The beginning of the new wave, the smartphone “Wave”

1GHz Processor
Super AMOLED (3.3” WVGA)
5.0 Megapixel camera
HD video playback & recording
Bluetooth 3.0
Wi-Fi (802.11b/g/n)
Various sensors
bada, Smartphone platform
An execution environment for feature-rich apps and services
bada 1.0

Various controls for apps
Common UI controls
Flash/web/map control
Application controls

Advanced user interaction
Various sensors
Motion detection
Face recognition
Multi-touch and vibration control
bada 1.0

**Graphics**
- OpenGL® ES 2.0
- Direct buffer access
- Vector fonts
- Various drawing primitives

**Multimedia**
- Media playback/recording
- Camera control
- PCM audio input/output
- Image decoding/encoding
**bada 1.0**

**Data networking**
- Socket
- HTTP 1.1
- Bluetooth 3.0
- Wi-Fi 802.11n

**Web browsing**
- WebKit-based
- Multi-touch zoom
- OMA Download
bada 1.0

Location based services
- GPS and wireless positioning
- Map display and navigation
- Landmark management
- Location sharing

Social networking
- Easy mash-up with external SNS
- Simple user profile and buddy management
bada 1.0

**Commerce service**
In-app purchase

**Content management**
Remote and local content storing
Content browsing and searching
Value-added services

Samsung Apps
Services for more than 100 countries
Paid stores in more than 30 countries

Samsung SocialHub
Integrates all information from SNS, IM, and e-mail accounts
Value-added services

**Samsung Dive**
Remote Lock & Wipe: Secures bada phone remotely with Samsung Dive

**Samsung LBS**
Hybrid navigation: Integrates dynamic POI from server and map data in the device
bada 1.0

Content
- Content share
- Content search

Web
- Browser
- Sensors
- Weather service
- Face detection

Xml

Social
- SNS
- Mash-up
- Buddy
- Lifelog

Locations
- Route
- Geo-coding
- POI
- Landmark

Graphics
- Open GL*ES
- 2D Graphics
- Flash
- Multi-touch
- Automatic scaling

Media
- Video
- Camera
- Audio
- Player

Security
- Certificate
- Utility
- Cryptographic key

System
- Device Control
- System Information

Text
- Encoding
- Collection

Locales
- Internalization
- Localization

Messaging
- Email
- SMS
- MMS

Io
- Directory
- File
- Database

IDE
- Eclipse CDT-based

Telephony
- SIM
- Call
- Http
- Wifi
- Bluetooth

SDK
- UI Builder
- Simulator
- Remote Test Lab

App
- App Control
- App model

1.0

Commerce
- In-app purchasing

Uix
- Motion

Interface
- Uix
- Graphics

Location
- Ui

Media
- Video
- Camera
- Audio
- Player

System
- Device Control
- System Information

Text
- Encoding
- Collection

Locales
- Internalization
- Localization

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App
- App Control
- App model

1.0
The current Wave family, even more bada devices

Wave525
500MHz Processor
TFT LCD (3.2” WQVGA)
3.2~5.0 Megapixel camera
Bluetooth 3.0
Wi-Fi (802.11b/g/n)

Wave533

Wave575

Wave723

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bada 1.1

Auto-scaling UI
Automatic UI scale up/down

Test environment for bada app
Remote test lab, test framework

HTTP streaming
Wave II, 2nd bada ‘hero’

1GHz Processor
Super Clear LCD (3.7” WVGA)
5.0 Megapixel camera
HD video playback & recording
Bluetooth 3.0
Wi-Fi (802.11b/g/n)
Various sensors

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bada 1.2

Web/Flash application model
Web apps with HTML, JavaScript, and CSS
Flash apps

Conditional app launch
Apps launch based on specific conditions

WiFi-EAP
More secure enterprise apps on bada
New features in bada 2.0

Application framework
Communication
User interaction
Web-centric application
New features in bada 2.0

Application framework
Communication
User interaction
Web-centric application
Application framework

Multitasking
Concurrent tasking for specific categories of applications
Application framework

Demonstration: Enhanced application control
Enhanced application control
3rd party app registered with MIME and URI scheme for later invocation
New features in bada 2.0

Application framework
Communication
User interaction
Web-centric application
Communication

Push message on quick panel

Push message as number on icon

Push message while running
NFC (Near Field Communication)
Intuitive and fast read/write

Wi-Fi Direct
Easy and fast P2P setup
Demonstration:
Wi-Fi Direct
New features in bada 2.0

Application framework
Communication
User interaction
Web-centric application
User interaction

**Layout management**
Laying out UI controls by relative positions

**FlashLite 4 support**
Maximizing compatibility with Flash 10

**Lock screen**
Flash®-based interactive lock screen

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08:30 am
Barcelona, Spain
Sunny
User interaction

OpenAL
3D sound by changing position of audio sources and listener

Voice enabled
STT(Speech-to-Text) and TTS(Text-to-Speech)

Take me to bada web site

OK!
User interaction

Demonstration: STT and TTS
New features in bada 2.0

Application framework
Communication
User interaction
Web-centric application
Demonstration: HTML5
Web-centric application

Incorporation of HTML5, JS Framework and WAC 2.0

bada web application
System
- Background launch
- Multi-application execution
- App Control
- Performance enhancement

Communication
- NFC
- Wi-Fi direct
- Push notification

Enhanced SDK
- Emulator
- Code analyzer
- Performance analyzer
- Faster simulator

Better user interaction
- Smart home-screen
- UI personalization
- Speech recognition
- TTS
- Layout management
- Animation effect
- OpenAL
- FlashLite 4

Security enhancement
- Secure I/O
- DRM

Web-centric application
- HTML5
- JS framework
- WAC compatibility

Revenue model support
- Operator billing
- Advertising
Evolution of a competitive platform

- From bada 1.0 to bada 2.0 in 2011
- Continuous effort to make bada competitive

Bada 1.0: Aug, 2010
Bada 1.1: Nov, 2010
Bada 1.2: Dec, 2010
Bada 2.0: 2011
More bada phones

• 5M total bada phones in 2010
• Over 10M total bada phones within 1H, 2011
• Focusing on mid-high to mass devices
Better business support

**Samsung Apps**

118 Countries

Global coverage
118 countries & 80M downloads *

Various revenue streams
Advertising, phone billing, prepaid card, cyber cash

*bada : the next wave*
“Be the Early Bird in the Blue Ocean of bada”
Thank You