Polycom and Samsung to Deliver Innovative Unified Communications Apps on Android-based GALAXY Tab

Polycom video application for Samsung tablets to raise the bar on mobile video communications performance and interoperability

Sydney– 9 November, 2010: Samsung Electronics Co., Ltd. (KSE: 005930.KS), a global leader in digital convergence technologies, and Polycom, Inc. (Nasdaq: PLCM), a global leader in Unified Communications (UC), today announced an agreement to deliver UC solutions for mobile platforms. Under the agreement, Polycom will develop standards-based video applications to be embedded and distributed on the Android-based Samsung GALAXY Tab.

“Polycom’s differentiated strategy is to deliver innovative UC solutions on partners’ mobile platforms, as opposed to creating proprietary systems,” said Sudhakar Ramakrishna, Polycom’s general manager of UC Products and chief development officer. “Unlike other mobile video applications, we believe the Polycom application will drive a network effect for users and businesses by enabling the Samsung GALAXY Tab to connect with each other, as well as other standards-based telepresence and video conferencing systems and applications.”

Polycom’s unique approach enables mobile (3G and 4G) access to UC applications for consumers and enterprise users alike. The Polycom solutions include feature-rich mobile clients integrated with standards-based and interoperable network solutions, and enable users to participate both in point-to-point and group conversations while enjoying excellent HD quality and functionality. Polycom’s UC Intelligent Core infrastructure is ideal for placement in service provider networks to enable cloud-based UC delivery to consumers and enterprises. This comprehensive solution portfolio, which fully integrates into mobile, enterprise-based room, and desktop systems, is in stark contrast to competitive point offerings with limited interoperability, and furthers Polycom’s strategy of innovating in a standards-based interoperable framework.

“Video communications is a critical UC application within mobile platforms, and the combination of high-quality and open interoperability is critical to driving customer value,” said Dr. Hosoo Lee, executive vice president and head of the Samsung Media Solution Centre. “We are partnering with Polycom due to its unparalleled HD video and voice quality, to bring a best-in-class, standards-based video communications experience to a wide range of UC applications and devices, including the new Samsung Galaxy tablets and Samsung smartphones.”

The mobile device market is growing rapidly, led by tablets. Industry research firm IDC, projects tablet shipments will grow from 7.6 million units in 2010 to more than 46 million units in 2014, representing a compound annual growth rate (CAGR) of 57.4 percent1. Annual smartphone shipments now exceed one billion units, which is greater than the entire PC installed base2.

Leveraging Polycom’s leadership in video communications and UC solutions, the application for Samsung devices will deliver low-latency, high-resolution video experiences and network resiliency. It will combine a directory and chat capability allowing Samsung mobile device users to easily find each other and connect. Polycom’s H.264 Scalable Video Coding (SVC) initiative, also announced today, will be a critical component of Polycom’s mobile video strategy.

“Today’s announcement furthers Polycom’s strategy to proliferate UC support to a multitude of devices -- enabling users to leverage UC applications regardless of their location and without compromising quality or functionality,” said Ramakrishna. “The agreement with Samsung will be complemented by related Polycom initiatives to leverage our industry-leading UC technology and expertise to power mobile devices and cloud-based service platforms.”

About Samsung Electronics Co., Ltd. Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2009 consolidated sales of US$116.8 billion. Employing approximately 188,000 people in 185 offices across 65 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognised as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.

About Samsung Media Solutions Centre (MSC) ()Established in June 2008, the Media Solution Centre (MSC) has served as a channel to deliver contents and services to all Samsung Electronics devices, thereby enhancing the devices' capabilities. The consumer’s focus is changing from hardware technology and performance to value driven by content and services optimised for the device. To cope with this dynamic market environment, the Media Solution Centre is driving the democratisation of the content and service eco-system. Samsung is emphasising its competency in differentiated content, open platforms, as well as the creation of content for a variety of service channels.

About Polycom

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