."

Content Availability

"I can find all my favorite streaming apps in one place."

Performance

"No lag, no delays—just a seamless experience."

Top Fernsher 23.1.2025
Von Merrick - Verifiziert



MediMarkt.de

Pro: Gutes Bild, guter Sound
Contra: Einstellungen etwas nervig manchmal

Ein toller Fernseher mit vielen Stärken. Neben tollen Bild und für die Bauform guten Sound ist auch das Betriebssystem sehr gut.

kogan.com

James H
03 Jan 2025



Verified Purchase Plenty of features, apps and an easy to use remote control. Overall, I'm surprised that so much has been included in this smart TV for the price.

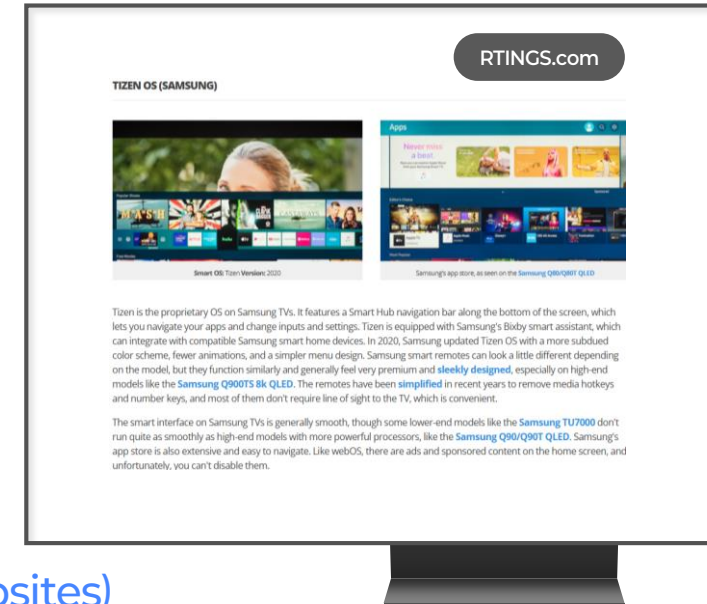
Bestbuy

A Truly Impressive 4K T



Verified Purchase I Posted 5 months ago. Owned for 2 weeks when reviewed. This reviewer received promo considerations or sweepstakes entry for writing a review.

The Tizen smart platform is intuitive and user-friendly. Navigating through apps and settings is a breeze, and the preloaded apps cover all the major streaming services, so I had everything I needed right out of the box. The remote is sleek and responsive, and I love how easy it is to access my favorite content.



Industry Recognition (OS reviews from trustful websites)

Tizen OS receives commendations from various tech publications



TechRadar

"Samsung's Tizen is often considered to be the best smart platforms - they're fast and fully stocked with the latest apps."

Pocket-lint

"Tizen offers a simple interface, streamlining app access and content discovery."

RTINGS.com

"The built-in Tizen OS is loaded with streaming apps, so it's easy to find your favorite shows."

Powered by Samsung's Leadership and Innovation

Now, every TV brand can offer a best-in-class Smart TV experience-powered by Samsung's expertise:

- ✓ Proven OS - Trusted by the global TV leader
- ✓ Drives TV Sales - Premium OS, higher consumer appeal

Samsung's Smart TV OS Evolution

First Samsung Smart TV platform



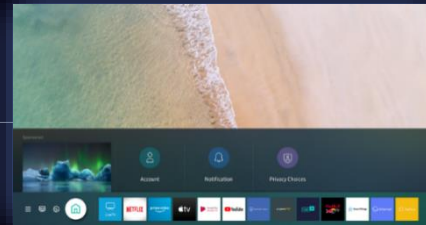
2011

Launch of Samsung TV Plus (free live TV content)



2016

Smart home deeper integration



2020

Launch for Samsung Gaming Hub in partnership with Xbox and Nvidia



2023

2015



Tizen OS introduced on Samsung Smart TVs

2017



AI-powered recommendations & enhanced UI

2022



Tizen OS opens to other TV brands

2024-2025



Continuous innovation in AI, UX, and performance.

Why Choose Tizen

Tizen OS

Differentiate your TV with Tizen OS

Tired of competing with hundreds of brands with same OS?

Would like to try a new but reliable OS?

Tizen OS

Well-Known OS backed by Samsung

Managed Partnerships

We carefully manage the number of TV brands to avoid oversaturation and excessive competition among Tizen OS partners.

Tizen OS

advantages to end-customer

01

Samsung Experience

- ✓ Premium performance and design, personalized for customers



Top Performance



Modern UI



Reliable Knox Security



AI Sound



Global App Ecosystem



Content Recommendation



02

Samsung Unique Services

Samsung TV Plus

- ✓ Free Live TV – no subscription
- ✓ 1000s of channels



Samsung Gaming Hub

- ✓ Console-free cloud gaming
- ✓ Play AAA Games on TV



* Channels may vary by country and are subject to change without notice

* Availability of games and features may vary by country and device.

03

Connectivity



Works With over
5 different ecosystems
including Google, Apple, Yandex, Philips, etc.



Integrated TV-optimized
Voice Assistant

Tizen OS show great performance

Users Love Tizen OS! High user engagement indicates satisfaction with Tizen OS:

 **270M Connected Users Worldwide**

Widely used OS from market leader

 **+70% in TV usage / content watch**

Users enjoy content features provided by TV

 **Over 90% of customers actively use TV after purchase**


Customers are highly satisfied with the product

Achievements

 Tizen OS received best OS award



* DEG ENTECH Awards 2023

 Samsung TV Plus global awareness is in #8 TV App after Netflix, YouTube, Disney, ... #1 FAST Channel



End-to-End support from market leader



✓ E2E support backed by **decades of global expertise** of high-performance hardware & software.

✓ **Simplified certification process** and compliance to regulatory standards to reduce time-to-market.

✓ **Expert engineering teams in China and India** provide rapid assistance to TV Brand partners, ensuring **instant feedback**.

✓ Access a **library of high-quality marketing materials** at no cost.

✓ Submit new assets and **receive actionable insights** within days.

New Exciting Features of Tizen OS



New Features

AirPlay

Airplay & Homekit will start arriving to new Tizen 8.0 models from Q3 2025*
(may vary by model)*

Tizen OS will provide basic functions to small hotels and AirBnBs

Hotel Mode



New Technical Capabilities

AI Sound Support

AI Sound provides the best audio settings for immersive experience

PQ Enhancement

PQ reduces eye strain and fatigue. Also help users see things more clearly on the screen

PQ enhancement



New LineUp

Expansion to 120Hz lineup

From 2026, there will be Tizen OS for more premium TVs supporting 120Hz/144Hz

Technical Benefits

Tizen OS

Supporting a Full Range of TV Lineups

Tizen Line-up Update

- New 8GB Value Added (Airplay and upcoming new features) models available from 3Q 2025
- NEW cheaper Wi-Fi Only options come in 2H 2025
- Upcoming new line ups with latest Tizen OS in 2026 (together with latest Samsung TVs)

	Y24	Y25 6 models	Y26 7 models
UHD		T7 TU650C	120Hz UHD MEMC 60Hz UHD
FHD		T8 TU601D	
		T8 TF571D	
		T8 TF531F	Cost saving
HD		T8 TF471D	
		T8 TF431F	Cost saving

Spec.	SOC	DDR	Flash	BT	Wi-Fi
Premium UHD - TBD					
UHD with MEMC - carry over model (Airplay, Adaptive sound, OTS Lite - not supported)	NT72691	1.5G	8G	Y	Y
UHD + Samsung valued (with Airplay and AI Sound)	NT72690		8G	Y	Y
FHD + Samsung valued (with Airplay and AI Sound)	NT72690	1G	8G	Y	Y
FHD + Cost competitiveness * Wi-Fi only, no Gaming Hub				N	Y
HD + Samsung valued (with Airplay and AI Sound)	NT72690	1G	8G	Y	Y
HD + Cost competitiveness *Wi-Fi only, no Gaming Hub,				N	Y

※ Key Feature release schedule
 · Airplay + Homekit (from 3Q 2025)
 · Adaptive sound, OTS Lite sound technology, and other new features will be provided in 4Q 2025 update

Cost Efficiency

Tizen OS Maximizes Value for TV Brands

Tizen OS is optimized to run efficiently on lower-spec hardware compared to competing platforms, reducing the need for high-end chipsets and memory.



Optimized Mainboard
Lower Hardware Costs

Core Components	Tizen 8.0	Expensive OS competitors	Simple OS competitors
SoC	NVT NT72690	Requires more CPU power	Similar
RAM	1-1.5GB	Requires more memory for UHD	Similar
Flash	4/8GB	8GB minimum	Similar
Wi-Fi/BT	MT7603 / MT7663	Similar	Less flexibility
Functionality	Many Features: Gaming, Video, Music, Smart Home	Some Features: Video, Music, Smart Home	Limited Features: Mainly Video Apps

Save More with Tizen OS



Cost Efficient Models

New Wi-Fi only Line Ups are available.



Free Certification Support

Samsung helps with Broadcasting and Apps certification (Netflix, YouTube, etc.), saving brand's time and money.



Free Marketing Assets

Samsung provides free promotional content, branding, and sales materials to help partners market their TVs effectively.

Effortless Certification Processes

Tizen OS ensures a smooth and hassle-free certification process, making sure your TV is fully compatible with top apps and regional broadcast standards.

Broadcast certification

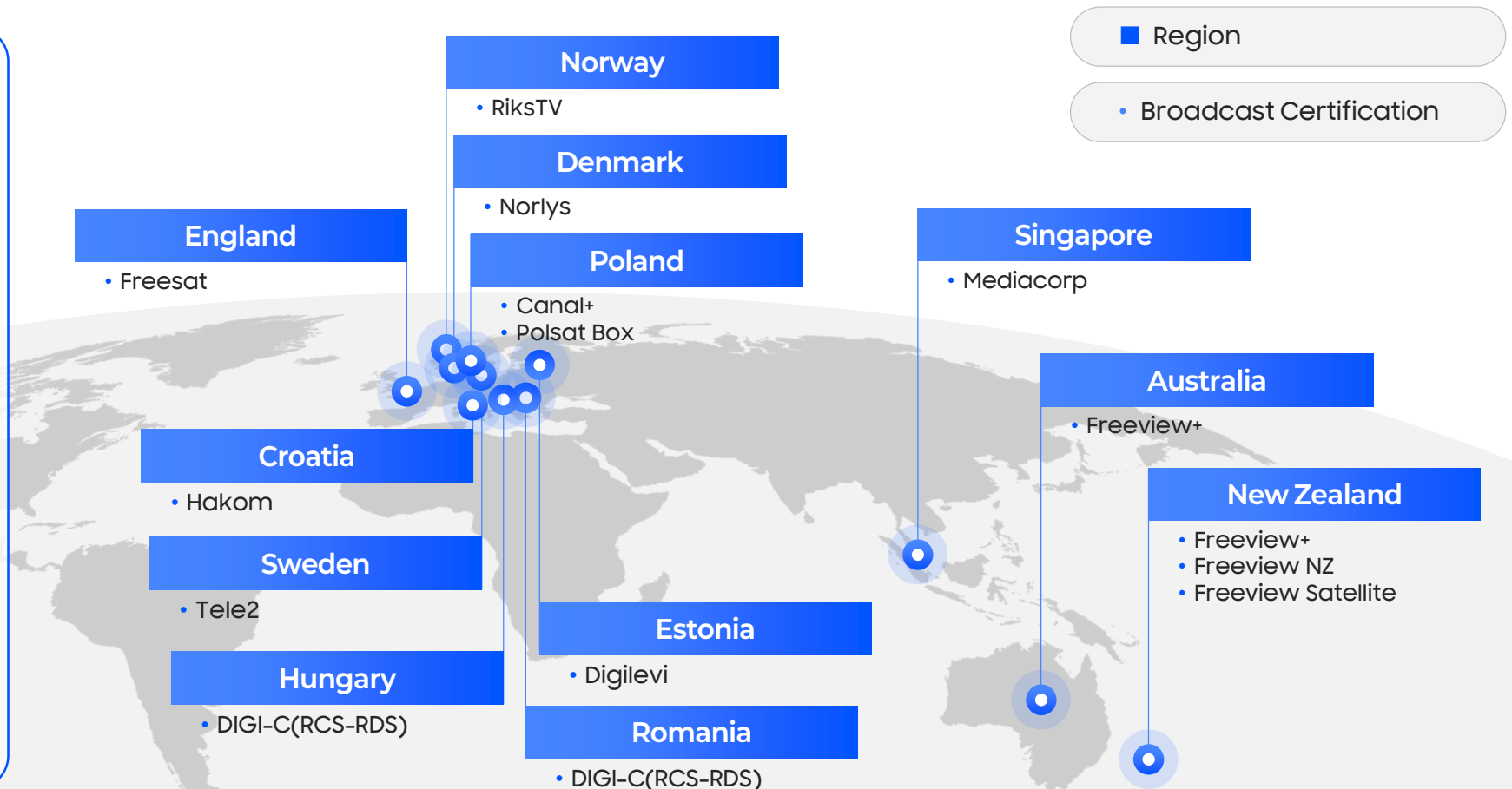
For 15 approved broadcasters, TV brands **don't need** an additional certification to sell TVs - Samsung provides complete technical certification



Only to use Logo on the box TV brands may need to complete Commercial Certification

Regulatory certification

Samsung provides HW/SW compliance reports for application with **reduced fees and paperwork** for TV brands



Effortless App Certification Processes

Tizen OS provides compatibility and certification for key applications - no additional certification is needed.

Apps	Complete Support by Samsung		
	QA Test	Contract	Certification
	✓	✓	✓
<ul style="list-style-type: none"> • Apps that requires brand approval (i.e. Globo, DAZN, Kayo, etc.) 	✓	✓	Not required
<ul style="list-style-type: none"> • Other Content Applications 	✓	Not required	Not required



No Certification Hassles

Samsung handles most of the process.



Faster Time-to-Market

Ensures quicker product launches.



Global & Regional Support

Works anywhere with local content and broadcasting.

Audio / Video Enhancements

Tizen OS ensures stunning picture and sound quality for premium watching experience.

✓ HDR10

Available on all Tizen models, ensuring high-quality dynamic range and color depth.



✓ OTS (Object Tracking Sound) Lite

OTS Lite dynamically tracks on-screen action to deliver immersive, synchronized audio for a more realistic sound experience.



AI Sound

✓ Adaptive Sound

Audio Engine recognizes the type of content (dialogue · music · sports · action) to provide optimal sound for each sound effect category.



Conversation

Emphasis on Central Sound so that you can focus on your voice



Music

Emphasis on bass for rich musical experience



Action

Emphasize fine sound effects so that you can fall into action videos

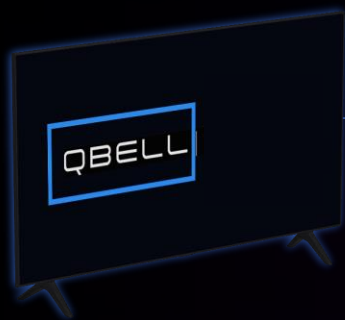


Sports

Emphasizing background sound to revive realism

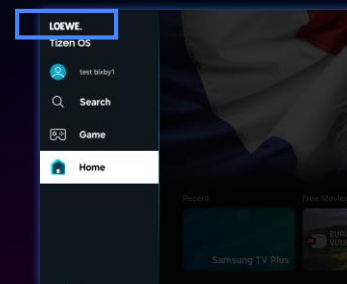
Tizen OS – Showcase Your Brand Identity

Tizen OS has an option for TV brands to showcase their identity, ensuring a customized and branded user experience.



Boot Logo Customization

- ✔ Display your brand's logo during TV startup for a fully branded experience



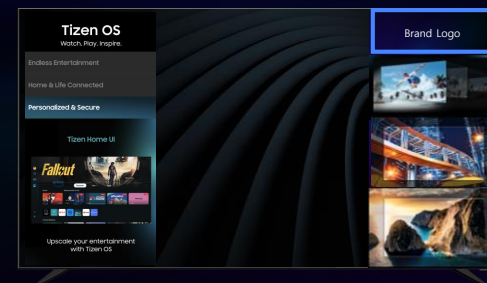
Add Brand logo to Home screen

- ✔ Show your logo on the side bar of Home Page



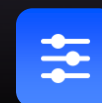
Brand Logo on Remote Control

- ✔ Add the brand identity to the remote control



Custom Shop Mode

- ✔ Show your brand and TV benefits on the shop mode



Custom Picture and Sound Preferences

Brands can custom their preferences in PQ and AQ with TV manufacturer

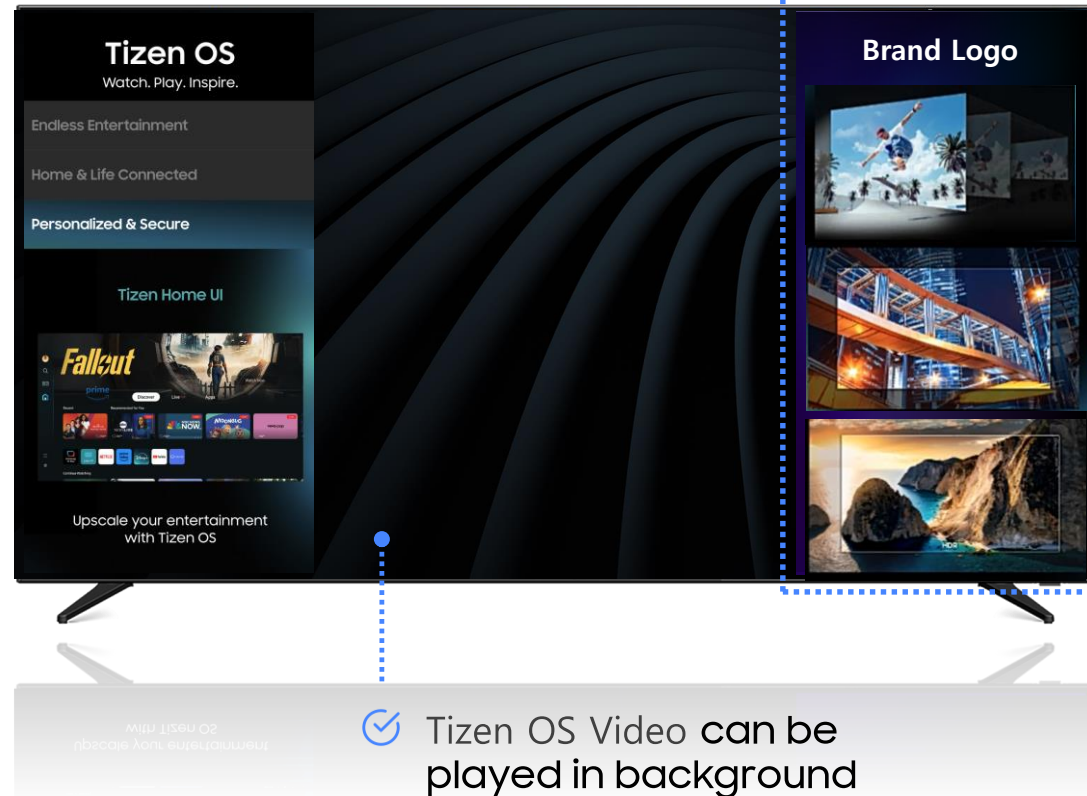
Tizen OS has customizable shop mode

Custom shop mode will transform TV in store into a sales manager to highlight key benefits of the product.
* Feature is provided based on the discussion with the Tizen OS team

Left side

Tizen OS Benefits

- ✓ Dynamic Menu with key benefits of Tizen OS services and Smart Features



Right side

TV Brands Personalized Benefits

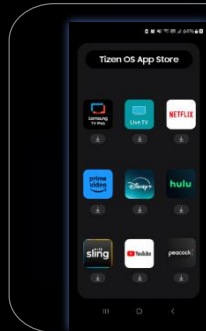
- ✓ Change Texts and Images to highlight up to 5 TV features - i.e. design, brand, PQ, etc.
- ✓ Upload the video to run with ePOP due to increased Flash memory size (8GB flash version)

- ✓ Tizen OS Video can be played in background

Long-Term Support – 3-5 Years of Updates

Tizen OS ensures long-term support of software and app updates, keeping TVs secure, stable, and up to date with latest features.

Continuous Support of Apps and Services



Updates continues even after OTN support is over

Most Important updates that visible to end-users

✓ Latest Samsung Services are up-to-date
Gaming Hub, TV Plus, Bixby and other services

✓ TV Apps always updated
Netflix, Amazon Prime, Disney+, DAZN, Kayo, etc.



- ✓ Tizen 8.0
Updated for up to 3 years
- ✓ Tizen 2026
Updated for up to 5 years

Security Patches

Critical Fixes

OTN Updates

Samsung Team and Manufacturers ensure compatibility before rolling out updates, preventing disruption for end users.

Tizen OS Model Lineup & Supported Technologies

Tizen OS is optimized for a wide range of TV models, ensuring a premium smart TV experience across different price segments.

		Tizen 7.0 4K 60Hz ('23Y)	Tizen 8.0 4K 60Hz (w/o MEMC)	Tizen 8.0 FHD	Tizen 8.0 FHD Cost efficient model	Tizen 8.0 HD	Tizen 8.0 HD Cost efficient model	
General Information	OS (Tizen Version)	7.0	8.0	8.0	8.0	8.0	8.0	
	Frame Rate	60Hz	60Hz	60Hz	60Hz	60Hz	60Hz	
	SoC	Novatek NT72691	Novatek NT72690	Novatek NT72690	Novatek NT72690	Novatek NT72690	Novatek NT72690	
	DDR	1.5G	1.5G	1G	1G	1G	1G	
	Flash	8G	8G/4G	8G/4G	8G	8G/4G	8G	
	BT/Wi-Fi	MT7668	MT7663	MT7663	MT7603 (Wi-Fi only)	MT7663	MT7603 (Wi-Fi only)	
	Auto motion Plus (MEMC)	○	X	X	X	X	X	
Picture	HDR 10	○	○	○	○	○	○	
	HLG	○	○	○	○	○	○	
	Adaptive sound**	X	○	○	○	○	○	
Sound	OTS Lite**	X	○	○	○	○	○	
	Bixby	○	○	○	△ (Through mobile app)	○	△ (Through mobile app)	
Smart	Works with Google Assistant	○	○	○	○	○	○	
	TV Plus	○	○	○	○	○	○	
	Universal Guide	○	○	○	○	○	○	
	Works with SmartThings	○	○	○	○	○	○	
	Gaming Hub	○	○	○	X	○	X	
	Airplay/ Homekit**	X	○	○	○	○	○	
	Multi Device Experience	Mobile to TV	○	○	○	○	○	○
		Sound Mirroring	○	○	○	X	○	X
Wireless TV On		○	○	○	○	○	○	
Accessibility	Voice guide	○	○	○	○	○	○	

* Works with AI speaker / TV Plus / Gaming HUB / Universal Guide are supported varies by region

** Some features will be available in the future

HW Specs Detailed

		Tizen 7.0 4K 60Hz ('23Y)	Tizen 8.0 4K 60Hz (w/o MEMC)	Tizen 8.0 FHD	Tizen 8.0 FHD Cost efficient model	Tizen 8.0 HD	Tizen 8.0 HD Cost efficient model	
Category	Item	UHD		FHD		HD		
Line-up name		TU650C	TU601D	TF571D/TF551D	TF531F	TH471D/TH451D	TH431F	
Display	Frame Rate	60Hz	60Hz	60Hz	60Hz	60Hz	60Hz	
SoC H/W	Processor		Novatek NT72691	Novatek NT72690	Novatek NT72690	Novatek NT72690	Novatek NT72690	Novatek NT72690
	CPU	Core	4xCortex-A53, 1.35GHz	4xCortex-A53, 1.25GHz@0.99V	4xCortex-A53, 1.25GHz@0.99V	4xCortex-A53, 1.25GHz@0.99V	4xCortex-A53, 1.25GHz@0.99V	4xCortex-A53, 1.25GHz@0.99V
		DMIPS	12,500	11,500	11,500	11,500	11,500	11,500
	Graphics	GPU Core	Mali-G52-2EE 650MHz	Mali-G52 2EE MC1 @620MHz	Mali-G52 2EE MC1 @620MHz	Mali-G52 2EE MC1 @620MHz	Mali-G52 2EE MC1 @620MHz	Mali-G52 2EE MC1 @620MHz
		Graphic plane #	2 ea	2 ea	2 ea	2 ea	2 ea	2 ea
	DDR IF	Type	DDR4/DDR3 (64bit)	DDR4/DDR3 (32bit MCP + 16bit external)	DDR4/DDR3 (32bit MCP + 16bit external)	DDR4/DDR3 (32bit MCP + 16bit external)	DDR4/DDR3 (32bit MCP + 16bit external)	DDR4/DDR3 (32bit MCP + 16bit external)
		Operating freq.	1066MHz	1200MHz@DDR4 (2400Mbps), 1066MHz@DDR3 (2133Mbps)	1200MHz@DDR4 (2400Mbps), 1066MHz@DDR3 (2133Mbps)	1200MHz@DDR4 (2400Mbps), 1066MHz@DDR3 (2133Mbps)	1200MHz@DDR4 (2400Mbps), 1066MHz@DDR3 (2133Mbps)	1200MHz@DDR4 (2400Mbps), 1066MHz@DDR3 (2133Mbps)
		bit width	64bit	48bit (32bit x1 + 16bit x1)	48bit (32bit x1 + 16bit x1)	48bit (32bit x1 + 16bit x1)	48bit (32bit x1 + 16bit x1)	48bit (32bit x1 + 16bit x1)
	CODEC(Decoder)	AV1 / HEVC / SHVC	4K 60P	4K 60P 10bit	4K 60P 10bit	4K 60P 10bit	4K 60P 10bit	4K 60P 10bit
		MPEG2-HD / H.264-HD / VC-1 / RMVB / VP8	2K 120P	2K 120p 8bit	2K 120p 8bit	2K 120p 8bit	2K 120p 8bit	2K 120p 8bit
		VP9	2HD	4K 60P 10bit	4K 60P 10bit	4K 60P 10bit	4K 60P 10bit	4K 60P 10bit
		AVS-HD	2K 120p 8bit, AVS+	2K 120p 8bit, AVS+	2K 120p 8bit, AVS+	2K 120p 8bit, AVS+	2K 120p 8bit, AVS+	2K 120p 8bit, AVS+
	HDMI	AVS2.0	X	4K 60P 10bit	4K 60P 10bit	4K 60P 10bit	4K 60P 10bit	4K 60P 10bit
		HDMI	HDMI 2.0 SW/Rx embedded (3x1) EDID/HDCP embedded	HDMI 2.0 SW/Rx embedded (3x1) EDID/HDCP embedded HDMI clock detection	HDMI 2.0 SW/Rx embedded (3x1) EDID/HDCP embedded HDMI clock detection	HDMI 2.0 SW/Rx embedded (3x1) EDID/HDCP embedded HDMI clock detection	HDMI 2.0 SW/Rx embedded (3x1) EDID/HDCP embedded HDMI clock detection	HDMI 2.0 SW/Rx embedded (3x1) EDID/HDCP embedded HDMI clock detection
	Ethernet	eARC	eARC x1 (including path-through)	eARC x1 (including path-through)	eARC x1 (including path-through)	eARC x1 (including path-through)	eARC x1 (including path-through)	eARC x1 (including path-through)
MAC PHY		10/100Mbps MAC 10/100 PHY	10/100Mbps MAC 10/100 PHY	10/100Mbps MAC 10/100 PHY	10/100Mbps MAC 10/100 PHY	10/100Mbps MAC 10/100 PHY	10/100Mbps MAC 10/100 PHY	
FRC	FRC/MEMC	MEMC	X	X	X	X	X	
Display I/F	Output	TX_Combo(USI-T/Vx1/LVDS) 12 lane	TX_Combo(USI-T/Vx1/LVDS) 8 lane	TX_Combo(USI-T/Vx1/LVDS) 8 lane	TX_Combo(USI-T/Vx1/LVDS) 8 lane	TX_Combo(USI-T/Vx1/LVDS) 8 lane	TX_Combo(USI-T/Vx1/LVDS) 8 lane	
Package	Size(mm)	22.8 x 22.5	21 x 21	21 x 21	21 x 21	21 x 21	21 x 21	
H/W Memory	DDR	1.5GB	1.5GB	1.0GB	1.0GB	1.0GB	1.0GB	
	Flash	8GB	8GB	8GB	8GB	8GB	8GB	
Connectivity	HDMI	3ea (ARC x 1ea)	3ea (ARC x 1ea)	3ea (ARC x 1ea)	3ea (ARC x 1ea)	3ea (ARC x 1ea)	3ea (ARC x 1ea)	
	USB	USB 2.0 x 2ea	USB 2.0 x 2ea	USB 2.0 x 2ea	USB 2.0 x 2ea	USB 2.0 x 2ea	USB 2.0 x 2ea	
	BT/Wifi	MT7668	MT7663	MT7663	MT7603(WiFi only)	MT7663	MT7603(WiFi only)	
	Optical	O	O	O	O	O	O	
Remote	Remote	Smart Remote(BT) / IR	Smart Remote(BT) / IR	Smart Remote(BT) / IR	IR Remote	Smart Remote(BT) / IR	IR Remote	

Sales and Marketing Benefits

Tizen OS

Premium TV with reasonable price

Tizen OS breaks this compromise by offering a premium user experience, strong reliability, and advanced features –at a cost close to value-oriented platforms.



✓ Opportunities for TV Brands



Premium Positioning

Tizen TVs can be marketed as a high-end product with a better price-performance ratio.



Higher Margins

Lower costs allow brands to maximize profitability or invest in marketing.



Increased Sales Flexibility

Brands can target both premium & value customers without sacrificing experience.

Unique Selling Points for TV Brands

(Revenue/Sales growth with Tizen OS)

With these services, Tizen OS TVs stand out as feature-packed Smart TVs, making them easier to market and sell at a competitive price.

Selling Points for
Markets with
Samsung Services

Extra Services



Samsung TV Plus

Free streaming channels with no additional cost to brands

- Increases TV value with built-in free content.
- Boosts engagement, driving long-term TV usage and brand loyalty.



Samsung Gaming Hub

Integrated cloud gaming experience

- Attracts gaming audiences without requiring consoles.
- Drives total value of the purchase – upsell with controller and games, etc.

Selling Points for All Countries



Regional Apps

Preloaded popular streaming and local apps

NETFLIX YouTube prime video Disney+ BINGE max



Samsung-Grade Performance & Reliability

Smooth UI, stable operation, long-term updates

- Reduces post-sale issues & returns – superior choice.



Seamless Connectivity & Ecosystem

Works with smart home, mobile devices, and voice assistants

- Smart investment into the future of smart home.

Unique Selling Points for TV Brands

(Revenue/Sales growth with Tizen OS)

Selling Points for All Countries

Tizen OS offers TV brands powerful selling advantages, whether in markets. These features help brands increase sales and differentiate their products.



Regional Apps

Preloaded popular streaming and local apps



Samsung-Grade Performance & Reliability

Smooth UI, stable operation, long-term updates



Seamless Connectivity & Ecosystem

Works with smart home, mobile devices, and voice assistants.

01 POINT

Eliminates the need for external devices, making Tizen TVs a more complete offering.



02 POINT

Reduces post-sale issues & returns, ensuring higher customer satisfaction.

03 POINT

Enhances perceived value, making Tizen TVs a smarter investment for consumers.

A Smart TV Experience for Every User

Tizen OS is designed to adapt to different user needs, ensuring an engaging and tailored experience for every type of consumer.



Families & Parents

Kids Mode & Parental Controls

Safe content browsing, Channel lock, App lock, and age-appropriate recommendations.



Gamers

Gaming Hub

Console-free cloud gaming, fast response times, and 120Hz & Low Latency mode (future).



Elderly Users

Simplified Navigation & Voice Control

Intuitive design with voice commands for hands-free control.



Streaming Enthusiasts

Seamless UI & Smart Recommendations

Easy access to top streaming apps with AI-powered personalized suggestions.



Tech Enthusiasts

IoT & Smart Home Integration

Syncs with smart devices via SmartThings mobile app.



Multitaskers

Multiscreen & Mobile Connectivity

Mirror content from devices and use split-screen.

A Truly Global Smart TV Platform

- ✓ Truly Global OS - 130+ countries supported.
- ✓ Local Apps & Services.
- ✓ Retail is familiar with Samsung products and trust Tizen OS



Strategic Markets (Premium Support) - benefit from enhanced marketing support and additional features



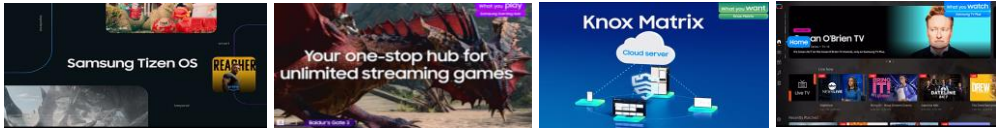
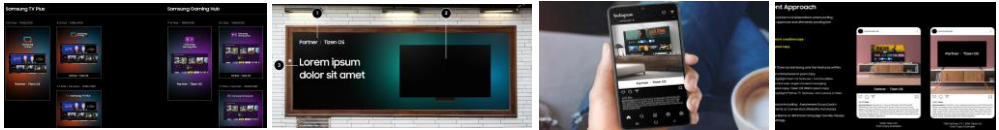

Region	Premium Support
North America	USA, Canada
Europe	United Kingdom, Germany, France, Italy, Spain, Austria, Switzerland, Norway, Sweden, Denmark, Luxembourg, Ireland, Netherlands, Portugal
South & Central America	Mexico, Brazil
SE Asia	Singapore, Thailand, Philippines
SW Asia	India
Middle East	Egypt, Saudi Arabia, United Arab Emirates
Australia & Oceania	Australia, New Zealand

Other 130+ countries are also receiving core features of Tizen OS

Tizen OS

Marketing Assets for TV Brands

Samsung provides a full suite of marketing assets for use in retail, digital, and PR campaigns. These materials ensure consistent messaging, strong brand positioning, and better sales impact.

Type	Description	Usage	Thumbnails
Samsung Tizen OS Branding Kit	Official logos, icon, and messaging guidelines	Product packaging website, ads	
Designed and Approved Retail & POS materials	POP, Store Mode, Retail Videos	Boost in-store visibility	
Product Feature Videos	Short Clips explaining Tizen OS benefits and key features	Online Promotions retail screens, events, social Media	
Website & Social Media Banners	Banners, Visuals, Lock ups, templates	Brand Website, E-commerce, Social Platforms	
Training Materials	Sales Team Guides to educate retail staff	Helps staff confidently sell Tizen OS TVs	

Smart Features

Tizen OS

Unlimited Content Experience

Tizen OS has different types of content:
Gaming, Video, Music, K-POP, Live Shows, Sports and many more



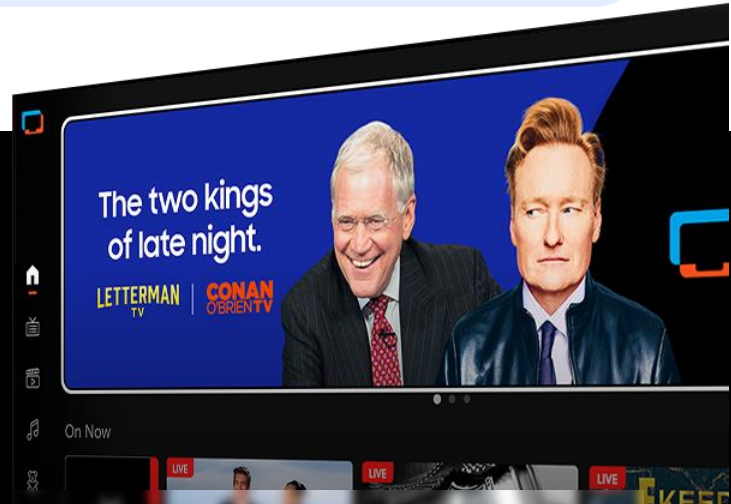
Samsung TV Plus (Free ad supported TV, Powered by Samsung)

Samsung TV Plus is a built-in, free streaming service available on Tizen OS-powered TVs, offering instant access to live and on-demand content without subscriptions

- 88M Global MAU
- Available in 30 countries
- Over 3,500 channels worldwide with Premium & exclusive content



- Movies & Entertainment**
Sony One Action Hits, Come Dine with Me, Top Gear, Doctor Who
- News & Current Affairs**
Sky News, CNN, La 7, BFM TV, Euronews LIVE, France 24 FAST
- Sports**
L'Equipe, DFB Play, Red Bull TV, Tennis Channel, FIFA+, NFL, MLB, Formula 1
- Kids & Family**
LEGO Channel, SpongeBob, Mr Bean Animatedz
- Exclusive Samsung Channels**
The Graham Norton Show Channel, DAZN FAST+, The Ringer



Exclusive TV Shows



Europe	America	Middle East	Asia & Australia
Luxembourg, Germany, Ireland, Norway, Belgium, Austria, Switzerland, Denmark, Spain, Finland, France, UK, Italy, Portugal, Netherlands, Sweden	US, Canada, Mexico, Brazil	Egypt, Saudi Arabia, United Arab Emirates	Australia, New Zealand, India, Thailand, Korea, Philippines, Singapore

Samsung TV Plus

(free live streaming service)

✓ Benefits of Samsung TV Plus



For End Users

- **Completely Free**
No subscriptions, no sign-ups, just instant streaming.
- **Live TV & On-Demand**
News, movies, sports, and entertainment channels.
- **Exclusive Content**
Unique programs not available on other platforms.

For TV Brands

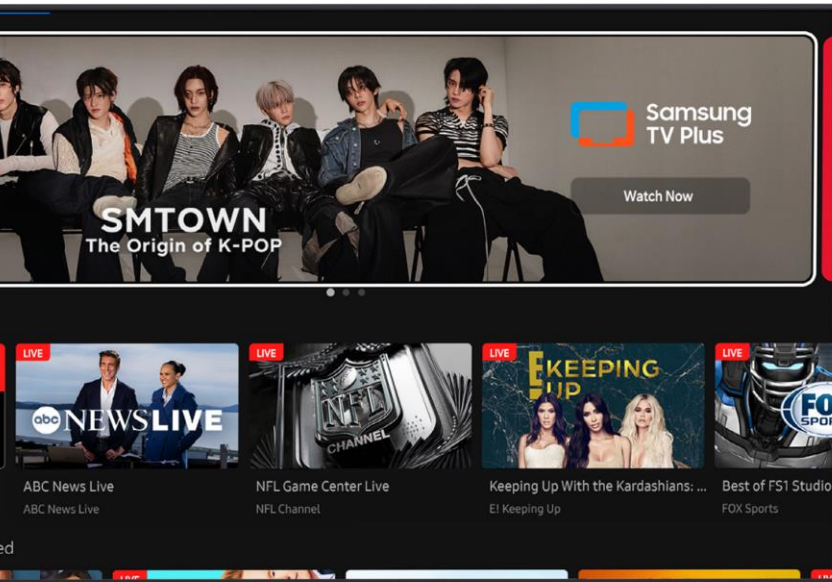
- **Stronger Sales Proposition**
More value for consumers = easier to sell TVs.
- **Higher Engagement**
Increases time spent on TV, leading to higher brand loyalty.
- **Competitive Advantage**
A feature not available on all TV OS platforms.

Samsung TV Plus

(free live streaming service)

FAQs

What TV Brands Should Know



01 Is Samsung TV Plus really free?

YES!

It's ad-supported, meaning users enjoy free content without paying.

02 Does it require an internet connection?

YES,

a stable Wi-Fi or Ethernet connection is needed for smooth streaming.

03 Can TV brands customize the content?

NO,

but the available channels are curated to offer diverse, high-quality programming.

04 Is Samsung TV Plus available in all countries?


It is available in 30 countries and expanding over time.

Samsung Gaming Hub

The Future of Cloud Gaming on Tizen OS

Requires BT module

Built-in cloud gaming platform that offers direct access to AAA games – all playable with just a controller via cloud, eliminating the need for using expensive gaming consoles

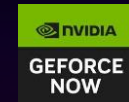


	Europe	Australia / New Zealand	North America	South America	Asia	CIS
Gaming Hub 11 Countries	UK, France, Germany, Italy, Spain	Australia	US, Canada, Mexico	Brazil	Korea	n/a
Game Apps 98 Countries	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*
70 Countries	Yes*	n/a	Yes*	Yes*	n/a	Yes*
39 Countries	Yes *	n/a	Yes*	Brazil	n/a	n/a

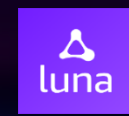
Cloud Gaming Services Supported



Xbox Cloud Gaming
Instant access to a wide library of games with an active Game Pass subscription.



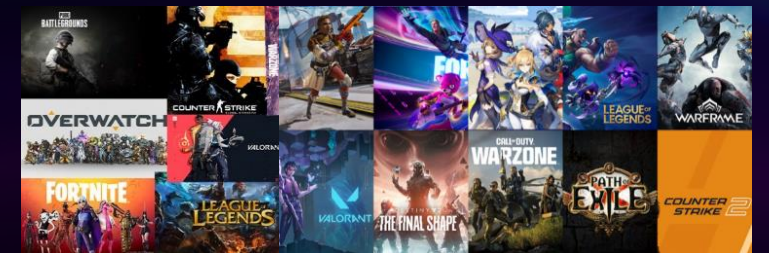
NVIDIA GeForce NOW
Requires purchase of games from Steam, Epic Games.



Amazon Luna
Offers Luna+ subscription with a rotating library of games.

Other Services: Boosteroid, Blacknut, Antstream Arcade.

Example of Available Games*



*Gaming Hub and app availability may differ by region

Samsung Gaming Hub

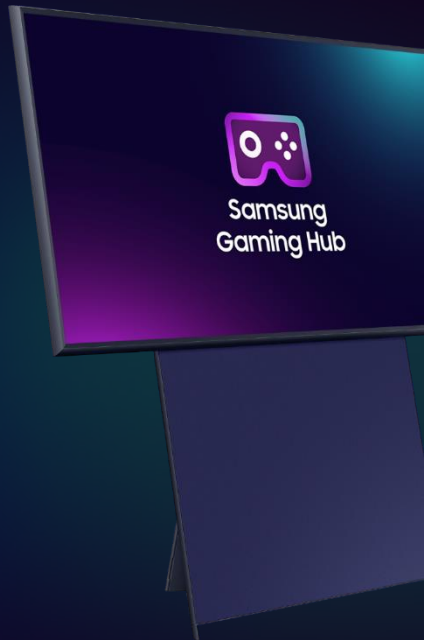
The Future of Cloud Gaming on Tizen OS

How Samsung Gaming Hub Works

STEP 1

Open Samsung Gaming Hub

Available on Tizen OS Smart TVs with BT module.



STEP 2

Connect a Controller

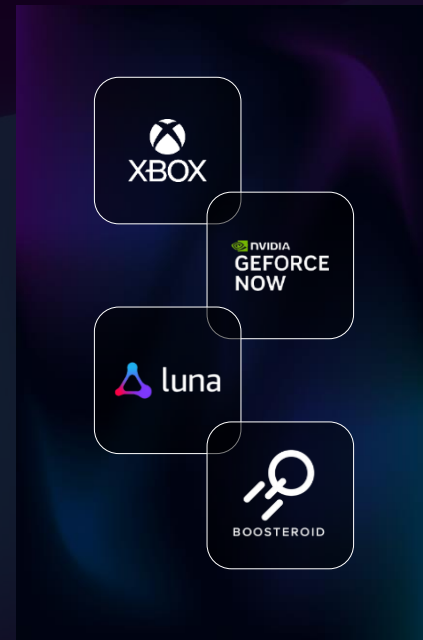
Use a compatible Bluetooth controller – 19 types are supported (Xbox, PlayStation, Logitech, etc.)



STEP 3

Select a Cloud Gaming Service

Choose from Xbox Cloud Gaming, NVIDIA GeForce NOW, Amazon Luna, and more.



STEP 4

Select the game and see where it is available

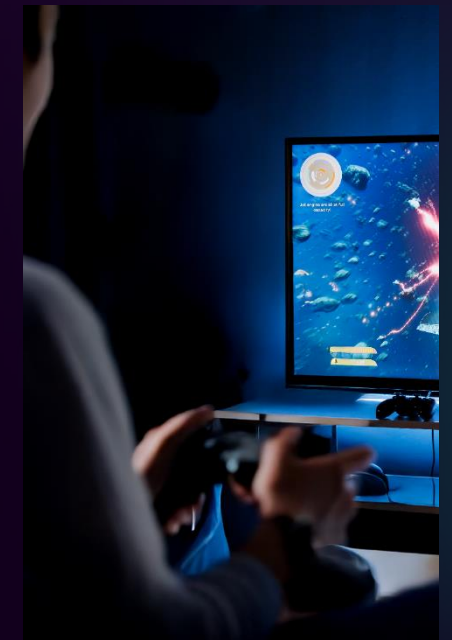
Range from newest AAA games to more relaxed indie games. Some games can be played using just the remote control.



STEP 5

Start Playing Instantly

No downloads, just stream and play.

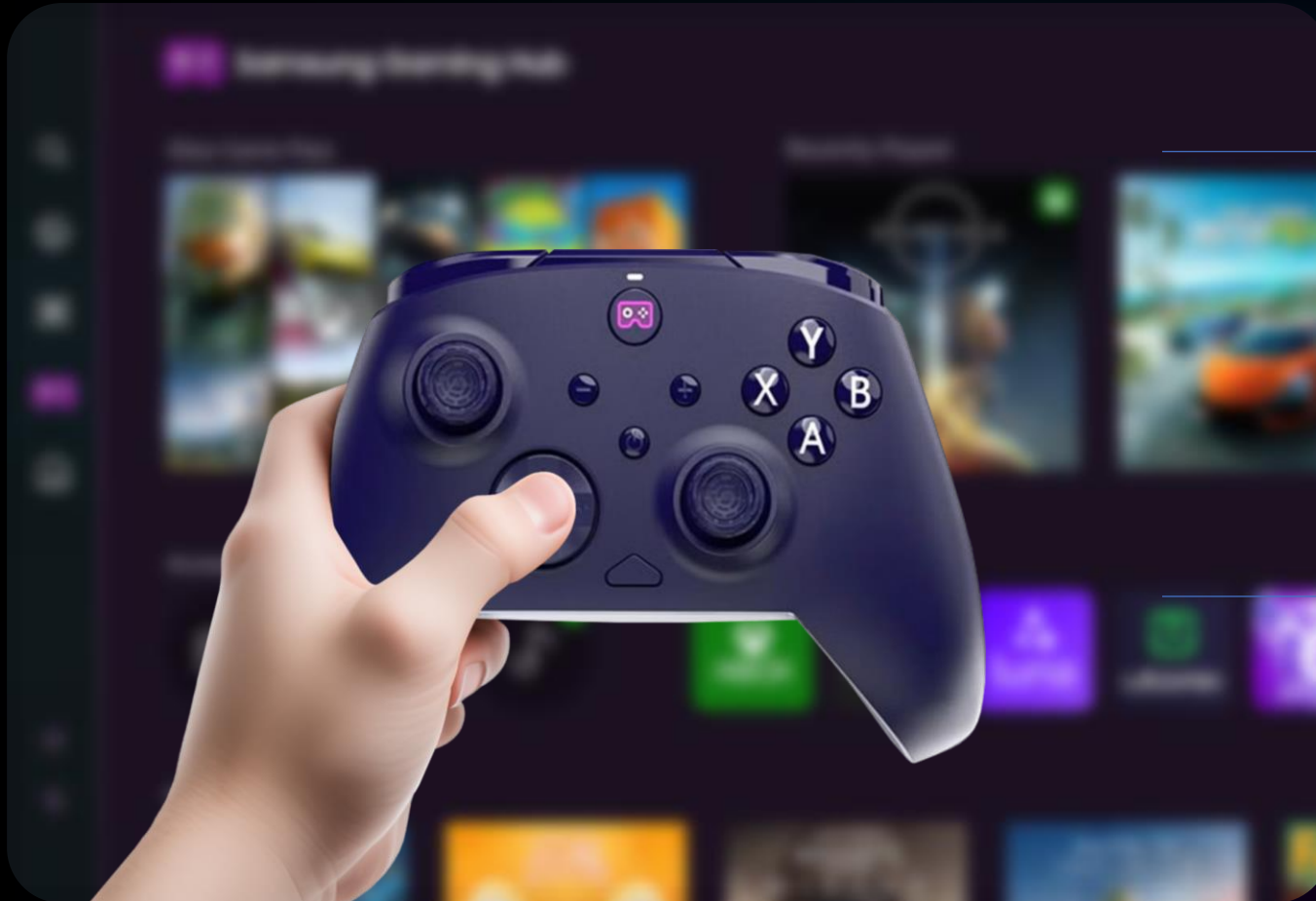


*Game availability may differ by region

Samsung Gaming Hub

The Future of Cloud Gaming on Tizen OS

✓ Benefits of Gaming Hub



For End Users

- **Console-Free Gaming**
Play high-quality games without needing a PlayStation, Xbox, or PC.
- **Instant Play**
No downloads or updates—just pick a game and start playing.
- **Multiple Cloud Gaming Services in One Place**
Xbox Cloud Gaming, NVIDIA GeForce NOW, and more.
- **Universal Controller Support**
Works with Xbox, PlayStation, and third-party Bluetooth controllers.

For TV Brands

- **Differentiation & Higher Sales Potential**
Attracts gamers without requiring high-end gaming hardware.
- **Increases TV Usage & Engagement**
More time spent gaming = higher brand loyalty.
- **No Extra Cost to Brands**
Gaming Hub is built into Tizen OS without additional licensing fees.
- **Appeals to Younger & Tech-Savvy Consumers**
Expands the TV's target audience.

Samsung Gaming Hub

The Future of Cloud Gaming on Tizen OS

FAQs

What TV Brands Should Know



Does Samsung Gaming Hub need a console? 1

No!

Gaming Hub works directly on Tizen OS TVs—just connect a controller.

Does Samsung Gaming Hub come pre-installed? 2

Yes,

it's built into Tizen OS on compatible TVs.

Do TV brands have to pay extra for Gaming Hub? 3

No,

Gaming Hub is included at no cost to TV brands. End users may be required to pay subscription fees for access to certain services

Does Cloud Gaming work outside of supported countries? 4

Yes,

Cloud gaming apps may be available even in countries where Gaming Hub is not supported. Availability varies by app and region

A Vast App Ecosystem

Global & Local Content on Tizen OS

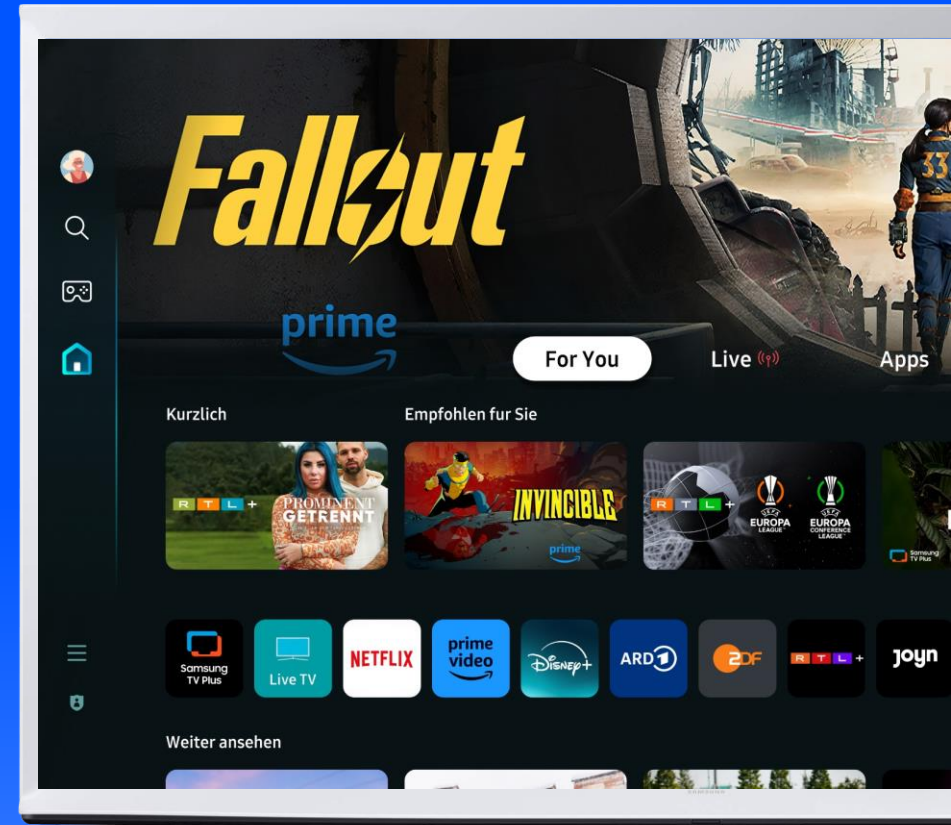
Tizen OS for Smart TV has a robust app ecosystem that offers a wide range of applications catering to diverse entertainment needs.

Tizen OS Has the Most Important Global & Local Apps

- ✓ Global Streaming Leaders
- Netflix, Disney+, Prime Video, YouTube, Apple TV+ (from Q3 2025)
- ✓ Major Music & Audio Apps - Spotify, Deezer, Apple Music
- ✓ Leading Sports & News Apps - ESPN, DAZN, BBC
- ✓ Regional & Local Apps - Globo, Stan, Kayo, Binge, Zee5, JioCinema, Freeview (via separate apps), Joyn, Molotov TV, Viaplay and many others

Deep UI Integration

- Find movies & shows across multiple apps instantly.
- Featured content appears directly on the home screen.



A Vast App Ecosystem

Global & Local Content on Tizen OS

Tizen OS for Smart TV comes with most popular global and local applications pre-installed to provide best experience out-of-the-box

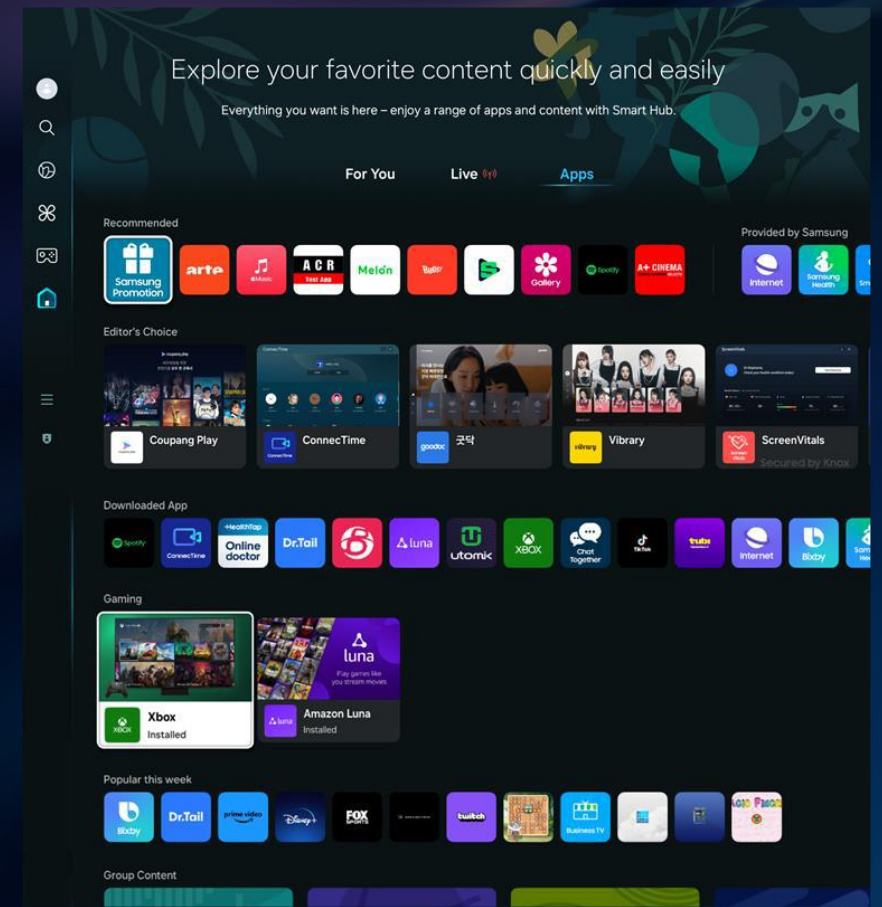
Examples of Pre-Installed Apps (Region-Based, Cannot Be Changed)

	Global	Samsung TV Plus	Live TV	NETFLIX	prime video	Disney+	YouTube	Internet					
	US	Samsung TV Plus	Live TV	NETFLIX	prime video	Disney+	hulu	peacock	YouTube	sling	Samsung Health		
	UK	Samsung TV Plus	Live TV	NETFLIX	prime video	Disney+	hulu	peacock	YouTube	sling	Samsung Health		
	Germany	Samsung TV Plus	Live TV	NETFLIX	prime video	Disney+	ARD	ZDF	joyn	Rakuten TV	YouTube	DAZN	Public Value
	Australia	Samsung TV Plus	Live TV	NETFLIX	prime video	Disney+	YouTube	Stan.	BINGE	Kayo	tubi		
	India	Samsung TV Plus	Live TV	NETFLIX	prime video	JioHotstar	YouTube	SONY LIV					

Tizen OS App Store

Discover & Download More Apps

- Thousands of apps available for download across entertainment, gaming, sports, and news. Intuitive browsing makes it easy for users to find new content.



Intelligent Content Discovery Mechanisms

Tizen OS makes it easier than ever for users to find content they love, thanks to AI-driven recommendations and deep integration with streaming services.



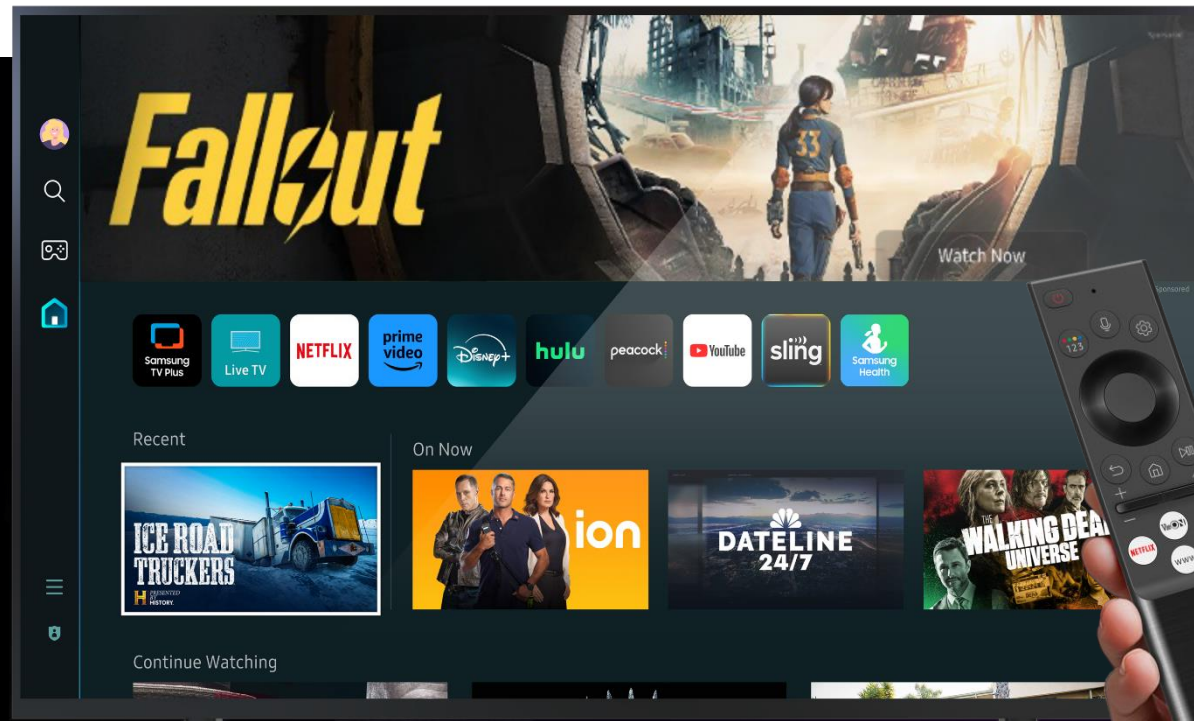
Personalization



Seamless Content Discovery



Deep Integration with Local & Global Providers



How Tizen OS Helps Users Discover New Content

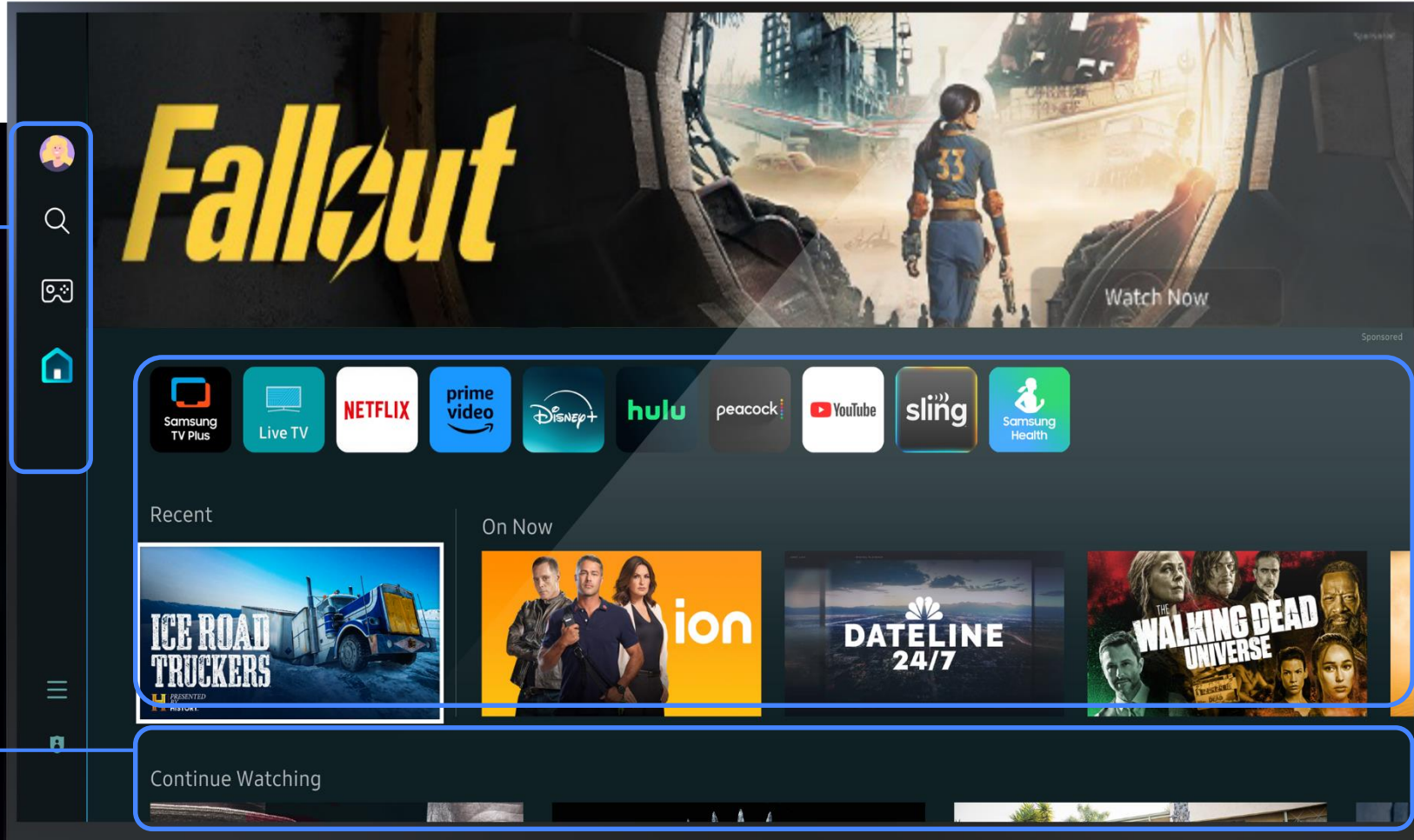
- ✓ Tracks viewing habits and suggests content based on preferences to recommend relevant movies and shows.
- ✓ Featured content appears directly on the home screen. Users see top picks from multiple streaming apps directly.
- ✓ Find content from Netflix, Disney+, Prime Video, YouTube, and more in one search. No need to browse each app separately.

Tizen OS – A Modern, Premium & Intuitive User Interface

Tizen OS features a sleek, easy-to-navigate UI designed for effortless content discovery and seamless smart TV interaction. The clean and premium design ensures that users can quickly access their favorite content and apps.

Side Bar

Access to Hubs, Account, Search, and System Menus



Content hidden at the bottom is exposed as the focus moves down (scroll-like movement)

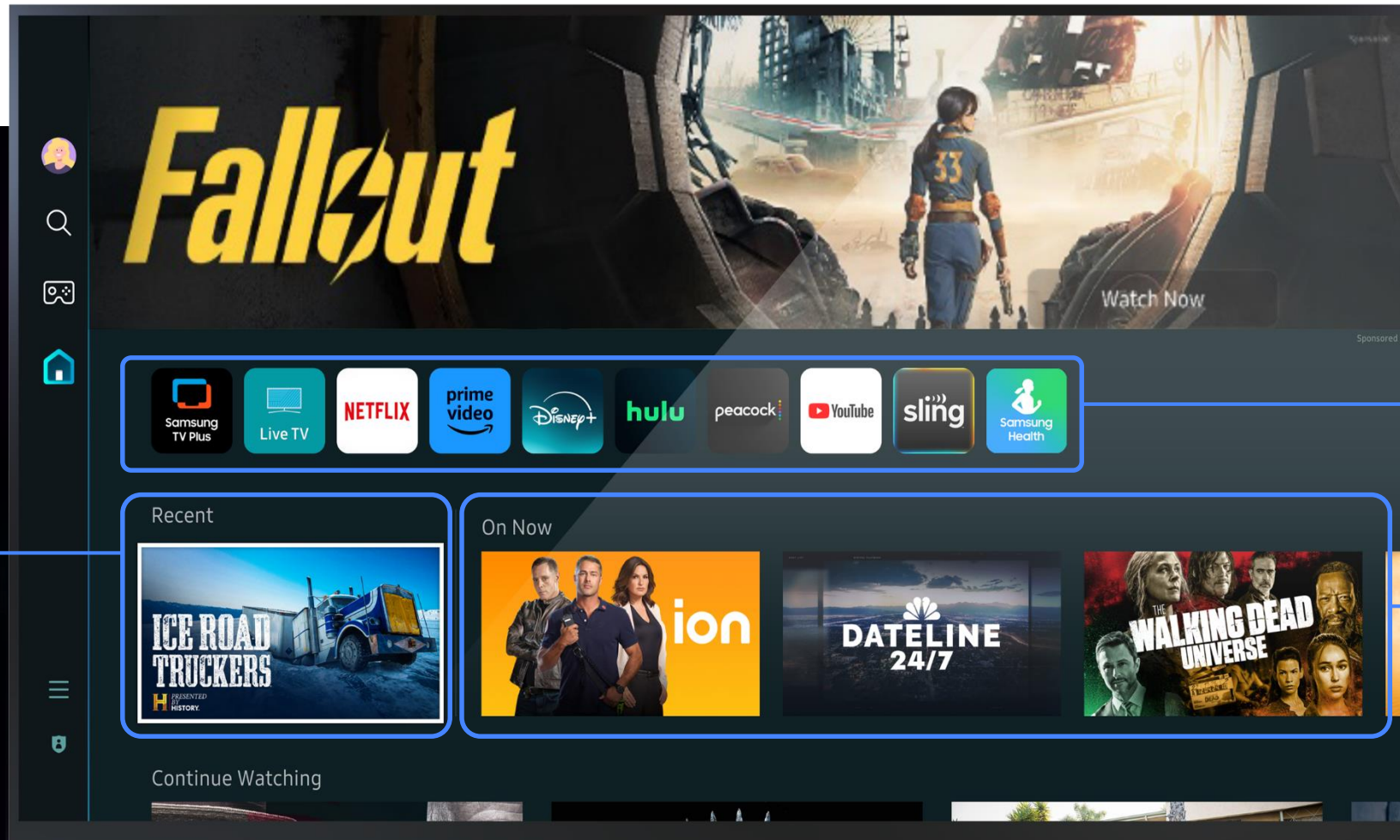
Up and Down

Tab-to-Tab

Content area changes as the user moves the focus to another tab

Tizen OS – A Modern, Premium & Intuitive User Interface

Tizen OS features a sleek, easy-to-navigate UI designed for effortless content discovery and seamless smart TV interaction. The clean and premium design ensures that users can quickly access their favorite content and apps.



Direct access to apps and services

Launcher

Content Recommendations

Rotates evenly between various row categories, including Media, Game and Art, based on user's history
*Media=UMD-based content recommendations

Recent

Last used service, including STB/Tuner, Source, TV Plus, apps

Easy to Use Premium Remote Control

Tizen OS is designed to work seamlessly with its premium (inspired by Samsung's high-end TV remotes), minimalistic Smart Remote, creating an intuitive, effortless user experience.



Easy to Use



Optimized for Smart TV control



Designed based on real user behavior

Two Options:



Premium
BT remote



Cost-effective
IR control

Smart BT Remote - Minimalist Yet Powerful



Voice Assistant Integration

Works with Bixby, Google Assistant.
For example: "Open YouTube" or "Find action movies".

Simplified Button Layout

Directional pad for smooth navigation.
Home button for quick return to the Home Screen.
Back & Volume controls designed for easy one-hand use.

Quick Access Keys

Dedicated buttons for Netflix, Prime Video, Samsung TV Plus, YouTube (varies by market).

Cannot be changed due to app requirements

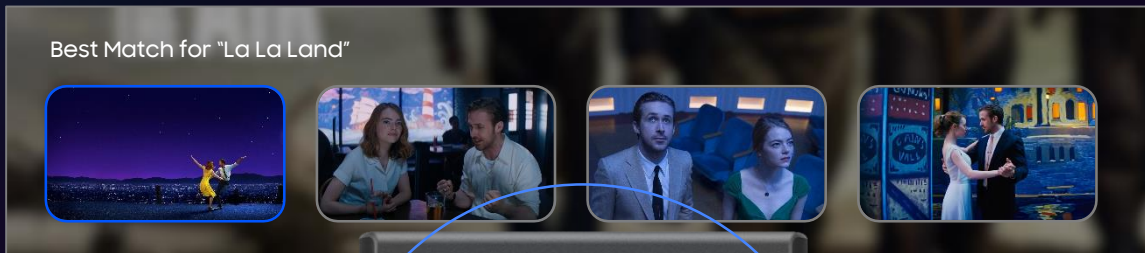
Integrated Virtual Assistants

(Bixby voice controls)


What is Bixby?

Bixby is a virtual assistant designed to simplify using your phone, allowing you to focus on what truly matters.

Content Voice Search



Voice Hint

Talk to Bixby while pressing the  button.

"Find Inside the NFL"

"Find NFL Highlights in Youtube"

"Play Thursday Night Football in Prime Video"

Hi Bixby

Bixby in Action - Use Cases on TV

Press the Mic button on the TV remote control and Say "Hi Bixby"

Content Search & Playback

"Play Stranger Things on Netflix."
"Find action movies."



TV Control & Settings

"Increase the volume."
"Turn on Game Mode."
"Switch to HDMI 2."



Gaming & Multitasking

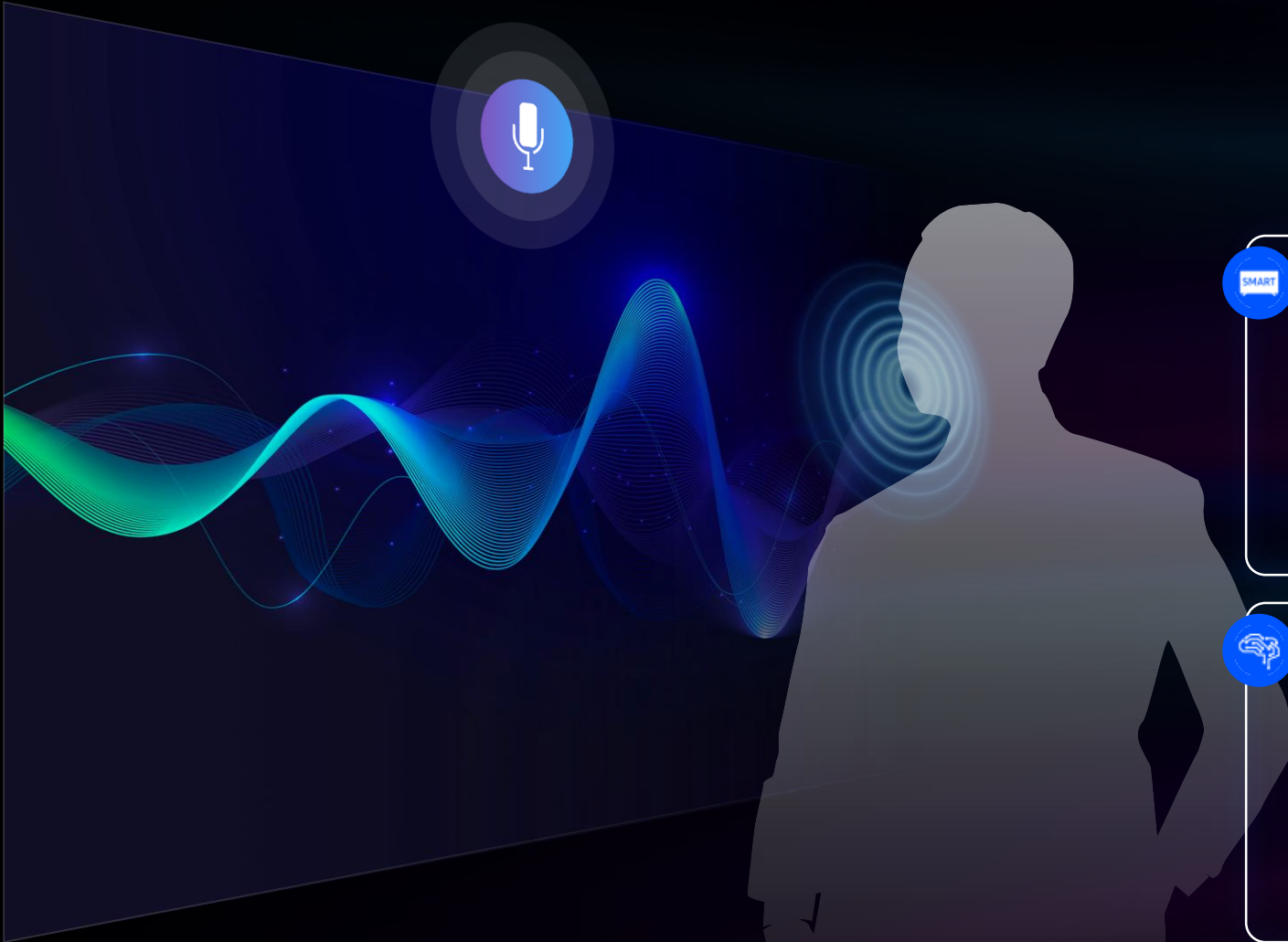
"Launch Xbox Cloud Gaming."
"Split-screen with YouTube and Live TV."



Integrated Virtual Assistants

(Bixby voice controls)

Why Bixby? (vs. Other Voice Assistants)



Designed for Smart TVs

Bixby is built specifically for seamless TV interaction.



Deep Integration

Works natively with Tizen OS UI, allowing faster and more accurate TV control.



Context-Aware

Understands complex commands, like : "Find action movies on Netflix."
"Lower the brightness and turn on Game Mode."



No Extra Setup Needed

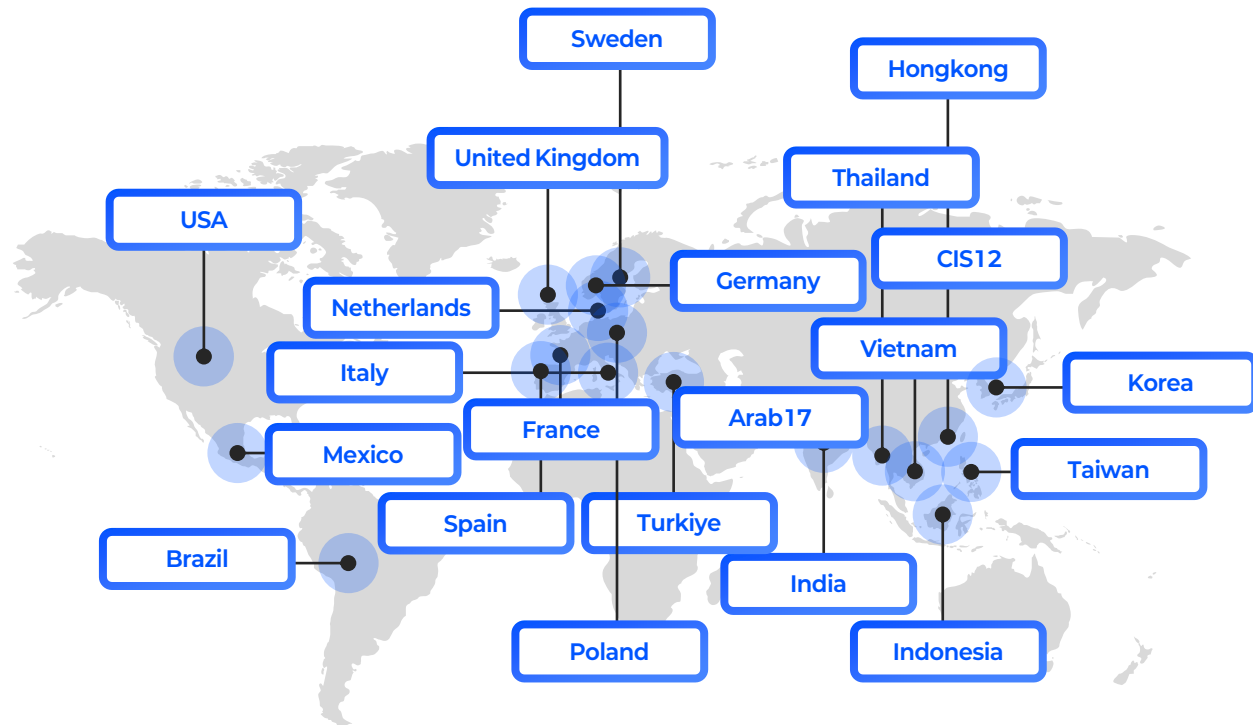
Works out of the box on supported Tizen OS TVs.

Integrated Virtual Assistants

(Bixby voice controls)

Bixby supports 22 languages worldwide

Country/Region	Language	Country/Region	Language
USA	English	Thailand	Thai
Korea	Korean	Indonesia	Indonesian
United Kingdom	English	Sweden	Swedish
Germany	German	CIS12*	Russian
France	French	Turkiye	Turkish
Italy	Italian	Hongkong	Chinese
Spain	Spanish	Taiwan	Chinese
India	English, Hindi	Poland	Polish
Brazil	Portuguese	Netherlands	Dutch
Mexico	Spanish	Arab17*	Arabic
Vietnam	Vietnamese		



* CIS 12: Turkmenistan, Tajikistan, Mongolia, Moldova, Kyrgyz Republic, Georgia, Kazakhstan, Belarus, Azerbaijan, Armenia, Ukraine, Uzbekistan

* Arab 17: United Arab Emirates, Kuwait, Qatar, Oman, Bahrain, Yemen, Egypt, Morocco, Algeria, Tunisia, Libyan, Palestine, Jordan, Iraq, Lebanon, Syrian, Saudi Arabia

Cross-Device Connectivity Solutions

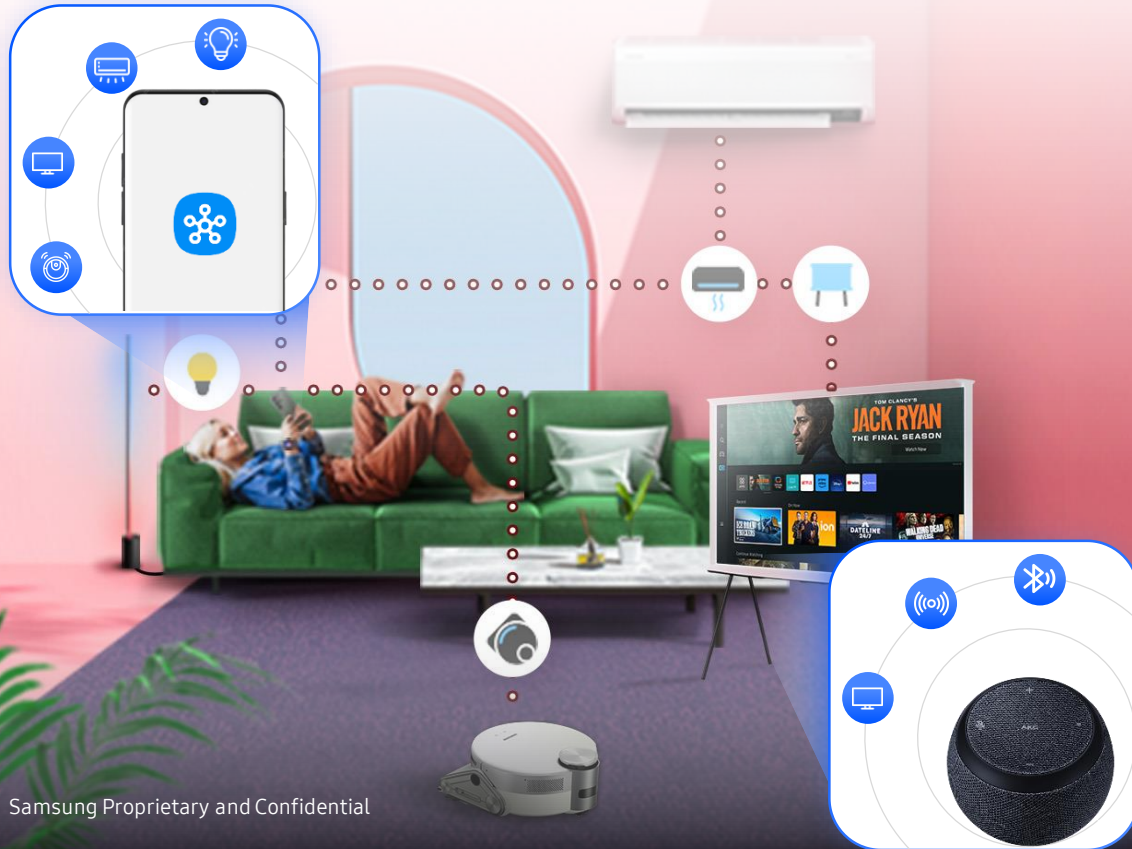
(works with SmartThings)

Samsung SmartThings allows Tizen OS TVs to seamlessly integrate into a connected home, ensuring they work smoothly within the broader SmartThings ecosystem.

 Smart home connectivity

 Controlled via mobile app

 Expands the TV's role in the ecosystem



What SmartThings on TV Can Do?

- ✓ Mirror the content from mobile phone to TV.
- ✓ Control the TV via SmartThings mobile app—adjust volume, change inputs, and power on/off remotely.
- ✓ Automate TV actions within SmartThings routines—for example, turning on the TV when a specific scene is activated.
- ✓ Works Across Multiple Smart Home Ecosystems
SmartThings App supports a wide range of devices, including those from Google Home, Apple HomeKit (from Q3 2025), Yandex, IKEA, Philips Hue, and many other devices.

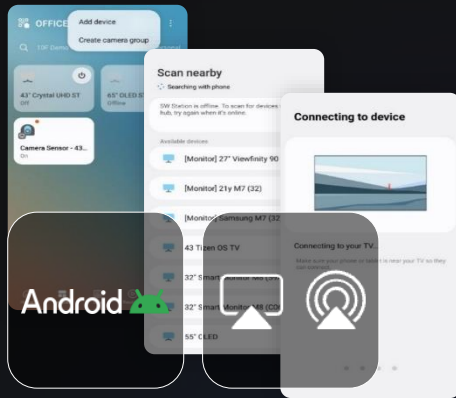
*While the TV itself cannot control or monitor smart devices, it can be recognized as a device within the SmartThings network, enabling interaction through the SmartThings mobile app or other smart home controllers.

Cross-Device Connectivity Solutions

(works with SmartThings)

Scenarios of SmartThings Usage

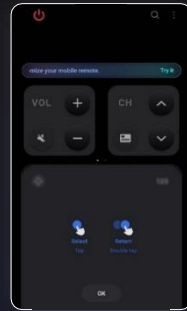
Screen Sharing



Easily mirror your smartphone screen on your Tizen OS TV.

Compatible with Android and iOS devices (via **Apple AirPlay**), making it perfect for sharing videos, photos, or apps on a bigger screen.

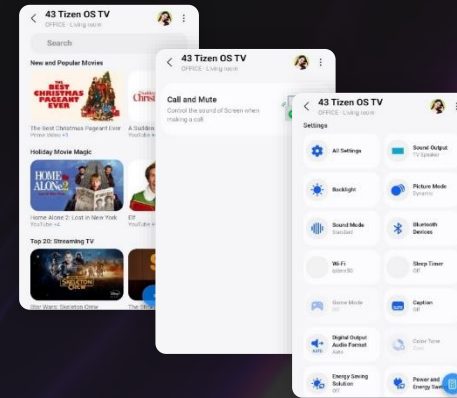
Mobile Remote Control



Your smartphone becomes a smart remote.

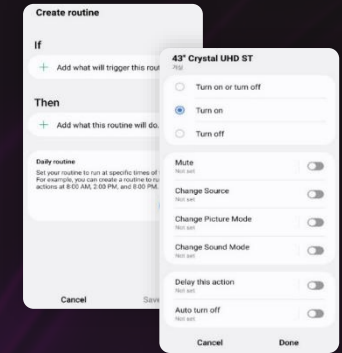
Once connected, it displays intuitive remote buttons, offering quick access to volume, navigation, and playback controls.

Smart Content Companion



Your phone enhances the TV experience by displaying recommended shows, apps, and search results in real time—making browsing and content discovery seamless.

Smart Routines Integration

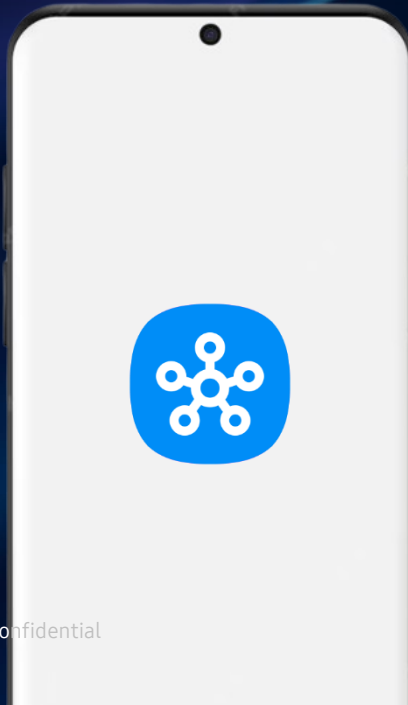


Set up automated routines through SmartThings on your phone.

For example, create a scene where the TV turns on and lights dim automatically after 6pm—perfect for movie nights.

Cross-Device Connectivity Solutions (works with SmartThings)

- ✔ Smart home connectivity
- ✔ Controlled via mobile app
- ✔ Expands the TV's role in the ecosystem



FAQs

What TV Brands Should Know

01
Can the TV control other SmartThings devices directly?

No,

the TV can display SmartThings information, but control happens via the SmartThings mobile app.

02
Do users need extra hardware?

No,

SmartThings works with compatible devices and IoT gadgets right out of the box.

03
How does this compare to Alexa or Google Home?

SmartThings is Samsung's smart home ecosystem, focused not only on Samsung devices but also it works with many other ecosystems (including Google, Philips Hue, IKEA, and others).

Cross-Device Connectivity Solutions


(Works With Voice Assistants)

Tizen OS is designed to seamlessly integrate with multiple smart ecosystems, allowing users to control their TV through external devices such as smart speakers, smartphones, and tablets.



work with
Google Home


Control TV via Google Nest smart speakers & Google Home app.
Commands like "Hey Google, turn on my TV".



work with
Apple Home*

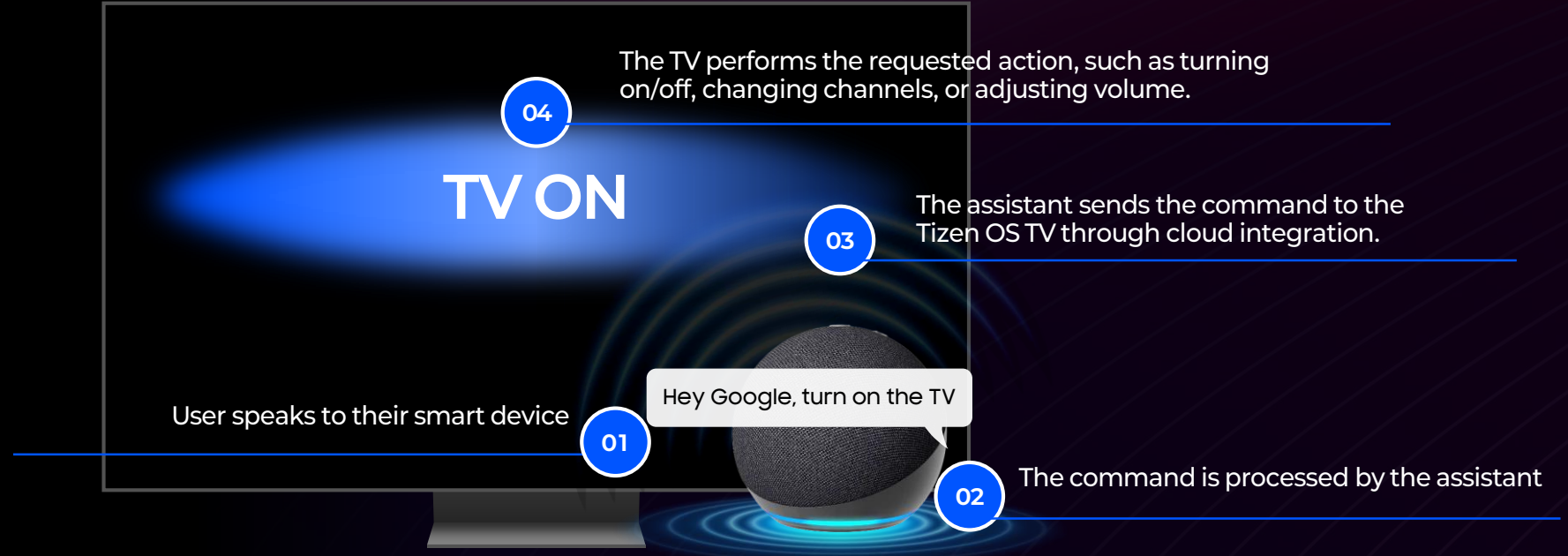
Stream video, music, or mirror an iPhone/iPad screen to the TV.
Works seamlessly with Mac, iPhone, and iPad for wireless content sharing.
* Available from Q3 2025 - vary by model

Supports Local
Voice Assistants



How "Works With Ecosystem Integration Works?"

Unlike built-in voice assistants, "Works With" means the TV can be controlled via an external device (e.g., smart speaker, smartphone, tablet) rather than directly through the TV itself.

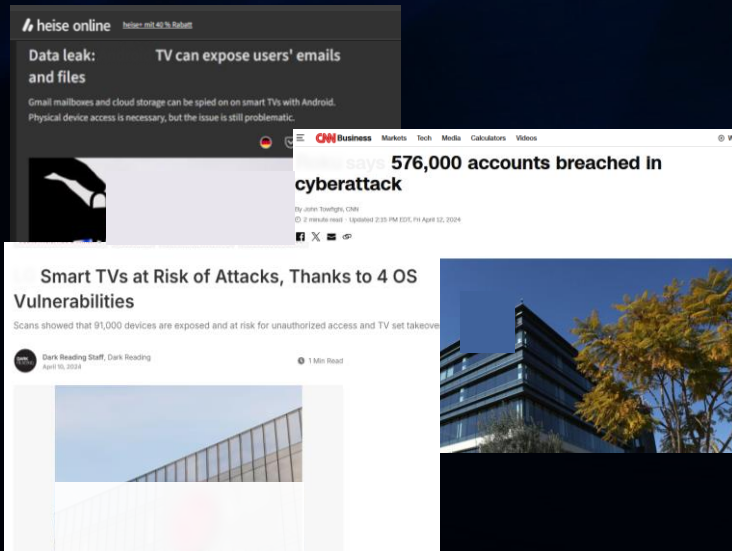


Top-level data protection

Tizen OS brings built-in Samsung Knox – a multi-layered security platform, ensuring enhanced data protection, privacy.

Other OS

- ⚠️ **Confident Information hacked**
- ⚠️ **Lost trust of customers**
- ⚠️ **Concerns from the governments**



Tizen OS



10th consecutive year, Common Criteria certification earned.

*Recognized by 31 countries, the CC certification is a global benchmark for IT product security.

- 🛡️ **Built-in Samsung Knox Protects Against Cyber Threats & Hacking.**
- 🔒 **Prevents unauthorized access to TV data, accounts, and apps.**
- 🌐 **Trusted Worldwide. Compliance with Local Privacy Laws.**



Thank You!

Reach us at tizenmktg@samsung.com