

2Q18

Accessibility For Everyone





Meaningful Innovation

Equal experience for all users of TV



For someone TV is **simple and enjoyment.**
For someone TV is **Complicate and Difficult**
Out of the world population of 7.6 billion
1.1 billion are disabled

15%



What is Accessibility?



Accessibility is Needed for All of Us

World population is **getting old**

Number of **old persons** are increasing

The rate of increase in population is **decreased**



World Population of 65 years old : 7%(2005), 16%(2050)

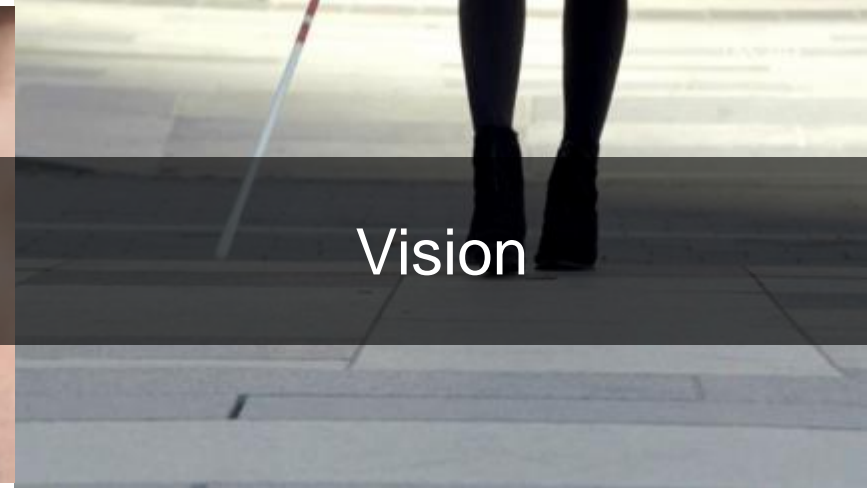
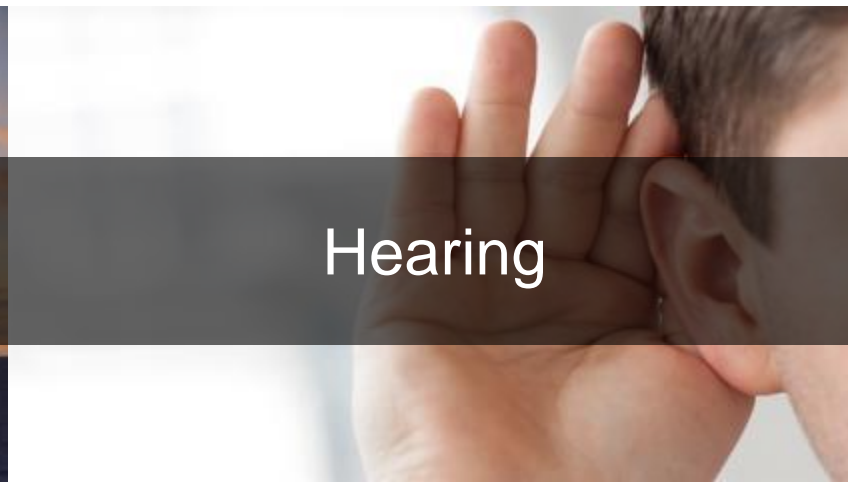
Advanced country of 65 years old : 15%(2012), 26%(2050)

The rate of increase in population : 4.5%(2015), 0.5%(2020)

Make money?



For someone, TV is **Complicate and Difficult.**
Samsung TV help more simple and easy for them!

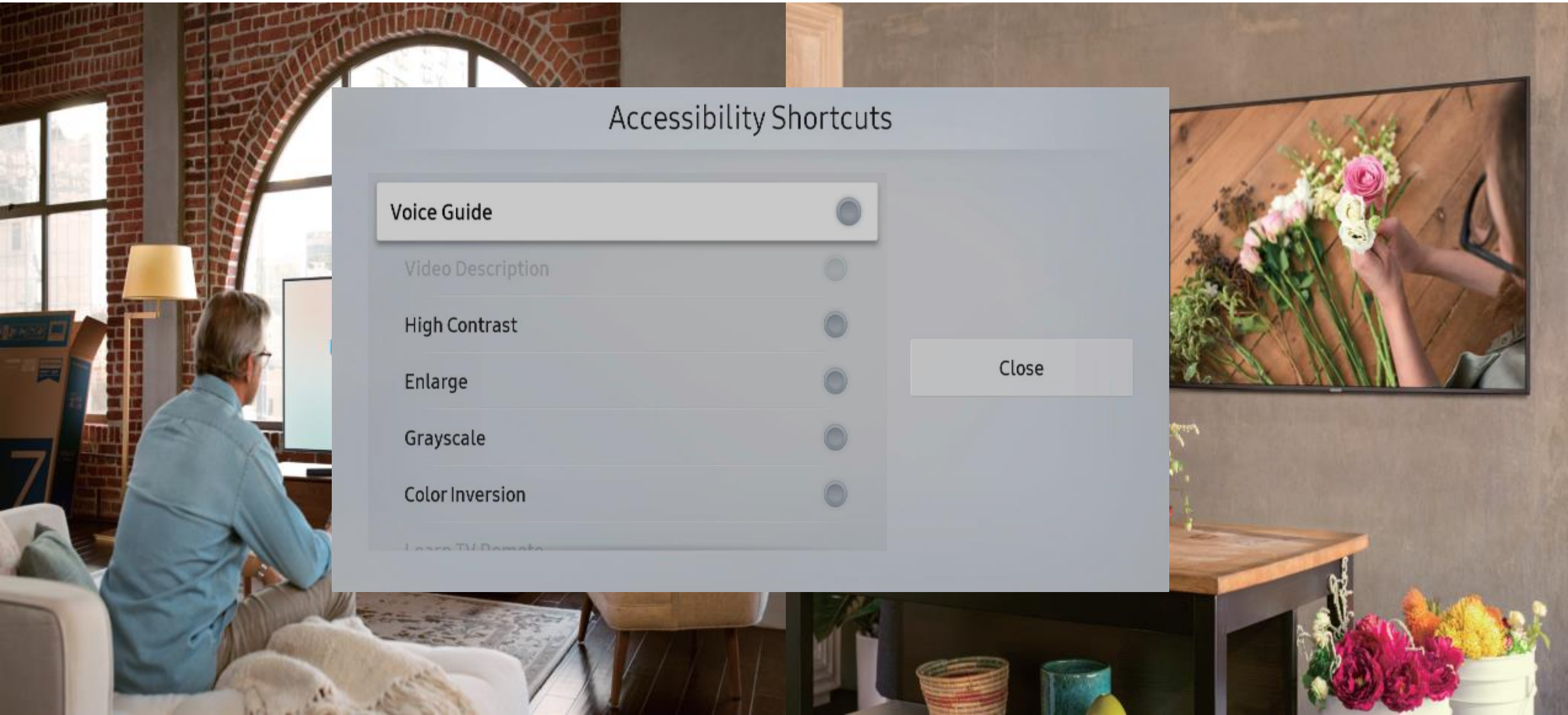




General

Accessibility Shortcuts

(접근성 기능의 쉬운 설정 방법 제공)



A low-angle, close-up shot of a person's legs and feet walking on a paved sidewalk. The person is wearing dark leggings and black sneakers. To the left, a white cane with red reflective bands is visible, held by the person. The background is a bright, overexposed outdoor area, possibly a street or plaza, with a dark horizontal band across the middle of the image.

Vision

High Contrast

(저시력자를 위한 고대비 설정)

APPS



DISCOVER
YOUR FAVORITE
VIDEO APPS

Editor's Choice

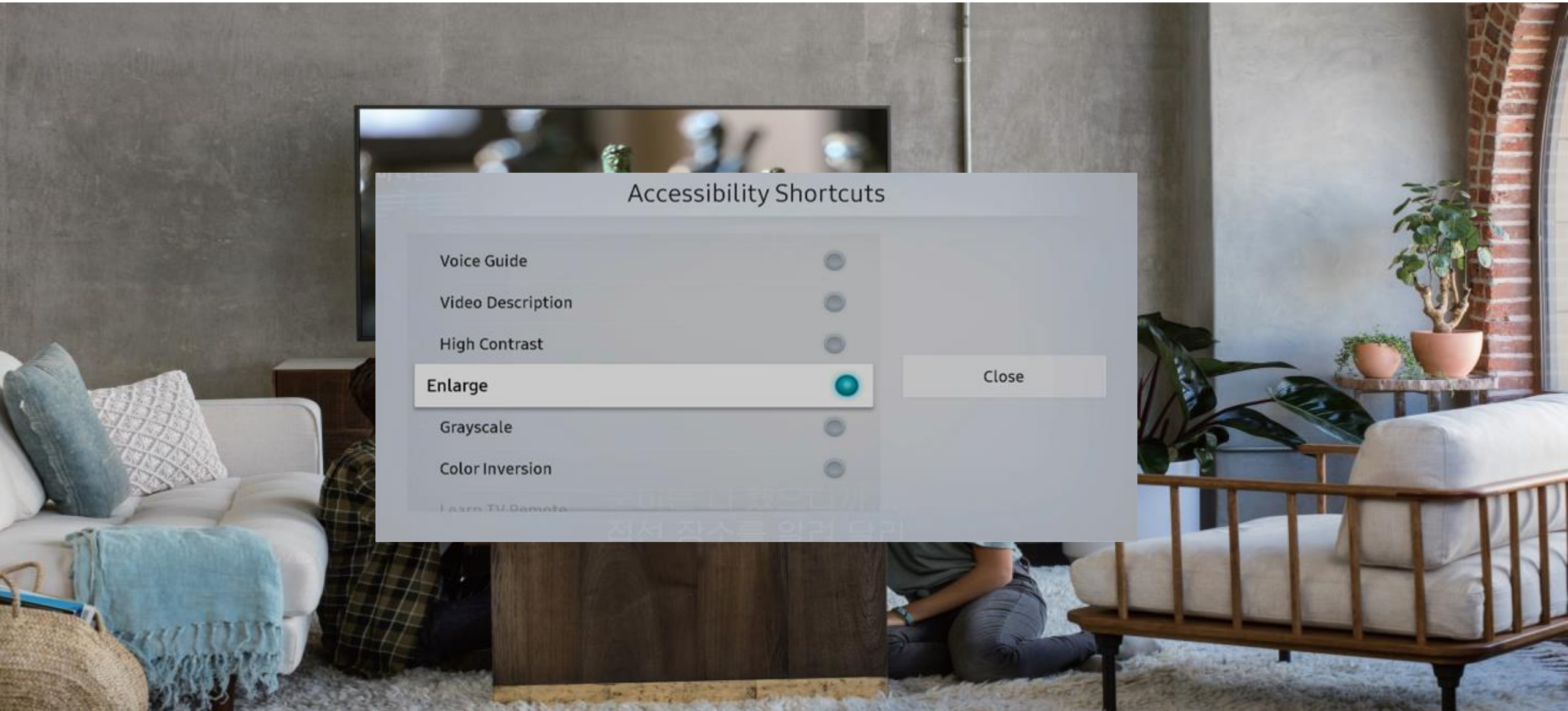


Most Popular

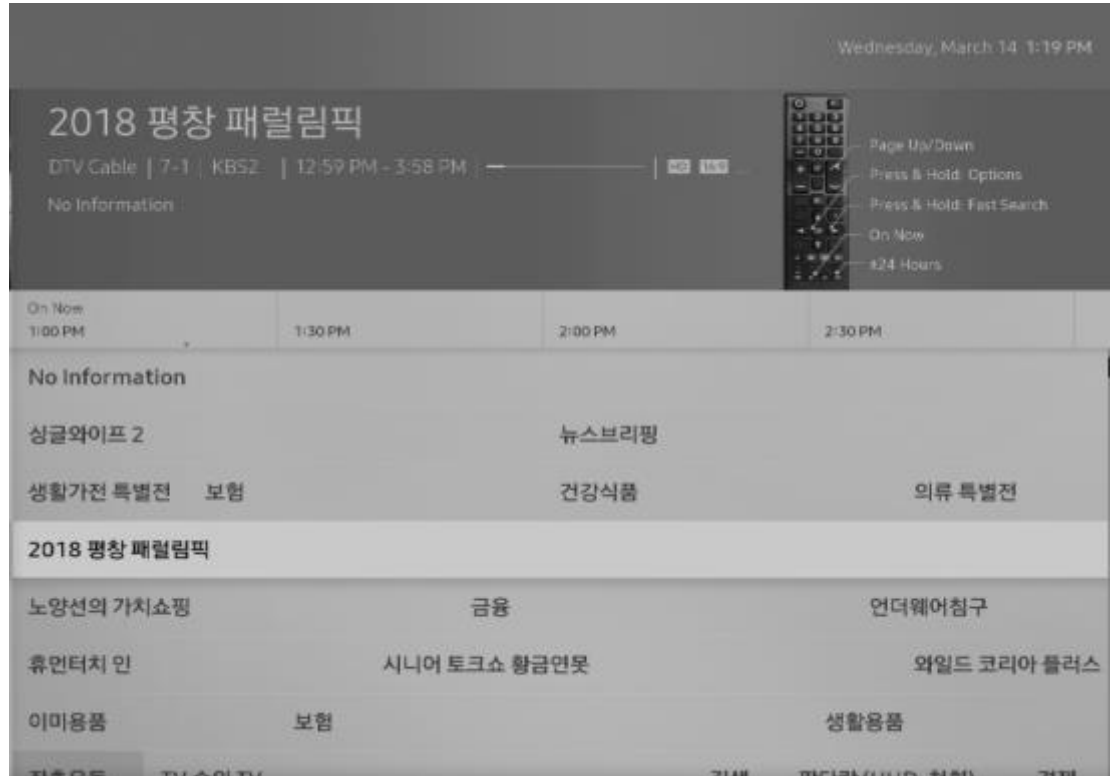


Enlarge

(저시력자를 위한 UI 확대)



GrayScale, Color Inversion



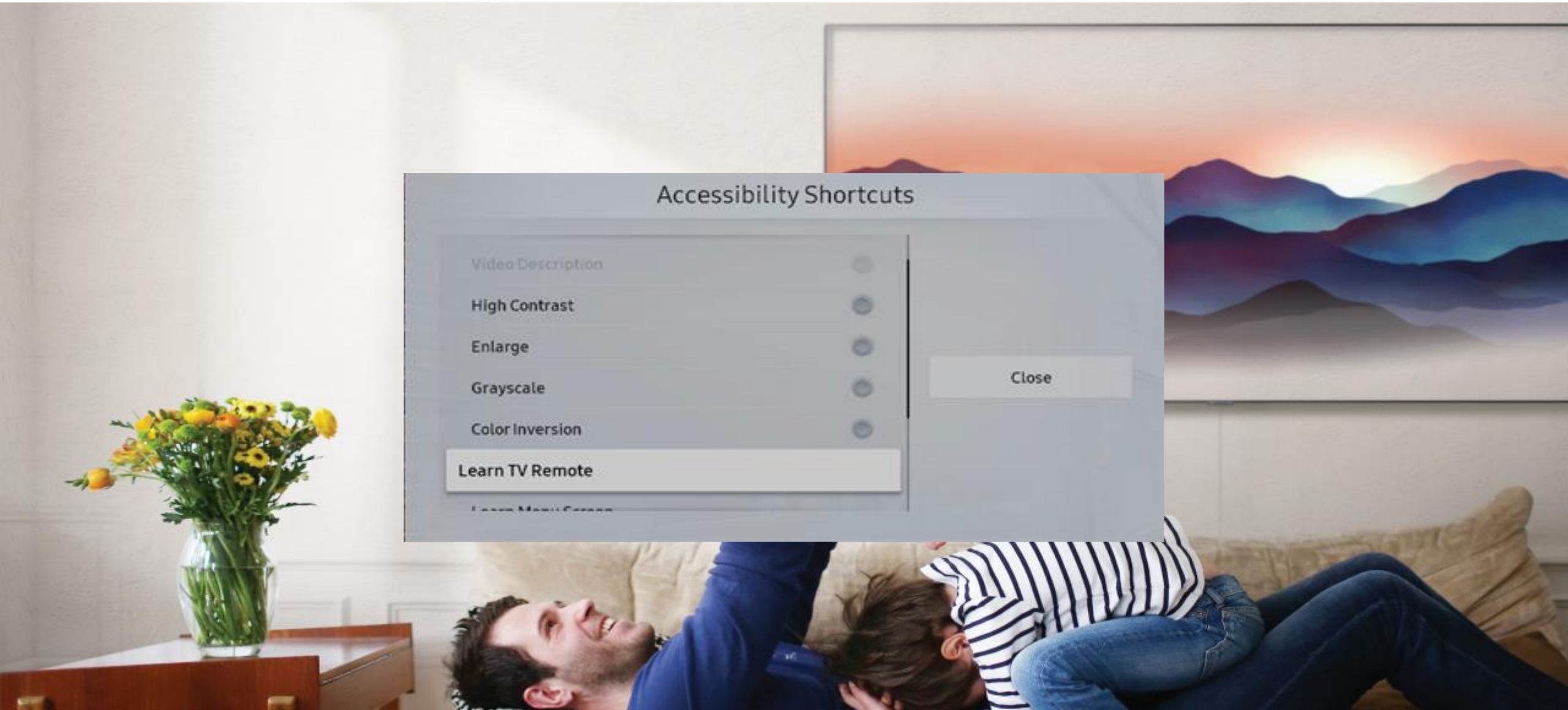
< GrayScale >



< Color Inversion >

Learn TV Remote

(리모컨 버튼 설명)



Learn Menu Screen

(TV 사용법 설명)



SeeColors App

(색약자를 위한 TV 화질 설정)



SAMSUNG

SeeColors

Just for you

START



ABOUT



LEGAL
NOTICES



RESET



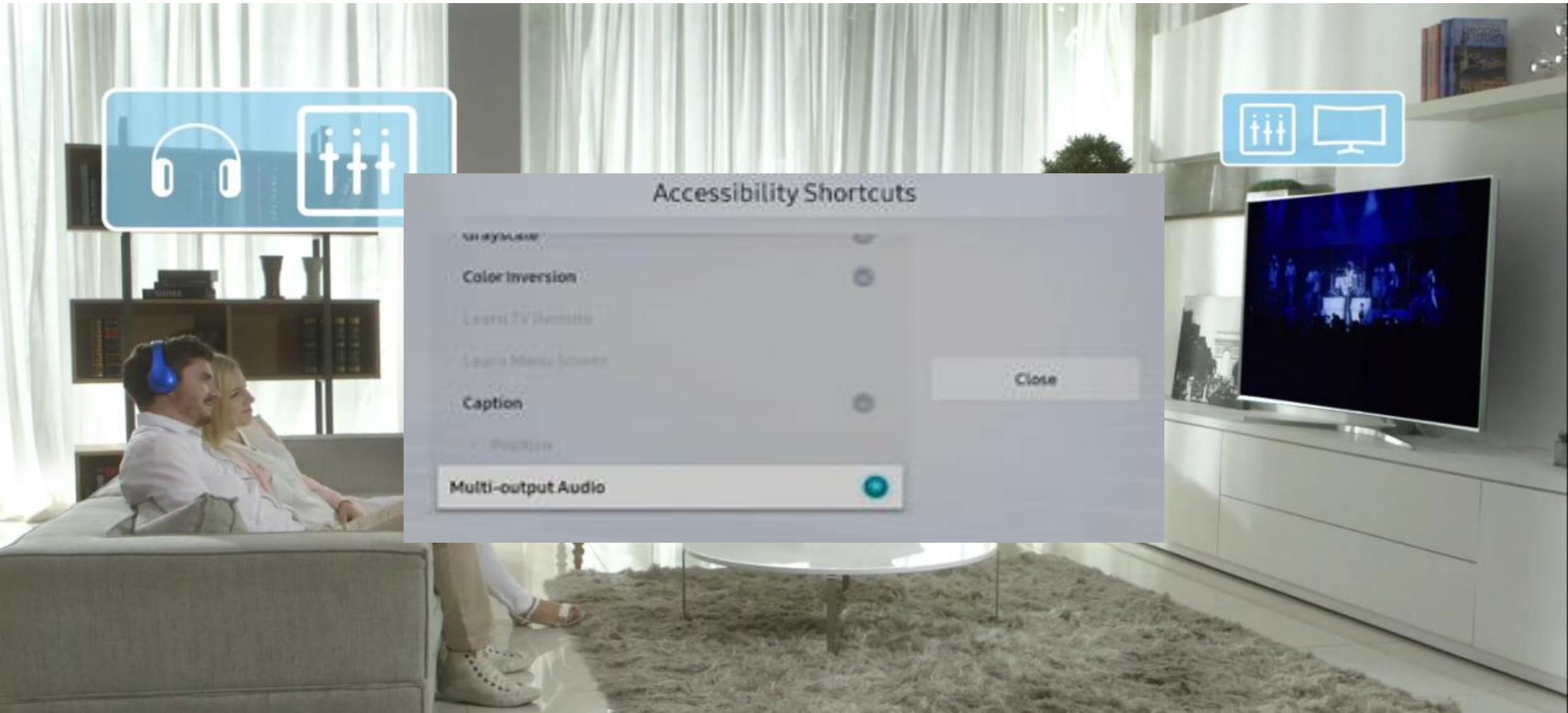
EXIT

A close-up photograph of a person's hand cupping their ear, symbolizing the act of listening or hearing. The background is a soft, out-of-focus light blue and white. A dark grey horizontal band across the middle of the image contains the word "Hearing" in white text.

Hearing

Multi-Output Audio

(저청력 자를 위한 기능)





Thank you