

D.I.G.

Samsung App Store

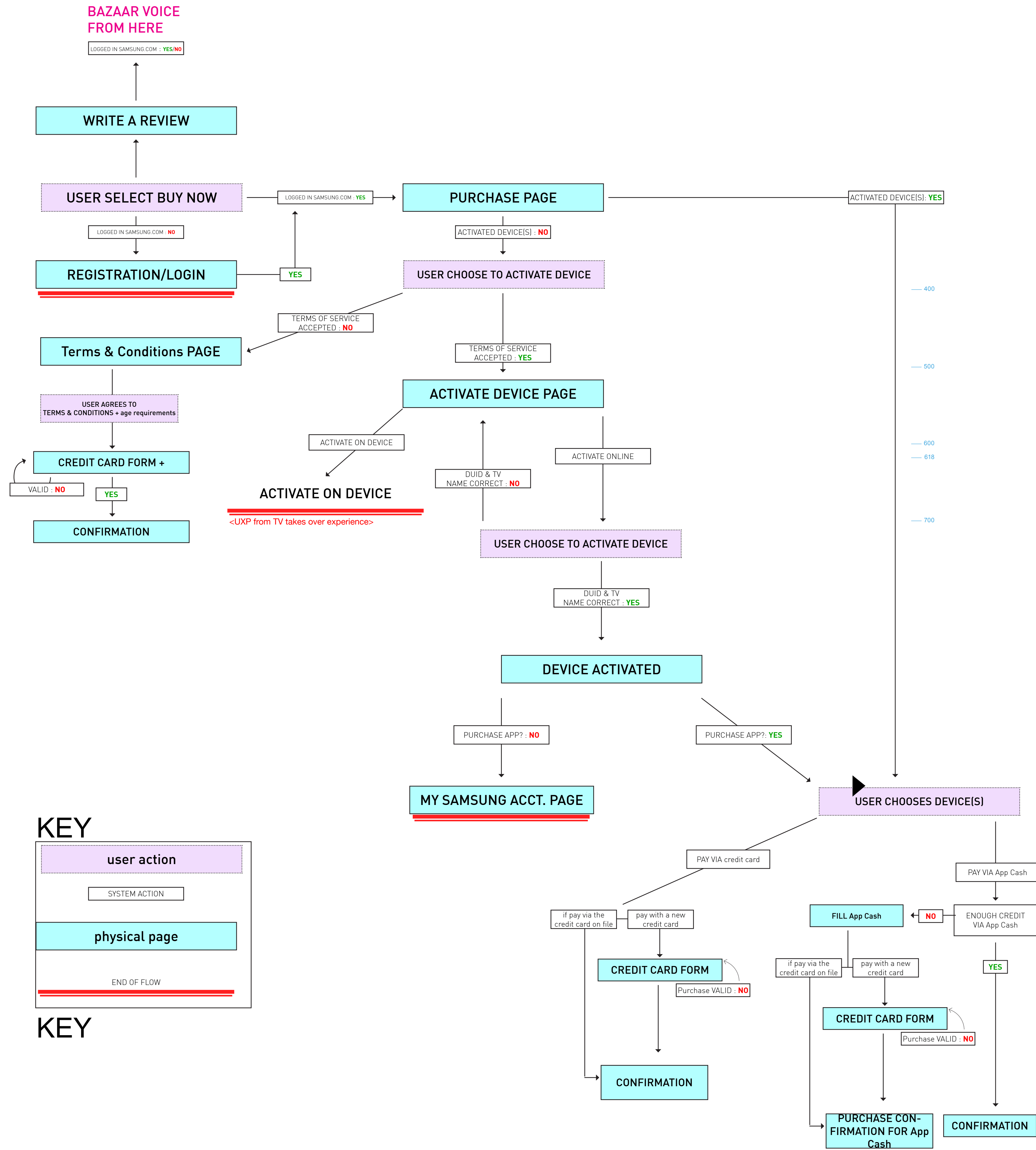
29.07.2010 | Version 5.2

These wireframes do not represent the final layouts,
they represent the information displayed for the final layouts

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FLOW



GLOBAL CHANGE TO 2 : The App Store now Samsung App Store & 3 : Tv apps now TV & Video Apps

1.0 - APPS HOMEPAGE

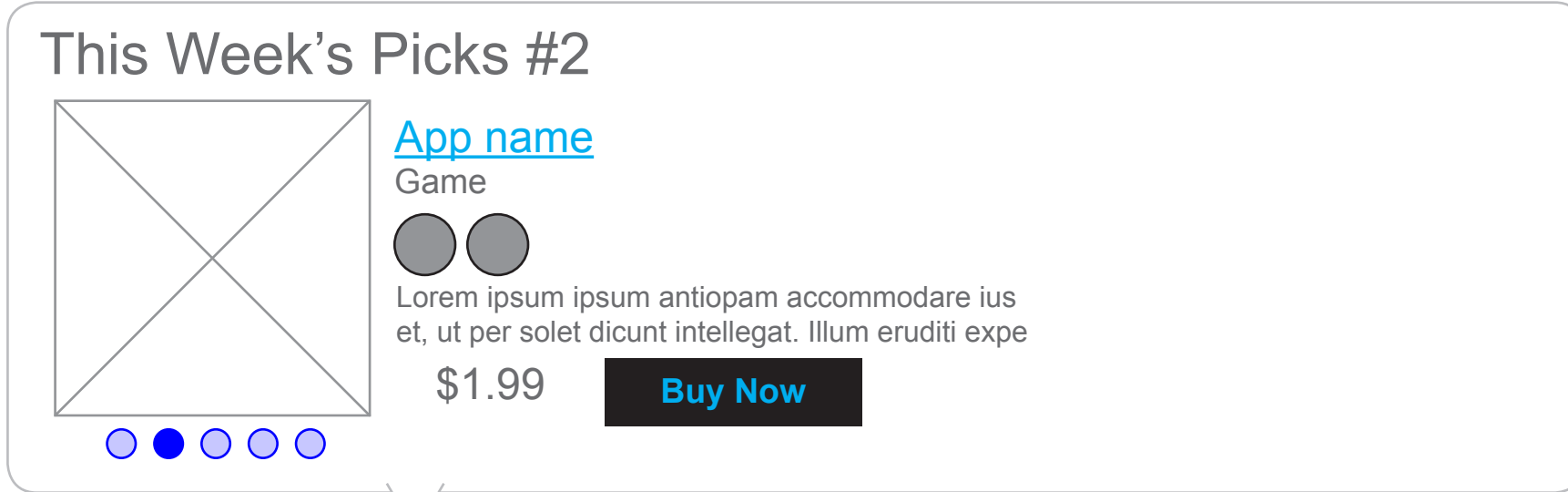
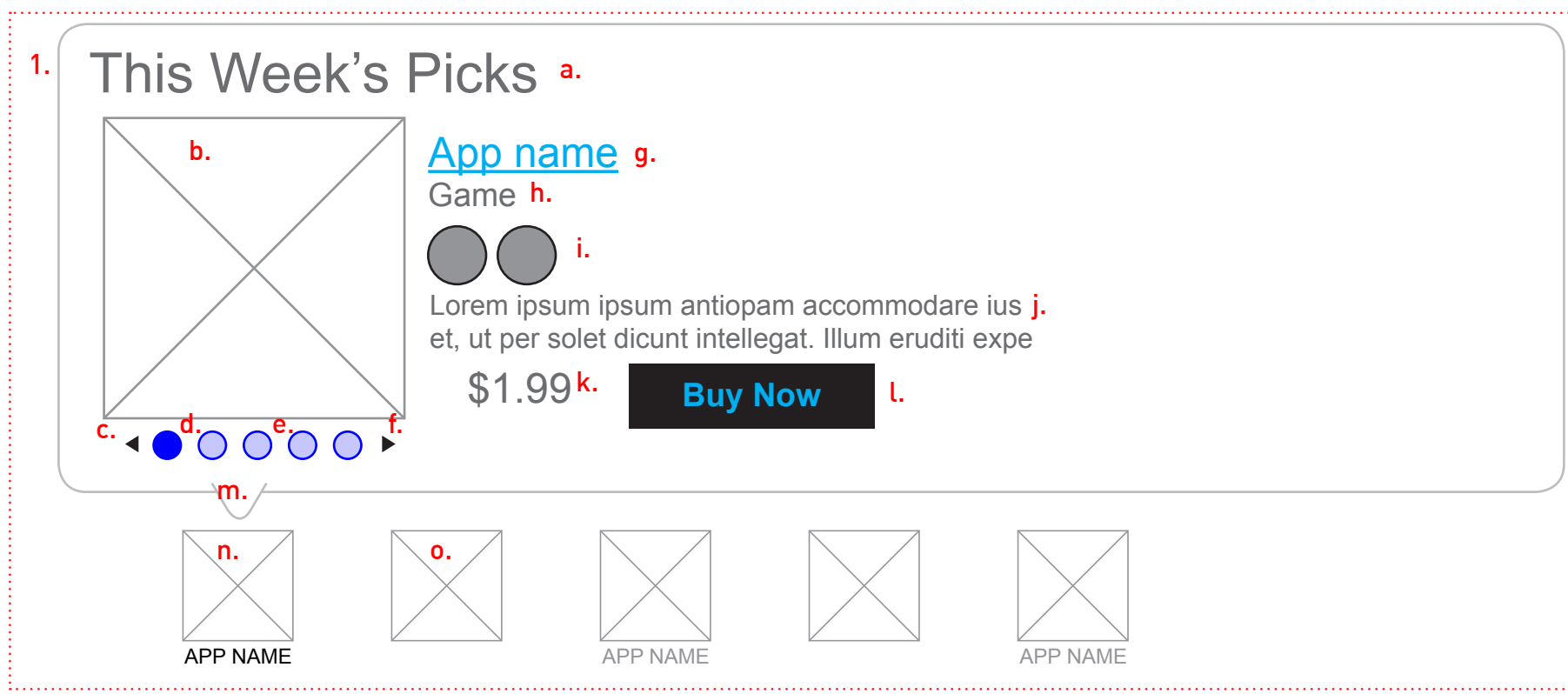
- 1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search
- 2. Copy : title
- 3. Copy/navigation : header, note this is not active navigation, note this is not active navigation
- 4. Navigation : mobile apps (*not applicable for July launch*)
- 5. Copy : header
- 6. Copy : body copy
- 7. Graphic
- 8. Filter set
 - a. copy : products
 - b. filter : video
 - c. filter : games
 - d. filter : sports
 - e. filter : lifestyle
 - f. filter : information
 - g. filter : other
 - h. navigation : see all

- 9. Copy : header
- 10. App detail most popular
 - a. copy : rank of popularity
 - b. image : thumbnail
 - c. copy : app name
 - d. copy : type, maps back to filter types
 - e. graphic : icon(s)
 - f. copy : price
 - g. call to action : buy, takes user to app detail page of that app
- 11. App detail "This Week's Pick"
 - a. copy : headline
 - b. graphic : app image
 - c. in-line navigation : content item to left
 - d. in-line navigation : active image
 - e. in-line navigation : inactive image
 - f. in-line navigation : content item to right
 - g. copy : app name
 - h. copy : type, maps back to filter types
 - i. graphic : icon(s)
 - j. copy : body copy
 - k. copy : price
 - l. call to action : buy, takes user to app detail page of that app
 - m. graphic : indicator
 - n. in-line navigation : active content item
 - o. in-line navigation : active content item
- 12. Help/Installation tout
 - a. copy : header
 - b. copy : body copy
 - c. image

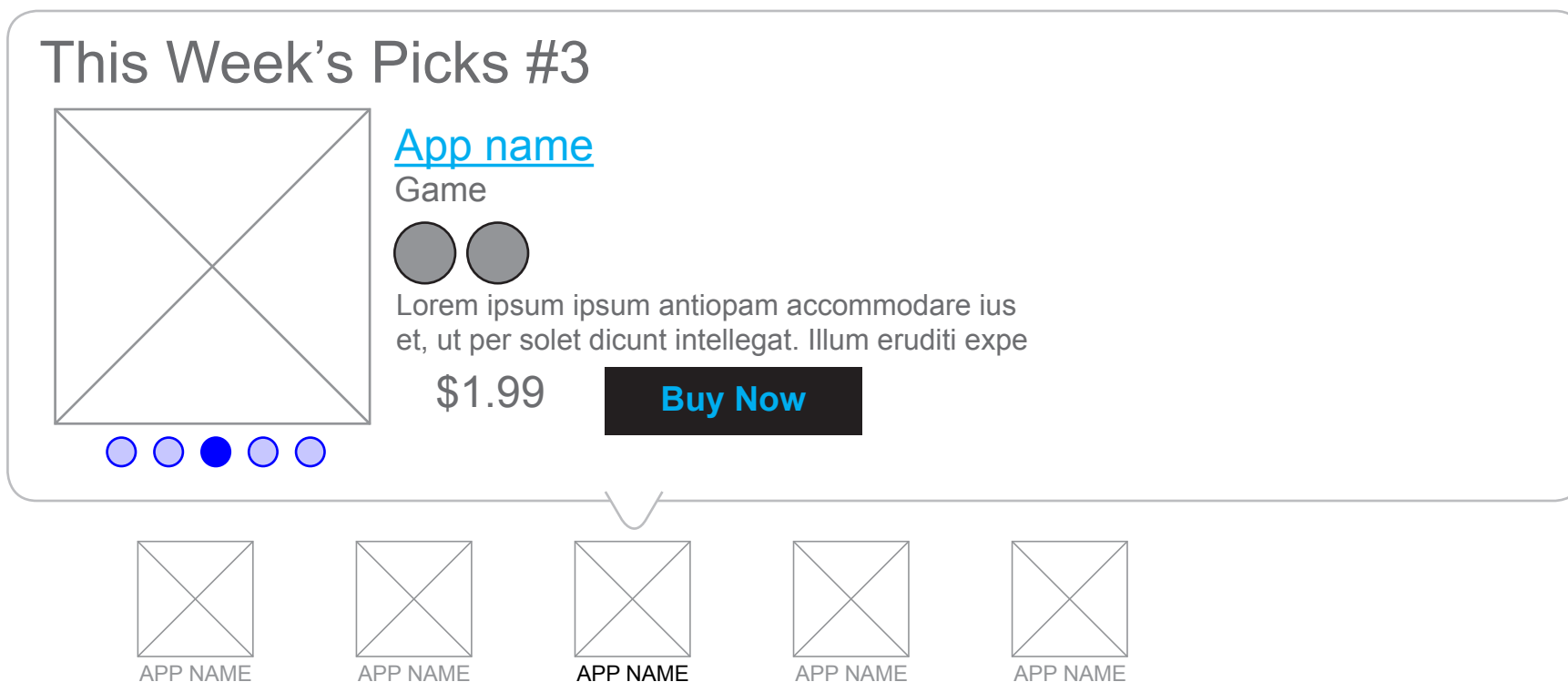
- d. call to action : learn more, this link takes user to the anchor tag on the FAQ page
- 13. Copy : header
- 14. Copy : header
- 15. Copy : body copy
- 16. Activate device tout
 - a. copy : header
 - b. image
 - c. copy : body copy
 - d. navigation : setup guide this link takes user to the anchor tag on the FAQ page
 - e. navigation : activate your product, takes user to the anchor tag on the FAQ page
- 17. Activate device tout
 - a. copy : header
 - b. image
 - c. copy : body copy
 - d. navigation : learn more about App Cash, this link takes user to the anchor tag on the FAQ page
 - e. navigation : purchase App Cash, takes user to the beginning of the purchase cyber flow

User may use one or any combination of the filter set. Any interaction with the filter set will cause the page to re-render with the users choice shown in a Genre page.

1.0 - APPS HOMEPAGE : INTERACTION OF THIS WEEK'S PICKS MODULE



— 400
— 500
— 600
— 618



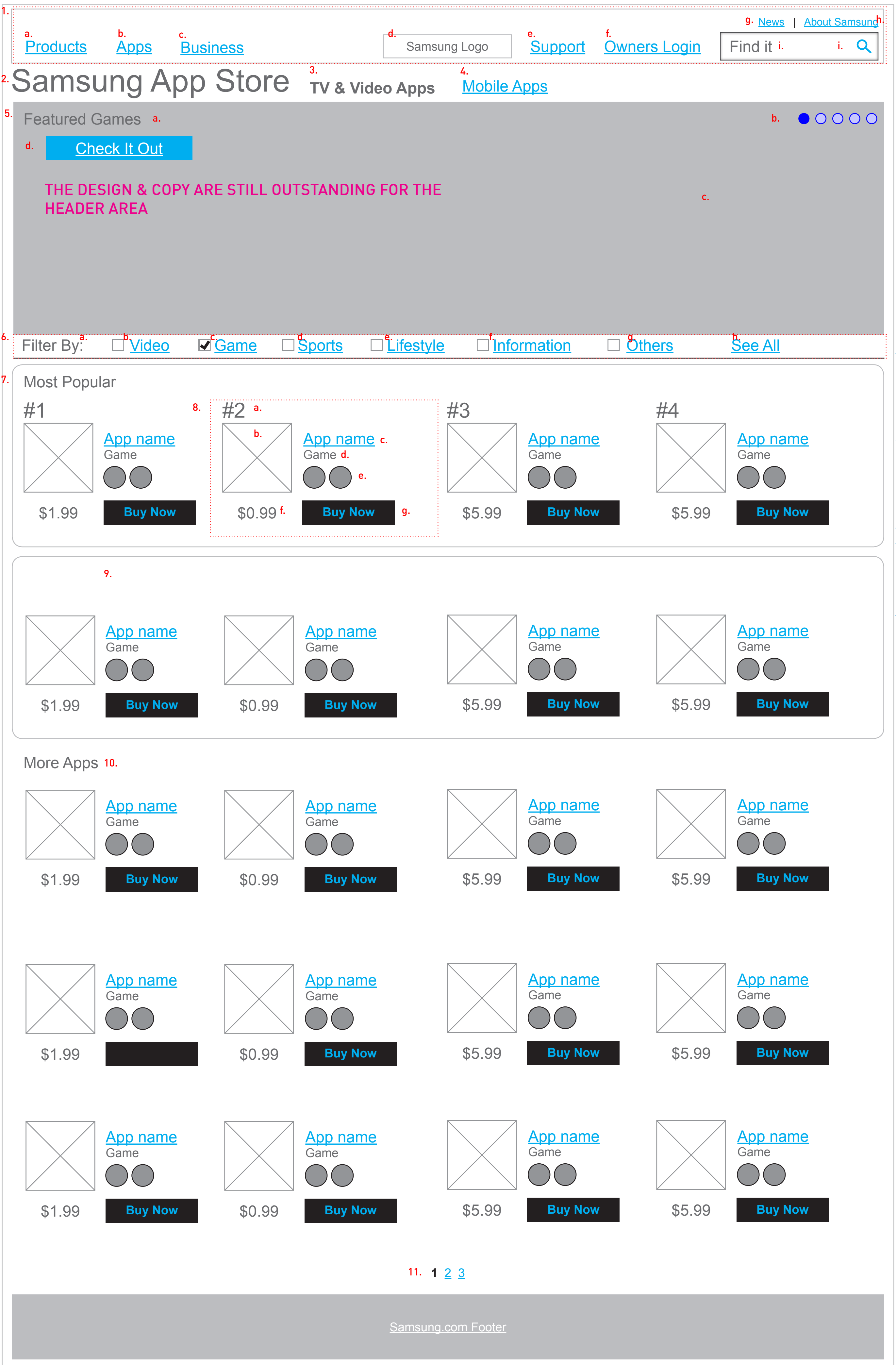
— 700

- 1. App detail "This Week's Pick"
- a. copy : headline
- b. graphic : app image
- c. in-line navigation : content item to left
- d. in-line navigation : active "pick"
- e. in-line navigation : inactive "pick"
- f. in-line navigation : content item to right
- g. copy : app name
- h. copy : type, maps back to filter types
- i. graphic : icon(s)
- j. copy : body copy
- k. copy : price
- l. call to action : buy, takes user to app detail page of that app
- m. graphic : indicator
- n. in-line navigation : active content item
- o. in-line navigation : active content item

THE CHANGING OF THE TOUT AREA SHOULD BE DONE ON MOUSE-CLICK, NOT MOUSE ROLLOVER.

THE IN-LINE NAVIGATION CHANGES THE ACTUAL APP BEING SHOWN IN THE CONTENT AREA.

2.0 - GENRE PAGE



- 1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search
- 2. Copy : title
- 3. Copy/navigation : header, note this is not active navigation
- 4. Navigation : mobile apps (not applicable for July launch)
- 5. Featured game tout
 - a. copy : header
 - b. in-line navigation (if applicable)
 - c. content area
 - d. call to action : would take user to the application detail of the featured application
- 6. Filter set
 - a. copy : products
 - b. filter : video
 - c. filter : games
 - d. filter : sports
 - e. filter : lifestyle
 - f. filter : information
 - g. filter : other
 - h. navigation : see all

User may use one or any combination of the filter set. Any interaction with the filter set will cause the page to re-render with the users choice shown in a Genre page. See all will show all apps

The initial page of the genre page will always show in the first horizontal row, the 4 most popular apps.

In the second horizontal row, the 4 most recent apps.

Pagination appears if there are more than 12 apps in the More area.

If the user interacts with any of the filters after coming to the initial page, the page should re-render with only the most popular showing in the first horizontal row.

7. Copy : header, most popular

- 8. App detail most popular
 - a. copy : rank of popularity
 - b. image : thumbnail
 - c. copy : app name
 - d. copy : type, maps back to filter types
 - e. graphic : icon(s)
 - f. copy : price
 - g. call to action : buy, takes user to app detail store

9. Copy : header, brand new

10. Copy : header, more apps

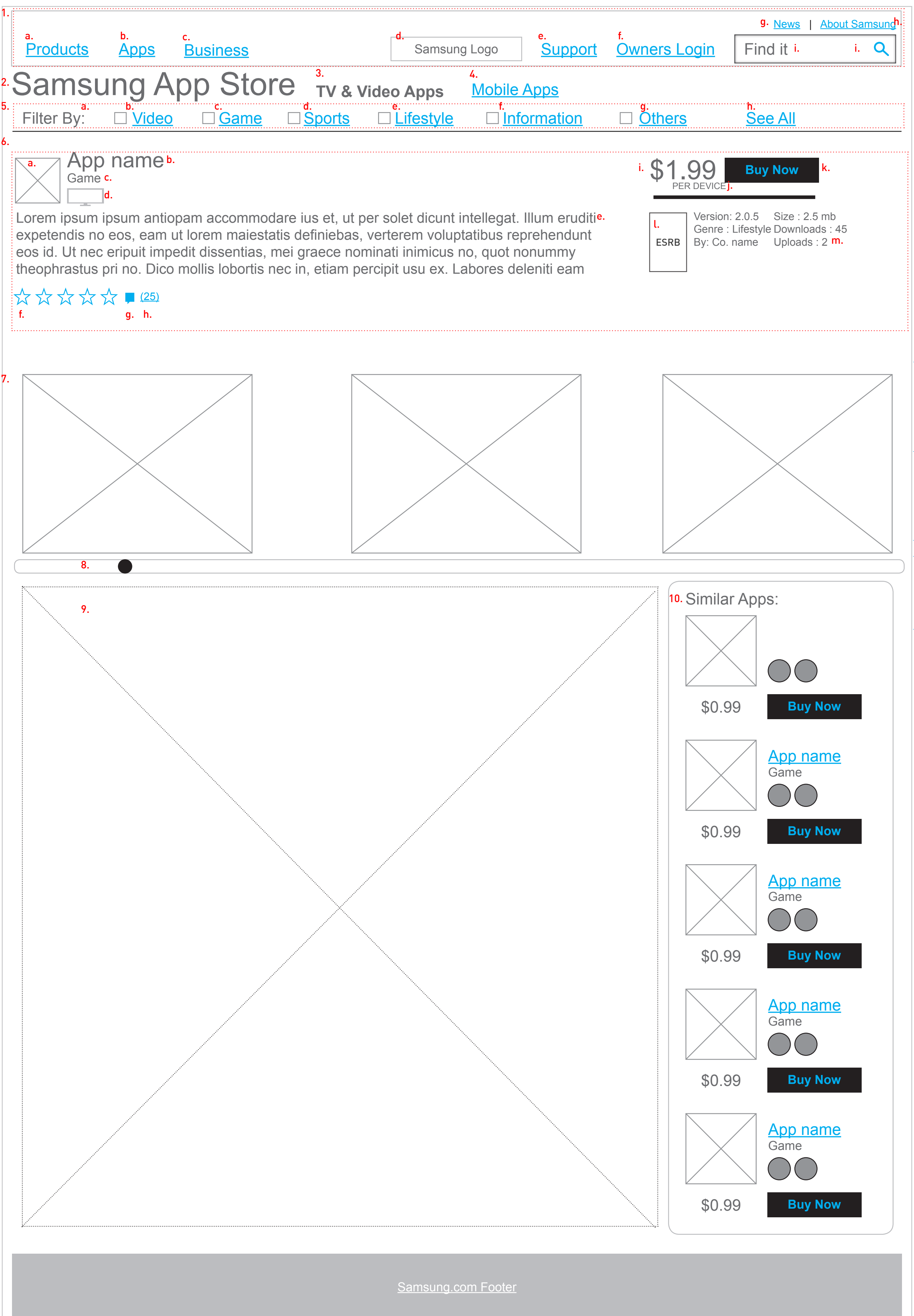
11. Navigation : pagination. Appears only if there are more than 12 results in the "More Apps" section. If users uses pagination navigation to a second page of results. The entire grid should re-render with **NO MOST POPULAR OR BRAND NEW.**

3.0 - APPS DETAIL PAGE

- 1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search
- 2. Copy : title
- 3. Copy/navigation : header, note this is not active navigation
- 4. Navigation : mobile apps *(not applicable for July launch)*
- 5. Filter set
 - a. copy : products
 - b. filter : video
 - c. filter : games
 - d. filter : sports
 - e. filter : lifestyle
 - f. filter : information
 - g. filter : other
 - h. navigation : see all
- 6. App lockup
 - a. graphic : thumbnail
 - b. copy : app name
 - c. copy : genre, maps back to filter types
 - d. graphic : icon
 - e. copy : body copy
 - f. icons : ratings (from Bazaar Voice)
 - g. graphic : icon

- h. copy : # of reviews (from Bazaar Voice)
- i. copy : price
- j. copy : per device
- k. call to action: buy now, starts the e-commerce flow
- l. ESRB rating graphic
- m. copy : app specs
- 7. Graphics : showing application in context on device
- 8. Horizontal scroll bar : as the user pulls the scroll bar from the left to the right
- 9. Copy : header
- 10. Copy/navigation : post own review, takes user to "post own review" flow (BAZAAR VOICE)
- 11. Comment format (all from BAZAAR VOICE)
 - a. copy : comment title
 - b. image : ratings
 - c. copy : comment copy
 - d. copy : user name
 - e. copy : location & time stamp
- 12. Copy : header, similar apps
- SHOW ONLY 5 SIMILAR APPS FROM THE SAME CONTENT PROVIDER
- 13. Navigation : pagination. Appears only if there are more than 5 comments on the page.

3.1 - APPS DETAIL : LEAVE A COMMENT



- 1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search
- 2. Copy : title
- 3. Copy/navigation : header, note this is not active navigation
- 4. Navigation : mobile apps *(not applicable for July launch)*
- 5. Filter set
 - a. copy : products
 - b. filter : video
 - c. filter : games
 - d. filter : sports
 - e. filter : lifestyle
 - f. filter : information
 - g. filter : other
 - h. navigation : see all
- 6. App lookup
 - a. graphic : thumbnail
 - b. copy : app name
 - c. copy : genre, maps back to filter types
 - d. graphic : icon
 - e. copy : body copy
 - f. icons : ratings (from Bazaar Voice)
 - g. graphic : icon
- 7. Graphics : showing application in context on device
- 8. Horizontal scroll bar : as the user pulls the scroll bar from the left to the right
- 9. i-Frame ;

FOR LAUNCH BAZAAR VOICE'S EXISTING FUNCTIONALITY WILL BE REUSED AND PLACED IN AN I-FRAME WITHIN THE PAGE.

THE USER MUST BE LOGGED IN TO LEAVE A COMMENT.

REFER TO APPENDIX A FOR SCREENSHOTS OF THE EXISTING REVIEW PAGES.
- 10. Copy : header, similar apps


SIMILAR APPS DUE TO SYSTEM CONSTRAINTS CAN ONLY BE FROM THE SAME MANUFACTURER



User may use one or any combination of the filter set. Any interaction with the filter set will cause the page to re-render with the users choice shown in a Genre page. See all will show all apps

- 6. App lookup
 - a. graphic : thumbnail
 - b. copy : app name
 - c. copy : genre, maps back to filter types
 - d. graphic : icon
 - e. copy : body copy
 - f. icons : ratings (from Bazaar Voice)
 - g. graphic : icon

4.0 - SELECT DEVICE & PURCHASE PATH

1. Select a Device:

3.  App B 4.

5. [Activate a device](#) a.  6. [Cancel](#) 2. 


7. Your App Cash balance : \$17.98^{8.}

| | 9. <u>Name</u> | 10. <u>DUID</u> | 11. <u>Status</u> | 12. <u>Price</u> |
|--------------------------------------|-----------------|-----------------|--------------------------------|------------------|
| <input checked="" type="radio"/> 13. | 14. Living Room | 15. 0123456789 | 16. Available for this TV set | 17. \$1.99 |
| <input type="radio"/> | Bedroom | 0987654321 | Already purchased for this set | -- |
| <input type="radio"/> | Den | 1234598765 | Unavailable for this TV set | -- |

TAXED REMOVED

18. Price Total 19. \$ 1.99

20. [Pay with credit card](#)

21. [Pay with App Cash](#) a.. 

1. Copy : header
2. Call to action : close layover
3. Graphic : thumbnail of app
4. Copy : app name
5. Navigation : activate a device, takes user to register device overlay
 - a. Tool tip layover
6. Navigation : Cancel, closes layover
7. Copy
8. Copy : amount left of App Cash (provided from App Cash)
9. Copy : header, name
10. Copy : header, DUID
11. Copy : header, status
12. Copy : header, price
13. Form element : radio button.
14. Copy : user given device name
15. Copy : DUID
16. Copy : device status
17. Copy : price
18. Copy
19. Copy : price
20. Call to action : pay with credit card
21. Call to action : pay with App Cash
 - a. Tool tip layover

THIS IS PRESENTED IN AN OVERLAY SINCE THE INFORMATION IS COMING FROM Bada

4.0a - TOOL TIP INTERACTION

The App Store TV Apps Mobile Apps

Filter By: Video Game Sports Lifestyle Information Others [See All](#)

Select a Device:

App B

TOOL TIP TEXT ADDED FOR BOTH OF THE ROLLOVERS

| | Name | DUID | Status | Price |
|-----------------------|-------------|------------|--------------------------------|--------|
| <input type="radio"/> | Living Room | 0123456789 | Available for this TV set | \$1.99 |
| <input type="radio"/> | Bedroom | 0987654321 | Already purchased for this set | -- |
| <input type="radio"/> | Den | 1234598765 | Unavailable for this TV set | -- |

Price Total \$ 1.99

[Pay with credit card](#)

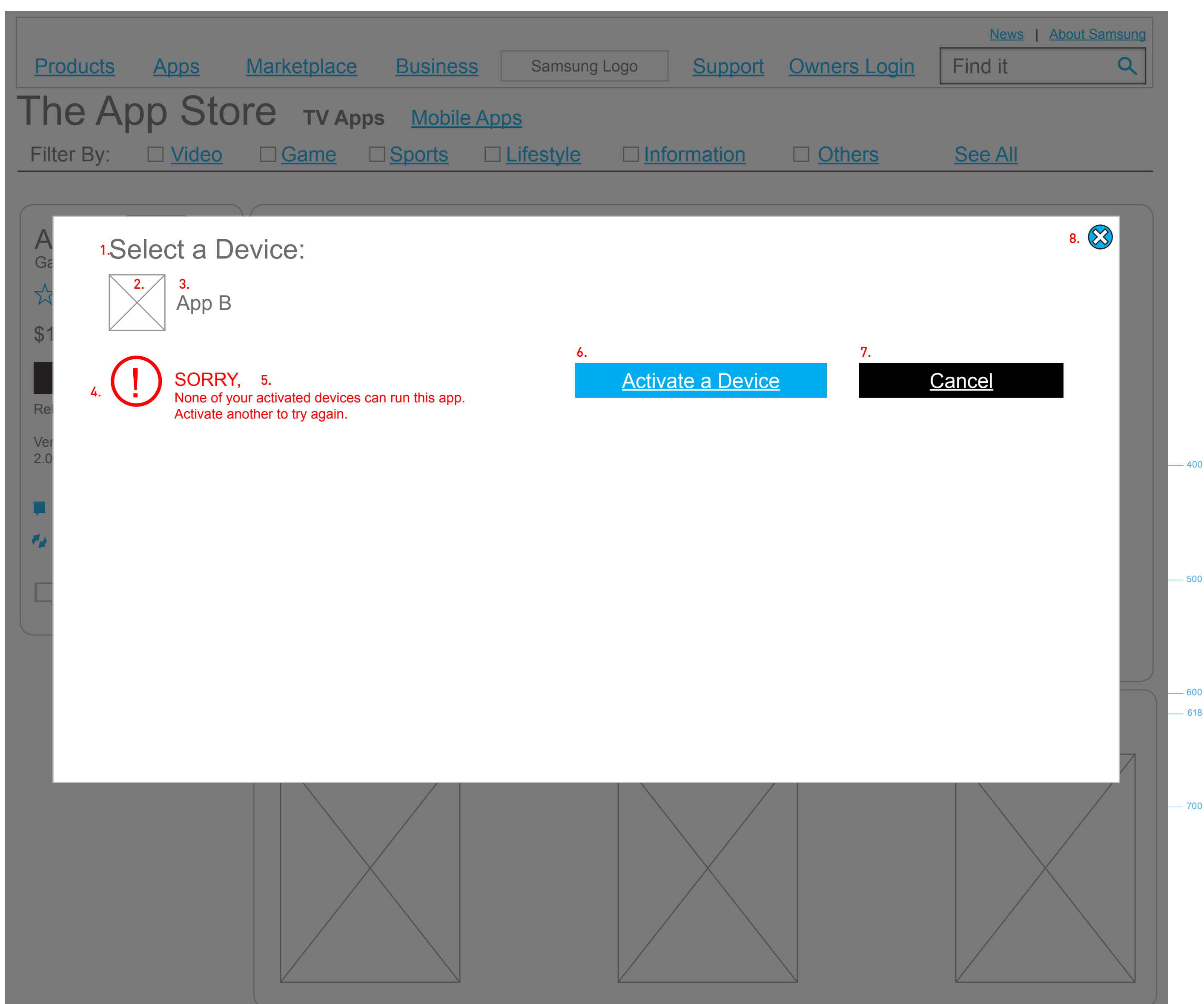
[Pay with App Cash](#)

App Cash is an easy way to pay for apps on Samsung.com or directly from your device.

1. Tool tip copy : activate a device

2. Tool tip copy : pay with app cash

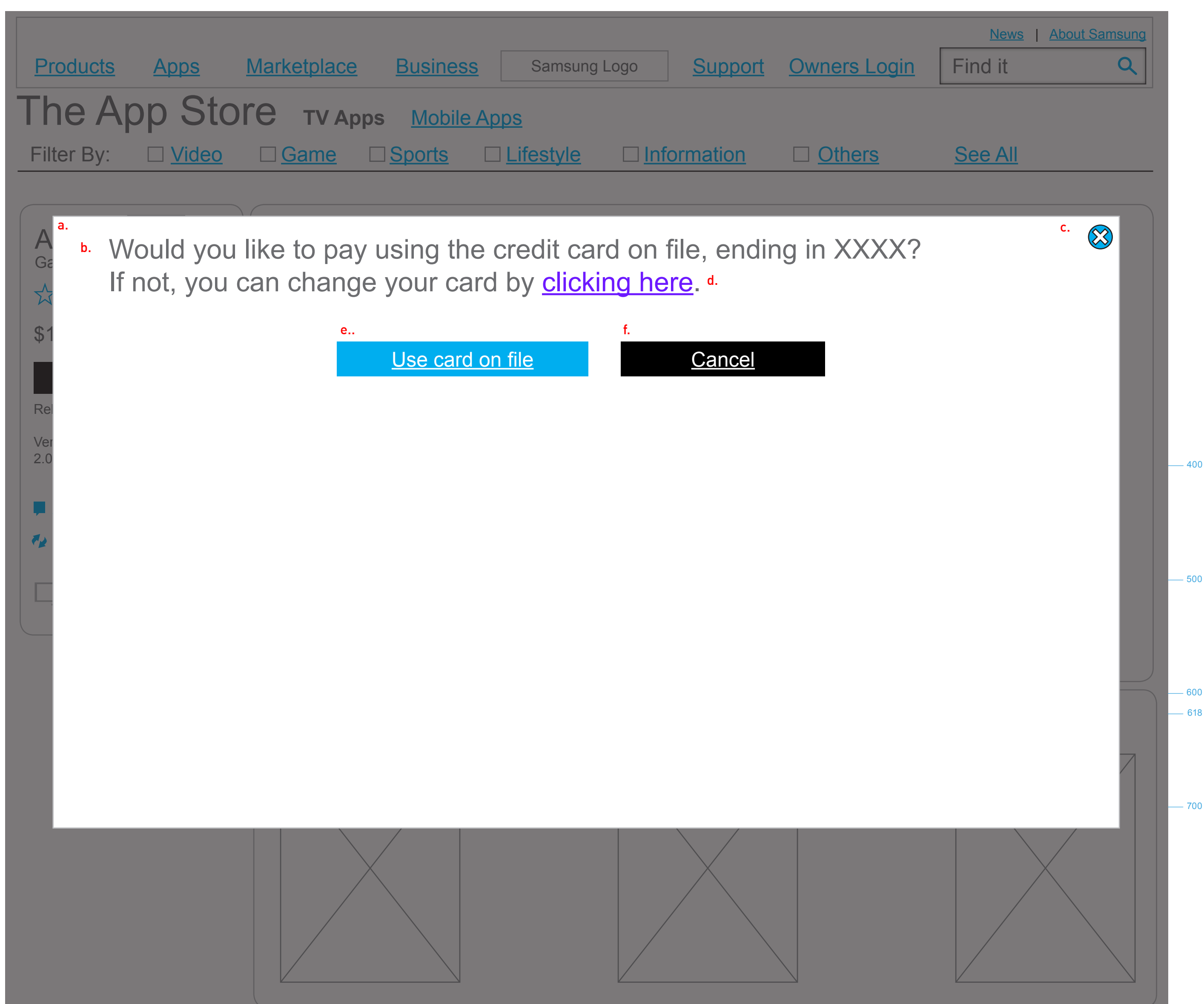
4.1 - SELECT DEVICE ERROR PAGE



1. Copy : header
2. Graphic : app graphic
3. Copy : app title
4. Graphic : error graphic
5. Copy : error message
6. Call to action : register a device, takes user to the start of register a device flow
7. Cancel : closes overlay
8. Call to action : close layover

THIS IS PRESENTED IN AN OVERLAY SINCE THE INFORMATION IS COMING FROM Bada

4.2 - CONFIRM CREDIT USER OR CHANGE C.C.



1. Global navigation
- a. layover
 - b. copy
 - c. call to action : close layover
 - d. call to action : Yes please, takes user to receipt page
 - e. call to action : cancel, closes overlay

THIS PAGE IS SHOWN WHEN THE USER OPTS TO BUY AN APP AND IS PRESENTED WITH A LAYOVER ASKING IF THEY WISH TO USE THE CREDIT CARD THAT IS ON FILE.

5.0 - PAYING VIA App Cash

1. [Products](#) [Apps](#) [Business](#) [Samsung Logo](#) [Support](#) [Owners Login](#) [News](#) | [About Samsung](#)

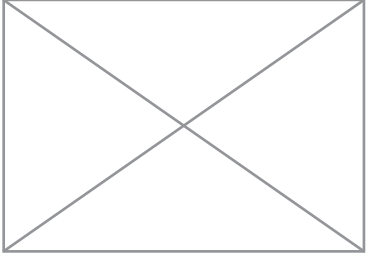
2. **My Account**

3. [My Products](#) 4. My Apps

4. **Buy App Cash**

5. You current balance is :

6.

7. 

8. App Cash is an easy way to pay for My Apps on Samsung.com or directly from your device. Buying it only takes a minute, and your balance updates immediately with each purchase..

COPY BLURB #8 UPDATED

9. Select an amount to add, then click "Purchase"

10. \$5.00
 \$10.00
 \$15.00
 Other Amount

11. Check here to automatically refill your App Cash account when it falls below \$5 (USD). Then select the amount you want added to your App Cash balance from the drop-down below.

12. **COPY BLURB #11 UPDATED**

13. WHEN I'M LOW, ADD

14.

15. 16.

Samsung.com Footer

400

500

600

618

700

- Global navigation
 - navigation : goes to products
 - navigation : goes to application store
 - navigation : goes to business
 - navigation/graphic : samsung logo, if clicked takes user to home page
 - navigation : goes to support
 - navigation : goes to owners login
 - navigation : goes to news
 - navigation : goes to about samsung
 - form entry field : alpha-numeric
 - form field with call to action : search

Default to the value that the user has chosen above from the form

- Call to action : Purchase, takes user to the personal & credit card information page
- Call to action : Cancel, defaults to the App store home page

- Copy : title
 - Navigation : My Products
 - Copy : My Apps
 - Copy : header
 - Copy : amount of USD currently in App Cash account
 - Graphic
 - Copy : body copy
 - Copy : header
 - Form with radio button choices : user may make on choice of either 5, 10, 15 or 20 USD. If user chooses other amount they must enter in a USD amount to purchase.
- USD : United States Dollars
- Form element : check box
 - Copy : body copy
 - Copy
 - Drop down : recharge values, in the amounts of 5, 10, or 15 USD.

6.0a - CREDIT CARD FORM : ADD A CREDIT CARD FIRST TIME

1. Global navigation

a. Products b. Apps c. Business d. Samsung Logo e. Support f. Owners Login 9. News | About Samsung h. Find it i. Q

2. My Account

3. My Products 4. My Apps

5. Add a credit card

6. * required field

Please enter the following information to save a credit card to My Account for future use. Your card will not be charged at this time.

Enter your name exactly as it appears on your card, and the billing address associated with your card.

7. First Name* a.

8. Last Name* a.

9. Address 1* a.

10. Address 2 a.

11. City * a.

12. State* a.

13. Zip* a. b.

14. Choose type of credit card* a.

15. Card number* a.

16. Card expiration month and year* a. b.

17. Card security code* a. b.

18. By checking this box, I accept the [End User License Agreement](#). 20..

19. **18, 19, 20 EULA ALL NEW**

21. 22.

Samsung.com Footer

1. Global navigation

- a. navigation : goes to products
- b. navigation : goes to application store
- c. navigation : goes to business
- d. navigation/graphic : samsung logo, if clicked takes user to home page
- e. navigation : goes to support
- f. navigation : goes to owners login
- g. navigation : goes to news
- h. navigation : goes to about samsung
- i. form entry field : alpha-numeric
- j. form field with call to action : search

2. Copy : title

3. Navigation : My Products

4. Copy : My Apps

5. Copy : header

6. Copy : body copy

7. Copy : first name, required field

- a. text entry field

8. Copy : last name, required field

- a. text entry field

9. Copy : address 1, required field

- a. text entry field

10. Copy : address 2

- a. text entry field

11. Copy : city, required field

- a. text entry field

12. Copy : state, required field

- a. drop down field

13. Copy : zipcode, required field

- a. text entry fields, user is only required to fill out the first 5 of the zipcode, though they may opt to do the full 9 digit zipcode

14. Copy : choose credit card, required field

- a. drop down field

15. Copy : card number, required field

- a. text entry field

16. Copy : expiry date of card, required field

- a. drop down fields, one for month one for year

17. Copy : card security code, required field

- a. text entry field
- b. graphic : tool tip.

The rollover state will show the following

- If any credit card but American Express : "This is the 3-digit security code on the back of your card"
- If the credit card is American Express : " This is the 4-digit security code on the right side of your card"

18. Form element : check box

19. Copy : explanatory copy

20. Copy & Navigation : link launches End User License Agreement in a pop-up window

21. Call to action : Confirm, verifies elements of the form, if correct proceeds to confirmation screen, if incorrect displays appropriate error messaging.

22. Call to action : takes user to referring page, either App Detail Page or My Apps page in the My Account area.

6.0b - CREDIT CARD FORM : ADD A NEW CREDIT CARD

1. Global navigation

a. Products b. Apps c. Business d. Samsung Logo e. Support f. Owners Login 9. News | About Samsung

2. My Account

3. My Products 4. My Apps

5. Add a new credit card

6. * required field

Please enter the following information to save a credit card to My Account for future use.

Enter your name exactly as it appears on your card, and the billing address associated with your card.

7. First Name* a.

8. Last Name* a.

9. Address 1* a.

10. Address 2 a.

11. City * a.

12. State* a.

13. Zip* a. b.

14. Choose type of credit card* a.

15. Card number* a.

16. Card expiration month and year* a. b.

17. Card security code* a. b.

18. 19.

Samsung.com Footer

1. Global navigation
- a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search

2. Copy : title

3. Navigation : My Products

4. Copy : My Apps

5. Copy : header

6. Copy : body copy

7. Copy : first name, required field

- a. text entry field

8. Copy : last name, required field

- a. text entry field

9. Copy : address 1, required field

- a. text entry field

10. Copy : address 2

- a. text entry field

11. Copy : city, required field

- a. text entry field

12. Copy : state, required field

- a. drop down field

13. Copy : zipcode, required field

- a. text entry fields, user is only required to fill out the first 5 of the zipcode, though they may opt to do the full 9 digit zipcode

14. Copy : choose credit card, required field

- a. drop down field

15. Copy : card number, required field

- a. text entry field

16. Copy : expiry date of card, required field

- a. drop down fields, one for month one for year

17. Copy : card security code, required field

- a. text entry field
- b. graphic : tool tip.

The rollover state will show the following

- If any credit card but American Express : "This is the 3-digit security code on the back of your card"
- If the credit card is American Express : " This is the 4-digit security code on the right side of your card"

18. Call to action : Confirm, verifies elements of the form, if correct proceeds to confirmation screen, if incorrect displays appropriate error messaging.

19. Call to action : Cancel, takes user to referring page, either App Detail Page or My Apps page in the My Account area.

6.0c - EULA TEXT OVERLAY

News | [About Samsung](#) | [Welcome Username](#) | [Logout](#)

[Products](#) [Apps](#) [Marketplace](#) [Business](#) [Support](#) [My Account](#)

The App Store

2.

1. End User License Agreement
3. Vid quodit qui blaboria velit doluptatem dolorum excest pliquodia eaquam et aliquae velesto rporporro cus net quam ium
 comnis exerchil ium ipsam, que dunt.
 Imusam consecrae exped maxim quos estiasp elenturi tendis earum quame qui resse reicaborem que oditatorunt
 et quiatis porerum ut ratia volora comnis eum volorro dolorep udaerro volestiande num aut laut roero quidis ulparunt
 alicien ihiligenda velitiisqui dellacest doluptinitat adicilicit officitur, qui cone am ut eles eumquidi beria ipsum a nos ant
 ma conserit, offictis nullam audit ent aut am, alignis doluptis susdam, velicatur mi, sequos nonsectur mo officis mi, quo
 volent am qui occum fuga. Nus.
 Usa cumquam im doluptatur, se net et volorestrum idunt optate sitatur sequisciet opta quam archicabore inctatecti bea
 corporu ptibus ratus, ut fugia nobit audandae venitenda doloreium late nos delic torates exerem dellis a pellupt atiuntur
 rehent.
 Assed magnatia cus que nimod maio quis et modiae molestiunt hit quia quatia velitaerro quamentur aci numquas quid
 que voluptae volo odi od molendi geniti ut ommo vit quantur at atque nobit, netur?
 Ullit ommod quatur, quatur?
 que voluptae volo odi od molendi geniti ut ommo vit quantur at atque nobit, netur? **TEXT IS ON THE NEXT PAGE!**
 Ullit ommod quatur, quatur?

posidonium et

DUID

Give your TV a name (ex. Living Room TV)

[Activate Online](#) [Cancel](#)

OR

How to register directly from your TV:

Pro tamquam iuaret deleniti in, ut illum tation vocibus est, has no semper dignissim consecetuer. Et vitae volutpat scriptorem eos, usu consul essent posidonium et

Pro tamquam iuaret deleniti in, ut illum tation vocibus est, has no semper dignissim consecetuer. Et vitae volutpat scriptorem eos, usu consul essent posidonium et

[Samsung.com Footer](#)

1. Copy : title
2. Call to action : close overlay
3. Copy : body copy

6.0c - EULA TEXT

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 - 13.5 You will be deemed to have accepted the terms of this License by installing the Application onto any device.

6.1 - CREDIT CARD FOR ERROR MESSAGING

1. Global navigation

a. Products b. Apps c. Business d. Samsung Logo e. Support f. Owners Login g. News | About Samsung h. Find it i. Q

2. My Account

3. My Products 4. My Apps

<Title>
* required field

Please enter the following information to save a credit card to My Account for future use. Your card will not be charged at this time.

Enter your name exactly as it appears on your card, and the billing address associated with your card.

5. Sorry, X errors prevented this purchase from being processed. Please correct the highlighted field(s) and try again.

First Name*

Last Name* 6.

Address 1*

Address 2

City*

State*

Zipcode*

Choose type of credit card*

Card number*

Card expiration month and year*

Card security code* ?

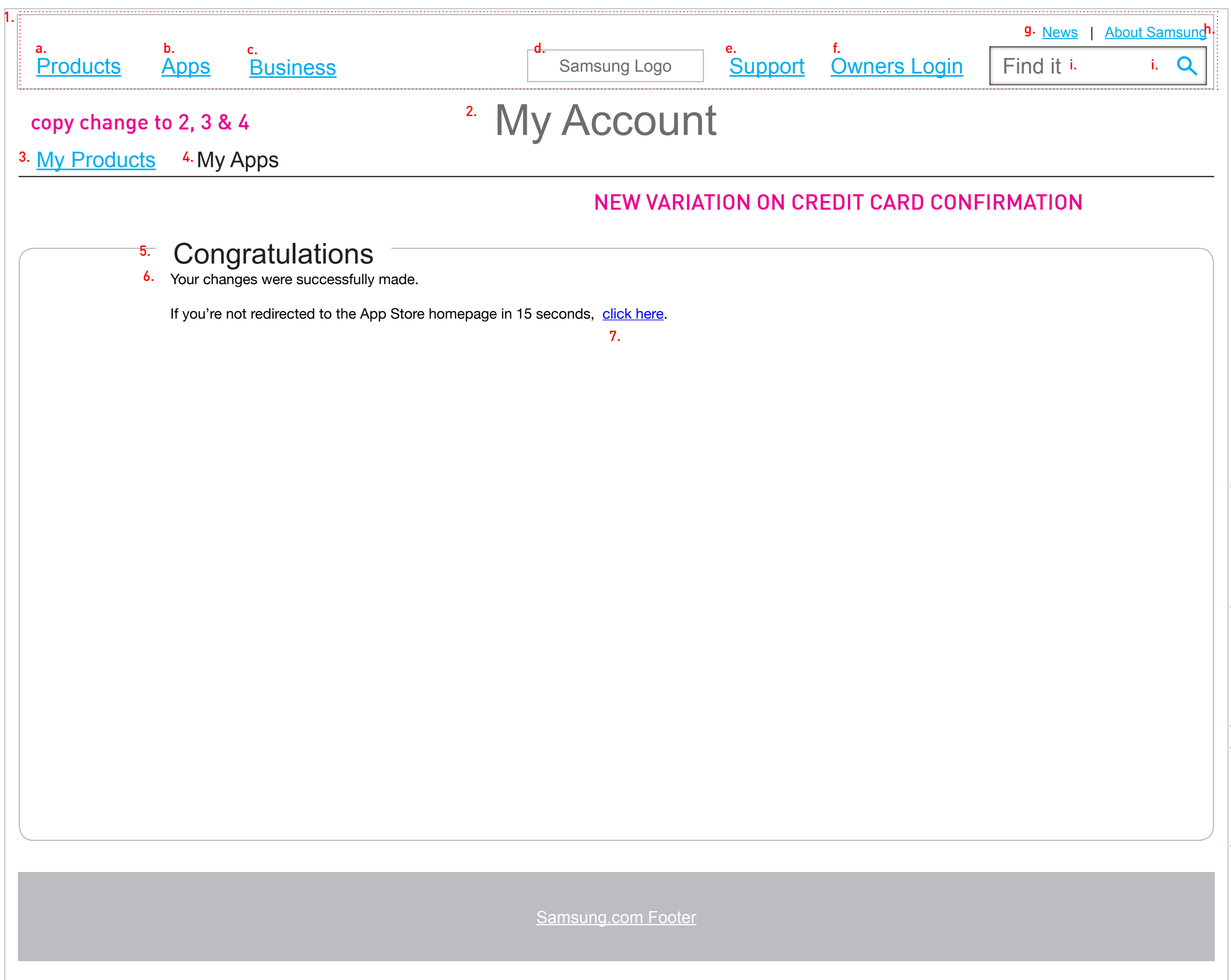
Samsung.com Footer

- 1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search

- 2. Copy : title
- 3. Navigation : My Products
- 4. Copy : My Apps
- 5. Copy : system message to indicate an error
- 6. Example of form field with a red background color to indicate an error

ANY ERROR WITH THE FORM INFORMATION WILL RESULT IN THE FORM FIELD'S BACKGROUND BEING RENDERED IN RED WITH AN ACCOMPANYING EXPLANATORY COPY AT THE TOP OF THE FORM DIRECTING THE USER TO FIX THOSE FIELDS THAT RENDER IN RED.

6.2a - CREDIT CARD CONFIRMATION FOR CHANGING CREDIT CARD



400
500
600
618
700

1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search

2. Copy : title

3. Navigation : My Products

4. Copy : My Apps

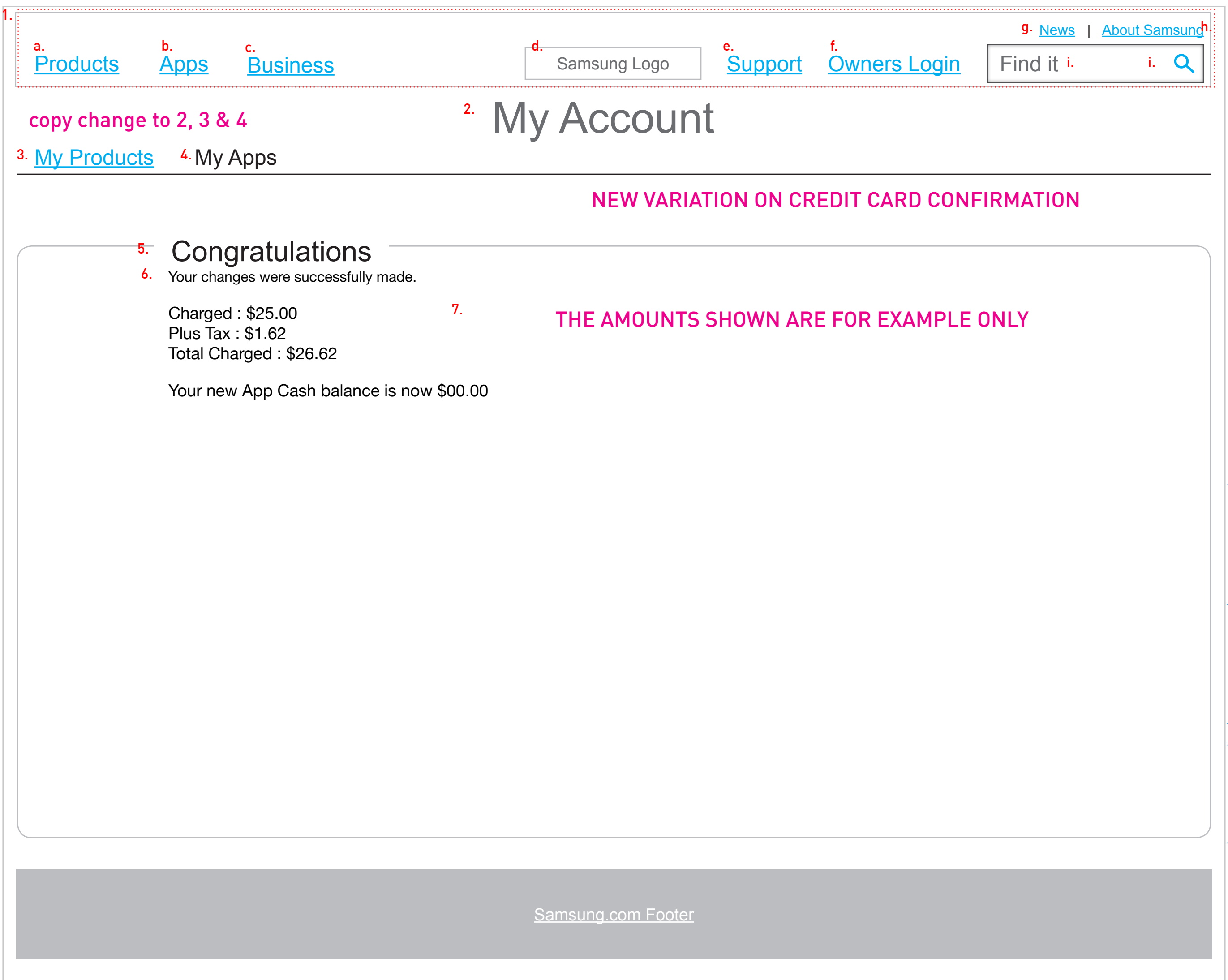
5. Copy : title

6. Copy : body copy

7. Navigation : hard-coded link that would take user to the Apps landing page

THIS PAGE IS THE RESULT OF A USER CHANGING THEIR CREDIT CARD, THE PAGE SHOULD REDIRECT THE USER BACK THE APP HOME PAGE AFTER 15 SECONDS.

6.2b - CREDIT CARD CONFIRMATION FOR PURCHASING APP CASH



- 1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search
- 2. Copy : title
- 3. Navigation : My Products
- 4. Copy : My Apps
- 5. Copy : title
- 6. Copy : body copy
- 7. Dynamic Copy : comes from BADA, includes charge amount, tax and grand total in addition to the current-level of App Cash, displayed in USD \$0.00, dollar sign and two decimals

THIS PAGE IS THE RESULT OF A USER PURCHASING APP CASH WITH THEIR CREDIT CARD

6.2c- CREDIT CARD CONFIRMATION FOR PURCHASING APP CASH with a RECHARGE with ACCOMPANY APP PURCHASE

1. Global navigation

a. Products b. Apps c. Business d. Samsung Logo e. Support f. Owners Login g. News | About Samsung h. Find it i. i.

2. My Account

3. My Products 4. My Apps

NEW VARIATION ON CREDIT CARD CONFIRMATION

5. **Congratulations**

6. Your changes were successfully made.

7. Charged : \$25.00
Plus Tax : \$1.62
Total Charged : \$26.62

Your new App Cash balance is now \$28.00

You'll be automatically charged \$00.00 every time your App Cash balance drops below \$5.
To complete your transaction, [click here](#). 8.

Samsung.com Footer

400

500

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1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search

2. Copy : title

3. Navigation : My Products

4. Copy : My Apps

5. Copy : title

6. Copy : body copy

7. Dynamic Copy : comes from BADA, includes charge amount, tax and grand total in addition to the current level of App Cash, displayed in USD \$0.00, dollar sign and two decimals. Additionally it also shows the recharge amount

8. Copy & Navigation : body copy with an included link to finish the transaction. Click here will take the user to 8.0a, Confirmation without tax.

THIS PAGE IS FOR USER OPTING IN FOR A RECURRING CHARGE WITH APP CASH WHILE IN THE MIDDLE OF AN APP PURCHASE

6.2d- CREDIT CARD CONFIRMATION FOR PURCHASING APP CASH with a RECHARGE

1. Global navigation

a. Products b. Apps c. Business d. Samsung Logo e. Support f. Owners Login g. News | About Samsung h. Find it i. i.

2. My Account

3. My Products 4. My Apps

NEW VARIATION ON CREDIT CARD CONFIRMATION

5. **Congratulations**

6. Your changes were successfully made.

7. Charged : \$25.00
Plus Tax : \$1.62
Total Charged : \$26.62

Your new App Cash balance is now \$28.00

You'll be automatically charged \$00.00 every time your App Cash balance drops below \$5.

Samsung.com Footer

- 1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search

2. Copy : title

3. Navigation : My Products

4. Copy : My Apps

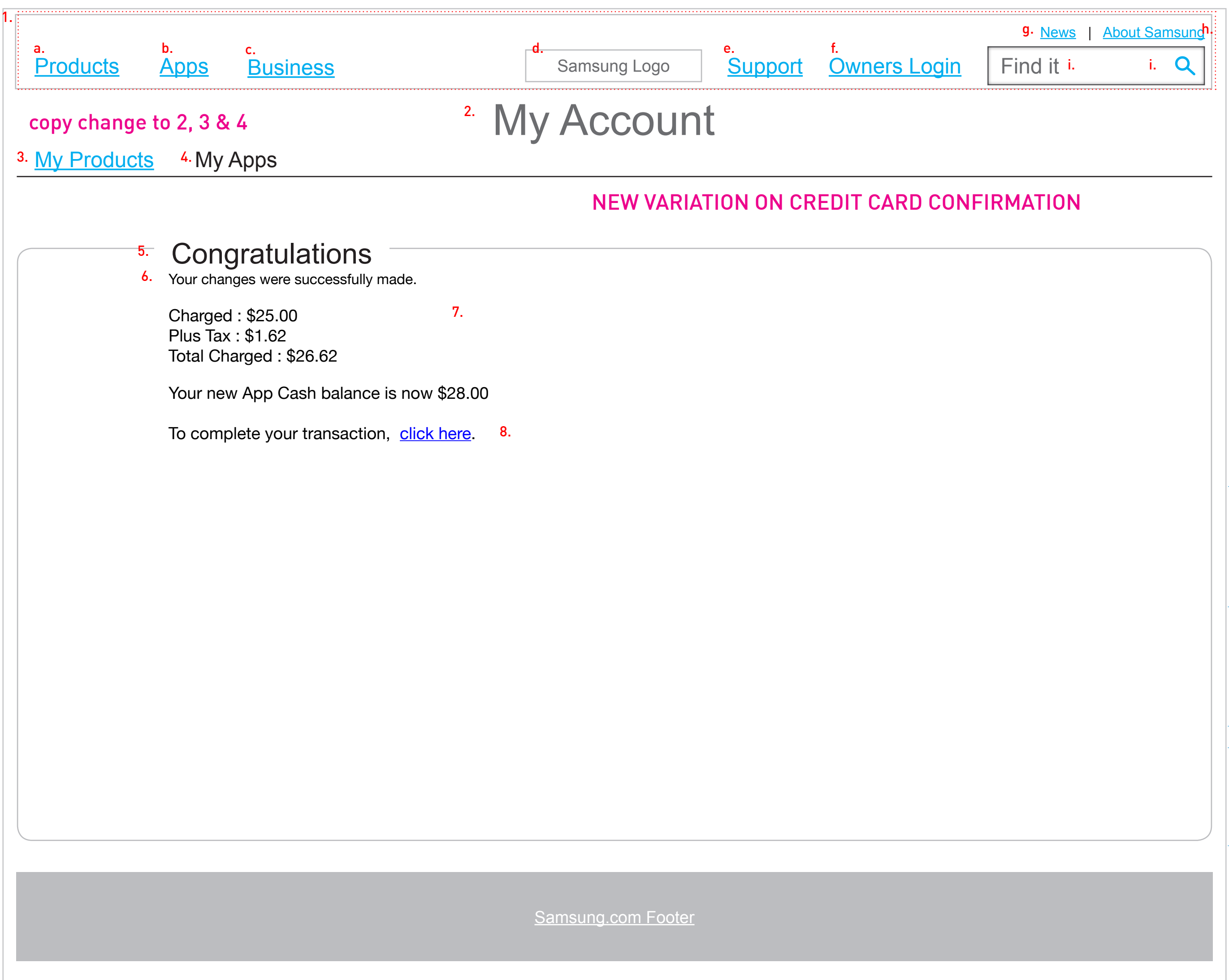
5. Copy : title

6. Copy : body copy

7. Dynamic Copy : comes from BADA, includes charge amount, tax and grand total in addition to the current level of App Cash, displayed in USD \$0.00, dollar sign and two decimals. Additionally it also shows the recharge amount

THIS PAGE IS FOR USER OPTING IN FOR A RECURRING CHARGE WITH APP CASH PAYING WITH A CREDIT CARD

6.2e- CREDIT CARD CONFIRMATION FOR PURCHASING APP CASH with a COMPLETION OF APP PURCHASE



- 1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search

2. Copy : title

3. Navigation : My Products

4. Copy : My Apps

5. Copy : title

6. Copy : body copy

7. Dynamic Copy : comes from BADA, includes charge amount, tax and grand total in addition to the current level of App Cash, displayed in USD \$0.00, dollar sign and two decimals. Additionally it also shows the recharge amount

8. Copy & Navigation : body copy with an included link to finish the transaction. Click here will take the user to 8.0a, Confirmation without tax.

THIS PAGE IS THE RESULT OF PURCHASING ADDITIONAL APP CASH AFTER THE USER HAS ATTEMPTED TO PURCHASE THE APP WITH APP CASH BUT DOES NOT HAVE ENOUGH CREDIT IN THEIR ACCOUNT.

SINCE THE PURCHASE OF APP CASH WITH A CREDIT CARD IS TAXED, BUT THE PURCHASE OF THE ACTUAL APP ITSELF IS NOT (when purchased with app cash). THERE IS A NEED TO SHOW THIS VARIATION SO THE USER WILL BE PRESENTED BOTH THE TAXABLE AND NON-TAXABLE AMOUNT.

8.0a - CONFIRMATION PAGE

9. [News](#) | [About Samsung](#) 10.
a. [Products](#) b. [Apps](#) c. [Business](#)

d.

e. [Support](#) f. [Owners Login](#)

Find it

2. Samsung App Store

3. [TV & Video Apps](#) 4. [Mobile Apps](#)

5. Filter By:
 a. [Video](#)
 b. [Game](#)
 c. [Sports](#)
 d. [Lifestyle](#)
 e. [Information](#)
 f. [Others](#)
g. [See All](#) 8.

6. Your purchase is complete

7. [Print Your Receipt](#)

8. Name : John Smith
9. Date : MMM DD, YYYY
10. Order Number : p13208497123894

11. The app you purchased will appear on your selected device shortly. From the internet@TV menu, navigate to "My page" and click on the App you just purchased. Make sure your [device is connected to the Internet](#). If you're having trouble with the download, [click here for support](#).. 12.

| Item 14. | Name 15. | DUID 16. | COST 17. |
|----------|-----------|----------------|------------|
| 18. | App B 19. | 0123456789 21. | \$4.99 22. |

23. Your App Cash balance : **\$17.98** 24.
[Buy more App Cash](#) 25.

26. Tax : **\$0.99** 27.
28. Total Cost : **\$5.98** 29.

Similar Items 30. [See all 38 ->](#) 31.

App name
Game

\$0.99

Buy Now

App name
Game

\$0.99

Buy Now

App name
Game

\$0.99

Buy Now

App name
Game

\$0.99

Buy Now

Samsung.com Footer

400

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618

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700

1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search
2. Copy : title
3. Copy/navigation : header, *note this is not active navigation*
4. Navigation : mobile apps (not applicable for July launch)
5. Filter set
 - a. copy : products
 - b. filter : video
 - c. filter : games
 - d. filter : sports
 - e. filter : lifestyle
 - f. filter : information
 - g. filter : other
 - h. navigation : see all

User may use one or any combination of the filter set. Any interaction with the filter set will cause the page to re-render with the users choice shown in a Genre page. See all will show all apps

6. Copy
7. Call to action : print your receipt, triggers print functionality of users computer. Will result in printing the itemized information on the page, as is.
8. Copy : name, provided from users profile
9. Copy : date, provided from order
10. Copy : order number, provided from order.
11. Copy
12. Navigation : device is connected to the internet, takes user to FAQs in support
13. Navigation : click here for support, takes user to anchored download FAQ
14. Copy : header, item
15. Copy : header, name
16. Copy : header, DUID
17. Copy : header, cost
18. Graphic : thumbnail of app, provided from order
19. Copy : app name, provided from order
20. Copy : name, this is the common name given to the users device when they activate their device
21. Copy : DUID
22. Copy : price, provided from order
23. Copy
24. Copy : amount left of App Cash (provided from App

Cash)

25. Navigation : add to your App Cash, takes user to Re-charge your E-wallet flow

26. Copy

27. Copy : tax

28. Copy

29. Copy : transaction total, provided from order

30. Copy : header
NOTE ONLY 4 SIMILAR ITEMS SHOWN HERE

31. Navigation : see similar apps, would take user to genre view page with the similar apps displayed

NOTE INFORMATION ABOUT App Cash MUST COME FROM CYBERCASH. ANY ACCOUNT ACTIVITY FROM CREDIT CARD COMES FROM PAYPAL

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23

8.0b - CONFIRMATION PAGE NO TAX : APP CASH PURCHASE

1. [Products](#) [Apps](#) [Business](#) [Support](#) [Owners Login](#)

2. **Samsung App Store** [TV & Video Apps](#) [Mobile Apps](#)


5. Filter By: [Game](#) [Sports](#) [Lifestyle](#) [Information](#) [Others](#)

**NEW VARIATION SHOWING A CONFIRMATION PAGE
WIHT NO TAX**

6. **Your purchase is complete** [Print Your Receipt](#)

8. Name : John Smith
9. Date : MMM DD, YYYY
10. Order Number : p13208497123894

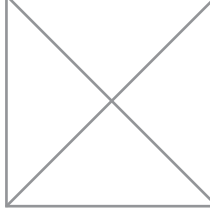
11. The app you purchased will appear on your selected device shortly. From the internet@TV menu, navigate to "My page" and click on the App you just purchased. Make sure your [device is connected to the Internet](#). If you're having trouble with the download, [click here for support](#).

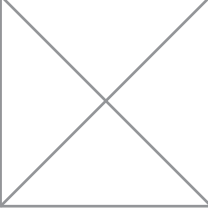
| Item 14. | Name 15. | DUID 16. | COST 17. |
|---|-----------------|----------------|------------|
|  App B 19. | Living Room 20. | 0123456789 21. | \$4.99 22. |

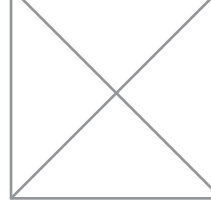
23. Your App Cash balance : **\$17.98** [Buy more App Cash](#) 25.

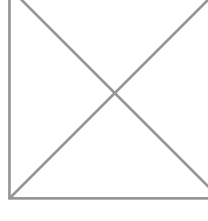
26. Total Cost : **\$5.98** 27.

Similar Items 28. [See all 38 ->](#) 29.


[App name](#)
 Game
 ● ●
 \$0.99 [Buy Now](#)


[App name](#)
 Game
 ● ●
 \$0.99 [Buy Now](#)


[App name](#)
 Game
 ● ●
 \$0.99 [Buy Now](#)


[App name](#)
 Game
 ● ●
 \$0.99 [Buy Now](#)

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1. Global navigation
 - a. navigation : goes to products
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 - c. navigation : goes to business
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 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search

2. Copy : title

3. Copy/navigation : header, *note this is not active navigation*

4. Navigation : mobile apps (not applicable for July launch)

5. Filter set
 - a. copy : products
 - b. filter : video
 - c. filter : games
 - d. filter : sports
 - e. filter : lifestyle
 - f. filter : information
 - g. filter : other
 - h. navigation : see all

User may use one or any combination of the filter set. Any interaction with the filter set will cause the page to re-render with the users choice shown in a Genre page. See all will show all apps

6. Copy

7. Call to action : print your receipt, triggers print functionality of users computer. Will result in printing the itemized information on the page, as is.

8. Copy : name, provided from users profile

9. Copy : date, provided from order

10. Copy : order number, provided from order.

11. Copy

12. Navigation : device is connected to the internet, takes user to FAQs in support

13. Navigation : click here for support, takes user to anchored download FAQ

14. Copy : header, item

15. Copy : header, name

16. Copy : header, DUID

17. Copy : header, cost

18. Graphic : thumbnail of app, provided from order

19. Copy : app name, provided from order

20. Copy : name, this is the common name given to the users device when they activate their device

21. Copy : DUID

22. Copy : price, provided from order

23. Copy

24. Copy : amount left of App Cash (provided from App

Cash)

25. Navigation : add to your App Cash, takes user to Re-charge your E-wallet flow

26. Copy

27. Copy : transaction total, provided from order

28. Copy : header
NOTE ONLY 4 SIMILAR ITEMS SHOWN HERE

29. Navigation : see similar apps, would take user to genre view page with the similar apps displayed

NOTE INFORMATION ABOUT App Cash MUST COME FROM CYBERCASH. ANY ACCOUNT ACTIVITY FROM CREDIT CARD COMES FROM PAYPAL

9.0 - DEVICE ACTIVATION

1. Global navigation

a. Products b. Apps c. Business d. Samsung Logo e. Support f. Owners Login g. News | About Samsung h. Find it i. Q

2. Samsung App Store 3. TV & Video Apps 4. Mobile Apps

5. Filter By: a. Video b. Game c. Sports d. Lifestyle e. Information f. Others g. See All

6. Activate a device

7. Before you can enjoy Samsung apps, you need to activate a device to receive the download

8. **!** Sorry, the information entered doesn't match what we have on file. Please correct the highlighted field(s) and try again. 9.

Give your TV a name 10. 11. (ex. Living Room TV)

DUID 12. 13.

14. Activate 15. Cancel

Finding your device's Unique ID 16. 16 is new copy

17.

Activating Directly From Your Device 19.

Skip an extra step and do it all with your remote. Turn on the device and open internet@TV. From settings, click on "internet@TV ID" and select "manager". Select "Samsung Apps" and enter your Samsung.com account ID and password. 20.

COPY IS STILL OPEN

To download apps, you must first input your device's Unique ID. Turn on the device and open internet@TV. From settings, click on "properties" to see the Unique ID displayed on screen. 18. **COPY IS STILL OPEN**

Samsung.com Footer

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1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search
2. Copy : title
3. Copy/navigation : header, *note this is not active navigation*
4. Navigation : mobile apps (not applicable for July launch)
5. Filter set
 - a. copy : products
 - b. filter : video
 - c. filter : games
 - d. filter : sports
 - e. filter : lifestyle
 - f. filter : information
 - g. filter : other
 - h. navigation : see all

User may use one or any combination of the filter set. Any interaction with the filter set will cause the page to re-render with the users choice shown in a Genre page. See all will show all apps
6. Copy : header
7. Copy : body copy
8. Graphic : error message, triggered if there is an error entering DUID or name
9. Copy : error message, triggered if there is an error entering DUID or name
10. Copy
11. Form entry field
12. Copy
13. Form entry field
14. Call to action : activate, either takes user to next part of flow, or throws an error message
15. Call to action : Cancel, clears form entry fields
16. Copy : header
17. Graphic
18. Copy : body copy
19. Copy : header
20. Copy : body copy

10.0 - DEVICE ACTIVATED SUCCESSFUL

News | About Samsung | Welcome Username | Logout

Products Apps Marketplace Business Samsung Logo Support My Account Find it

2.

1. Success! Your device, <NAME> has been activated.

If you were trying to purchase an app before you activated this device, 3. [complete your purchase now](#).

Now you're ready to download your favorite apps to take full advantage of your Samsung device. Want to 4. [browse the app store](#)? Want to 5. [check My Account page](#) to review your activated devices?

Or 6. [enter another user DUID](#) to activate another device.

DUID

Give your TV a name (ex. Living Room TV)

[Activate Online](#) [Cancel](#)

OR

How to register directly from your TV:

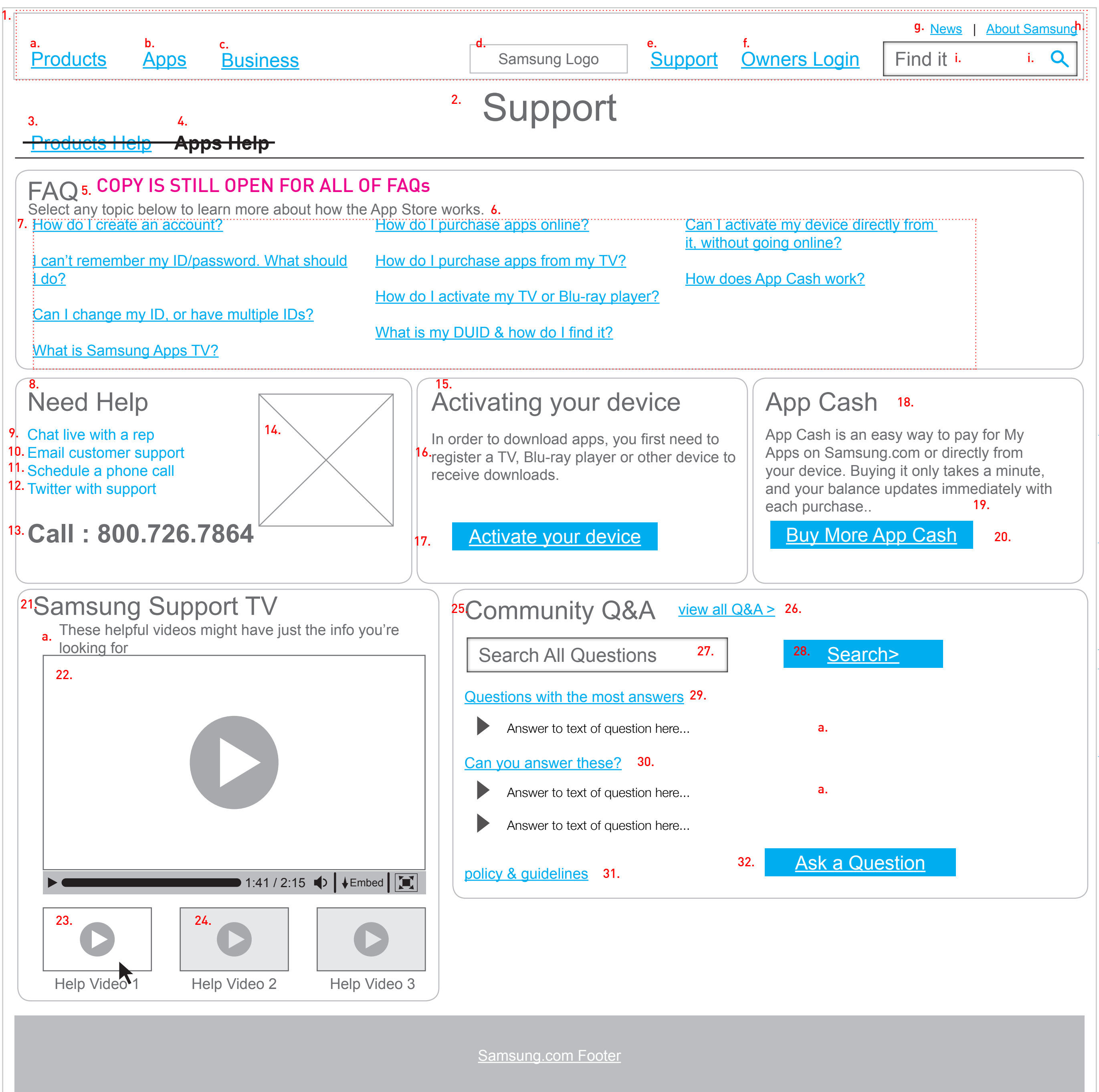
Pro tamquam iuaret deleniti in, ut illum tation vocibus est, has no semper dignissim consectetur. Et vitae volutpat scriptorem eos, usu consul essent posidonium et

Pro tamquam iuaret deleniti in, ut illum tation vocibus est, has no semper dignissim consectetur. Et vitae volutpat scriptorem eos, usu consul essent posidonium et

Samsung.com Footer

1. Copy : body copy
2. Call to action : close overlay
3. Copy/navigation : takes user to last attempted purchase detail
4. Copy/navigation : takes user to app store homepage
5. Copy/navigation : takes user to their account page if logged in, if not logged in default register/login page
6. Copy/navigation : takes user to active device flow

11.0 - APP SUPPORT PAGE



changes to copy of 9 & 10

- 1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search

- 2. Copy : title
- 3. Navigation : product help
THIS NAVIGATION SCHEMA NOT FOR JULY LAUNCH
- 4. Copy : apps help
THIS NAVIGATION SCHEMA NOT FOR JULY LAUNCH

- 5. Copy : header
- 6. Copy : sub-head
- 7. Navigation : anchor tags to FAQ page
- 8. Copy : header
- 9. Copy/Navigation : takes user to live chat support
- 10. Copy/Navigation : takes user to email support
- 11. Copy/Navigation : takes user to schedule a call
- 12. Copy/Navigation : twitter support
- 13. Copy : phone number
- 14. Graphic

- 15. Copy : body copy
- 16. Copy
- 17. Navigation : activate your device, takes user to activate product flow
- 18. Copy : header
- 19. Copy : body copy
- 20.. Navigation : purchase App Cash dollars, takes user to start of Recharge your App Cash
- 21. Copy : header
 - a. copy : subhead

- 22. Video player
- 23. Graphic/navigation : active state, if clicked would show new video in player area
- 24. Graphic/navigation : inactive state, if clicked would show new video in player area
- 25. Copy : header
- 26. Navigation : see all questions (BAZAAR VOICE)
- 27. Form field : text entry to search for question
- 28. Call to action : trigger search, results set are BAZAAR VOICE template
- 29. Navigation : questions with the mos answers) BA-

- 25. Navigation : can you answer these, takes user to list of unanswered questions (BAZAAR VOICE)
 - a. example of question
- 30. Navigation : can you answer these, takes user to list of unanswered questions (BAZAAR VOICE)
 - a. example of question
- 31. Navigation : policy and guidelines
- 32. Navigation : ask a question, triggers "ask a question" flow (BAZAAR VOICE)

25-32 will be pulled up via an i-Frame for July launch see Appendix for screen shots of existing functionality.

FOR JULY LAUNCH THE LINK TO THE APP STORE SUPPORT WILL BE ACCESSED FROM THE MAIN PAGE OF SUPPORT LANDING PAGE.

FAQ/GUIDES WILL LINK OFF OF THIS PAGE.

12.0 - APP SUPPORT PAGE FAQs

9. [News](#) | [About Samsung](#)

a. [Products](#)
b. [Apps](#)
c. [Business](#)

d. Samsung Logo

e. [Support](#)
f. [Owners Login](#)

Find it i. i. Q

2. FAQs

3. [Products Help](#)
4. [Apps Help](#)

Select any topic below to learn more about how the App Store works. 5.

COPY IS STILL OPEN FOR ALL OF FAQs

6. [How do I create an account?](#)

[I can't remember my ID/password. What should I do?](#)

[Can I change my ID, or have multiple IDs?](#)

[What is Samsung Apps TV?](#)

[How do I purchase apps online?](#)

[How do I purchase apps from my TV?](#)

[How do I activate my TV or Blu-ray player?](#)

[What is my DUID & how do I find it?](#)

[Can I activate my device directly from it.](#)

[without going online?](#)

[How does App Cash work?](#)

7. [How do I create an account?](#)
When you purchase an app, you'll be required to have an account, so you'll be prompted to sign in or sign up. Clicking on the "Sign up" link will open a registration window where you'll be taken through the process. When you click "Submit", a confirmation email will be sent to the email address you provided. Simply open that and click on the link provided to verify your new account.

8. [I can't remember my ID/password. What should I do?](#)
When you go to log in, the page should have a link for members who've lost their IDs and/or passwords. If you can't remember your ID, enter the email address and personal information you entered when you signed up. If the information you entered matches what you originally provided, a pop-up window will tell you your ID.

If you forgot your password, enter your ID, name and email address and answer a question you set up when registering. Momentarily, you'll receive an email with a temporary password. Log in with it, and quickly reset your password to something easy for you to remember. The temporary password will expire within a few days.

[Can I change my ID, or have multiple IDs?](#)
No, the ID you enter when signing up cannot be added to or altered.

[What is Samsung Apps TV?](#)
Samsung Apps TV is an online service through which you can purchase various entertainment app widgets that are then downloaded to your Samsung digital TV, Blu-ray player or other home theater component. Activated devices connected to the Internet via cable or Wifi begin receiving app downloads immediately. Apps purchased online or through your TV can be used on any activated Samsung device.

[How do I purchase apps online?](#)
In order to purchase an app online, your TV, Blu-ray player or other home theater component needs to be activated to receive the download. From the App Store homepage, select any apps you want to purchase, and click, "Buy now" or "Add to cart". You can purchase as many apps as you want at once. Then choose whether to pay for the chosen app(s) using your credit card or App Cash. Once purchased, you can download an item as many times, to as many machines as you'd like, by visiting the My Downloads page.

[How can I purchase & download apps right from my device](#)
In order to purchase an app from your TV, Blu-ray player or other home theater component, it needs to be activated to receive the download. From the App Store menu on your TV, select an app you want to purchase, and click, "Buy now" or "Add to cart". When the app window prompts you for your PIN number, enter the 4-digit code and click "Ok" to access My Account and App Cash. Your new App Cash balance will appear on the screen and you'll be prompted to click "Download now" to finish the transaction.

You can purchase as many apps as you want at once. Once purchased, you can download an item as many times, to as many machines as you'd like, by visiting the My Downloads page. App Cash can only be purchased online.

[How do I activate my TV or Blu-ray player?](#)
If your TV or Blu-ray player is compatible with TV A-store, you can automatically activate it by entering your Samsung Apps TV ID and password when you click on an app in the App Store to purchase.

For everyone else, manual registration is just a few simple steps. Click on "Activate a device" from the App store homepage to open the activation screen. From there, follow the instructions to complete activation.

[What is my DUID & how do I find it?](#)
The DUID is a XXX-digit manufacturer's ID code on every machine Samsung makes. I have no idea where to find it.

[Can I activate my device directly from it, without going online?](#)
Good question. I'm pretty sure you can.

[How does App Cash work?](#)
Your App Cash works just like a gift card so you can purchase apps straight through your TV, or online, without entering your credit card number every time. When your balance gets low, you can refill it quickly and easily using your credit card.

Samsung.com Footer

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1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search

2. Copy : title

3. Navigation : product help
THIS NAVIGATION SCHEMA NOT FOR JULY LAUNCH4. Copy : apps help
THIS NAVIGATION SCHEMA NOT FOR JULY LAUNCH

5. Copy : sub-head

6. Navigation : anchor tags to FAQ page

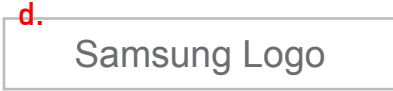
7. Copy : anchored tag for a FAQ

8. Copy : FAQ copy

FAQs ARE NOW A SINGLE PAGE WITH ANCHORED HTML LINKS

13.0 - My Account

[a. Products](#)
[b. Apps](#)
[c. Business](#)



[e. Support](#)
[f. Owners Login](#)

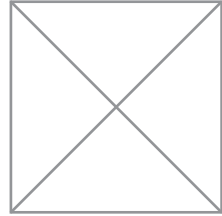
[9. News](#) | [About Samsung](#)

copy change to 2, 3 & 4

2. My Account

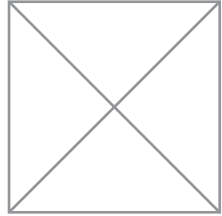
[3. My Products](#) **My Apps**

5. My Apps



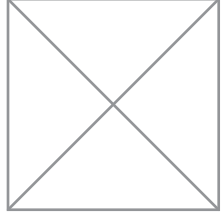
6. [App name](#)
Game

● ●



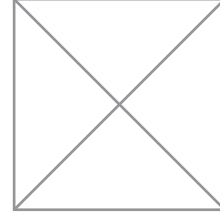
App name
Game

● ●



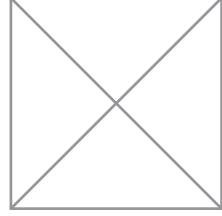
App name
Game

● ●



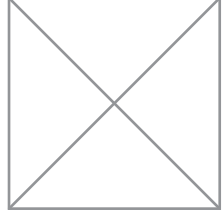
App name
Game

● ●



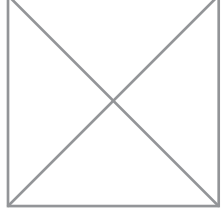
App name
Game

● ●



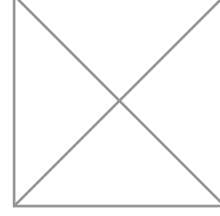
App name
Game

● ●



App name
Game


● ●



App name
Game

● ●

7. 1 2 3

8.  9. muzach519 posted a new review of the app, [Pandora](#)

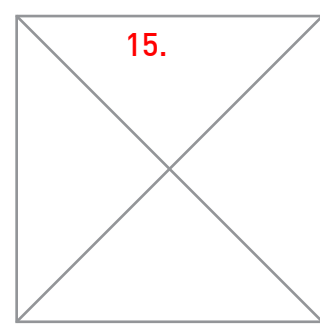
10. *I played Pandora through my TV during a party last weekend, and everyone went nuts about how cool it was. I didn't have to worry about the music all night. Plus, I had good tunes to listen to while cleaning up the next day.*

11. *I played Pandora through my TV during a party last weekend, and everyone went nuts about how cool it was. I didn't have to worry about the music all night. Plus, I had good tunes to listen to while cleaning up the next day.*

12. Your current App Cash balance

13. **\$17.98**

14. [Buy more App Cash](#)

15. 

16. **Need Help?**

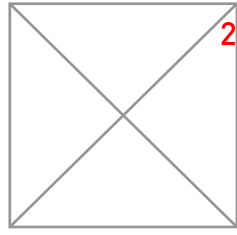
17. [Chat live with a rep](#)

18. [Email custom support](#)

19. [Schedule a phone call](#)

20. [Twitter with support](#)

21. **Call : 800.726.7864**

22. 

23. Your Devices

“living room” 24.

LN40C650 LCD TV

“living room”


LN40C650 LCD TV

“living room”

LN40C650 LCD TV

25. Activate another device

Before you can enjoy Samsung apps, you need to activate a device to receive the download 26.


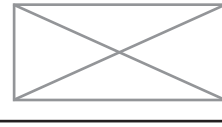

27.  Sorry, the information entered doesn't match what we have on file. Please correct the highlighted field(s) and try again. 28.

Give your TV a name 29. (ex. Living Room TV)

DUID 31.

33. [Activate](#) 34. [Cancel](#)

35. Apps Order History

| Item 36. | Name 37. | DUID 38. | COST 39. | Date of purchase 40. |
|---|-----------------|----------------|------------|----------------------|
|  41. App (B) 42. 43. | Living Room 44. | 0123456789 45. | \$4.99 46. | 06/01/2009 47. |
|  App (B) | Living Room | 0123456789 | \$4.99 | 06/01/2009 |
|  App (B) | Living Room | 0123456789 | \$4.99 | 06/01/2009 |

1 2 3 48.

49. **Charge Options ALL THIS SECTION IS NEW**

[Change My Credit Card 50.](#) | 51. The automatic recharge feature of your App Cash account is turned on. If you would like to disable it, [click here](#) 52. **refer to the notes for 51 & 52 for the copy, on next page**

53. Your reviews

[Read all 12 > 54.](#) 55. [Submit a Review](#)

56. “headline here” a.

☆☆☆☆☆ b.

Icia num arum culpa veliquae. Harum endae est rerferum ius saesercil imuscipitas eicip-expe lit aut laut as apernatem quatem quos non cumet [read more > d.](#)

e. **username** City, ST
MMM DD, YYYY g.

“headline here”

☆☆☆☆☆

Icia num arum culpa veliquae. Harum endae est rerferum ius saesercil imuscipitas eicip-expe lit aut laut as apernatem quatem quos non cumet [read more >](#)

username City, ST
MMM DD, YYYY

“headline here”

☆☆☆☆☆

Icia num arum culpa veliquae. Harum endae est rerferum ius saesercil imuscipitas eicip-expe lit aut laut as apernatem quatem quos non cumet [read more >](#)

username City, ST
MMM DD, YYYY

57. 1 2 3

Samsung.com Footer

1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - i. form entry field : alpha-numeric
 - j. form field with call to action : search
2. Copy : title
3. Navigation : product help, takes user to support landing page
4. Copy : apps help
5. Copy : header
6. App lock up for Account page. Clicking takes user to a app detail page
7. Pagination : required if there are more than 8 purchased apps

8. Graphic
9. Copy : username, pulled from submitter's profile
10. Copy/Navigation : app name, links to app detail page of that particular app
11. Copy :body copy
- NOTE ITEMS 8-11 WILL BE HARDCODED FOR LAUNCH
12. Copy : header
13. Copy : current App Cash balance
14. Navigation : purchase App Cash dollars, takes user to start of App Cash flow
15. Graphic
16. Copy : header
17. Copy/Navigation : live chat support
18. Copy/Navigation : email support
19. Copy/Navigation : schedule a call

20. Copy/Navigation : twitter support
21. Copy : phone number
22. Graphic
23. Copy : header
24. Copy : device lock up, with user give name and product model number
25. Copy : header
26. Copy : sub-header
27. Graphic : error message, triggered if there is an error entering DUID or name
28. Copy : error message, triggered if there is an error entering DUID or name
29. Copy
30. Form entry field
31. Copy

32. Form entry field
33. Call to action : activate, either takes user to next part of flow, or throws an error message
34. Call to action : Cancel, clears form entry fields
35. Copy : header
36. Copy : header, item
37. Copy : header, name
38. Copy : header, DUID
39. Copy : header, cost
40. Copy : header, date of purchase
41. Graphic : thumbnail of app, provided from order
42. Copy : app name, provided from order
43. Copy : number of devices the app is associated with

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This document is not intended to represent final copy, nomenclature, design, or layout. It is meant to visually convey the organization and relationship(s) of the site content and navigational structure.

29

44. Copy : name, this is the common name given to the users device when they activate their device
45. Copy : DUID
46. Copy : price, provided from order
47. Copy : date of purchase, provided from order
48. Pagination : required if there are more than 5 purchased apps
49. Copy : header
50. Button : Change Credit Card, will take user to 6.0b "Add a new credit card"
51. Copy : explanatory copy
52. Copy/Functional Trigger : the functional trigger <click here> will essentially have two states

NOTES FOR 51 & 52

1. If the user has the auto-recharge feature turned on for App Cash, then the click here would re-render, and show the option as not being turned on. COPY : *Your App Cash account is currently set for automatic refill when the balance drops below \$5. If you would like to disable this refill, click here.*
2. if the service is not turned on the <click here> would take the user to 5.0 Paying via App Cash. COPY : *Your App Cash account is not set for automatic refill when the balance drops below \$5. If you would like to enable this refill, click here.*
53. Copy : header
54. Copy/navigation : takes user to overview page of all reviews (BAZAAR VOICE)
55. Navigation : submit a review, takes user to Submit a Review flow (BAZAAR VOICE)
56. Comment lockup
 - a. copy : headline
 - b. graphics : rating stars
 - c. copy : comment copy
 - d. copy/navigation : read more, takes user to full review
 - e. copy : username
 - f. copy : city, state
 - g. copy : date stamp
57. Pagination : required if there are more than 3 reviews

a. [Products](#)
b. [Apps](#)
c. [Business](#)

d.

e. [Support](#)
f. [Owners Login](#)

g. [News](#) | [About Samsung](#)

i.

2. Terms and Conditions of Service and Sales

1. Your use of our Services
 - 1.1 Your use of the Samsung Apps website at www.samsung.com/apps and any other Applications, software, services, web-sites, content and other related services provided by us or any third party designated by us ("Store") (collectively "Services") is subject to the terms set out below and any other terms applicable to you from time to time, including but not limited to, Samsung's Privacy Policy (collectively "Terms").
 - 1.2 By using the Services, you can (1) download and access updates to certain applications already provided on your Samsung Apps Device as well as any related content, (2) download additional optional applications for your Samsung Apps Device, and (3) access content and other software applications (collectively "Applications").
 - 1.3 "We" or "Samsung" means Samsung Electronics America, Inc. a New York corporation with a principal place of business at 85 Challenger Road, Ridgefield Park, NY 07660 as well as any parent, or subsidiary thereof including, but not limited to, Samsung Electronics Corp., Ltd. ("Affiliate") For the purposes of this Agreement, an Affiliate of Samsung is any company, corporation, firm, partnership or other entity that controls Samsung, is controlled by Samsung or is under common control with Samsung; the term controls and controlled meaning the ability to direct the management of the relevant entity.
 - 1.4 You may contact us at the Support menu of the Store. Or at www.samsung.com/apps
 - 1.5 It is important that you take the time to read these Terms. These Terms and any of the documents referred to in the Terms form the legally binding agreement between you and Samsung relating to the Services and your use of the Store.
 - 1.6 Most of the Applications within the Store are produced by third parties but Samsung also supplies some of the Applications. In the former case, you will be contracting with the third party Application provider. In making these purchases, it is the third party and not Samsung who has the contractual obligation to you.
2. Acceptance
 - 2.1 In order to use the Services, you must first agree to the Terms. You may not use the Services if you do not accept the Terms. If you do not accept the Terms, you will not be able to access the Services.
 - 2.2 You may not use the Services and may not accept the Terms if (a) you are under 18 (but if you are between 13 and 18 and you have your parent's consent, you may use the Services) (b) you are not ordering Services in the United States (c) you are in a country to which we do not provide the Services.
 - 2.3 If you are between the ages of 13 and 18 and you use the Services, we may ask you to confirm that you have had your parent's permission and that they have agreed to these Terms on your behalf - even if we do not do this, we shall assume that this is the case and will provide the Services on this basis.
3. Service Territory
 - 3.1 This Service is available only in the United States. If you are not in one of these countries, you may not use or attempt to use the Services. The Store may use technologies to monitor your compliance with these Terms.
4. Registration for Services
 - 4.1 You can register with the Store only on a computer at the following website address: www._____.com. For help and more information on the registration process, please click the following link: www._____.com
 - 4.2 In order to access certain Services, you may be required to provide information about yourself as part of the registration process for the Services, or as part of your continued use of the Services.
 - 4.3 You may be required to provide a username using your email address, your date of birth and passwords to create My Account with us ("Store Account"). You understand that you are responsible for maintaining the confidentiality and accuracy of your username, your date of birth and passwords. Accordingly, you agree that you will be solely responsible to Samsung for all activities that occur under your Store Account and we are not responsible for problems with your Store Account due to misuse of your username, the date of birth and/or passwords. If you become aware of, or suspect, any unauthorized use of your username, your date of birth, passwords or of your Store Account, you agree to notify us immediately at the Support menu of the Store. Once submitted to Samsung, your information will be treated according to our Privacy Policy.
 - 4.4 Upon completion, verification and acceptance by us of your registration data you will be given Store membership to purchase applications.
 - 4.5 You can opt for the credit card settings option when you submit your registration data or when you purchase Applications (by providing your credit card details at that point).
 - 4.6 Your credit card information and billing information will be stored, managed and kept by credit card companies or our payment gateway provider. Their privacy policies will apply in relation to your credit card information and other personal details submitted to them. Samsung does not store, manage and/or keep your credit card information.
 - 4.7 If your residency does not match with your credit card details or phone billing details, you cannot purchase Applications.
5. Ordering Applications using the Store
 - 5.1 To order Applications from the Store, you will need to register with us and agree to these Terms. We only accept orders if you are 18 years or older (or if you are 13 or over but younger than 18, then you must be under parental supervision and the parent must acknowledge that they have agreed to these Terms on your behalf).
 - 5.2 To order Applications, you will need to follow our ordering process. We only accept orders through this process.
 - 5.3 On the Store, we make available Applications either from third parties or Samsung developed Applications.
 - 5.4 There will only be a legally binding order when we either deliver into your created account or we email you our order confirmation. We are not obliged to accept your order.
 - 5.5 Payment

TERMS OF SALE ASSOCIATED WITH SAMSUNG APPS

6. Payment Methods
 - 6.1 You can pay for Applications directly, or buy points to use toward the purchase of an Application, only by credit card. Samsung may obtain a pre-approval from the credit card company for an amount up to the amount of the order. Billing to your credit card occurs at the time of purchase or shortly thereafter.
 - 6.2 No prepaid credit cards debit cards, or credit cards from banks based outside the United States are accepted.
 - 6.3 The charged amount will be denoted in US dollars. After the transaction is completed it will read on your credit card statement as "Samsung Apps, TV app store" Depending on the size of your order, this may appear as multiple orders and billings on your credit card statement. Your credit card information and billing information will be stored, managed and kept by credit card companies or our payment gateway provider. Samsung shall not be responsible whatsoever for billing errors by the payment gateway. Additionally, any billing issues shall be resolved with your own credit card company.
 - 6.4 Taxes - Payment for Applications is inclusive of sales tax (where applicable).
7. AGREEMENT TO PAY

You agree to pay for all Applications you license through the Services according to the terms and conditions of your credit card, and that Samsung may charge your credit card for any Applications licensed, and for any additional amounts (including any taxes and late fees, as applicable) as may be accrued by or in connection with My Account. All fees will be billed to the Samsung Apps Device credit card settings account, you designate during the registration process. If you want to designate a different Samsung Apps Device or if there is a change in your Samsung Apps Device or credit card settings account status, you must change your Samsung Apps Device credit card settings account information online at the My Account section of the Service, available at www._____.com. There may be a temporary disruption of your access to the Service until Samsung can verify the validity of the new Samsung Apps Device billing account or credit card settings account information.
8. Refund Policy and cancellation rights
 - 8.1 Applications successfully purchased are not subject to refund or cancellation.
 - 8.2 If an Application has a material defect, the Application will be replaced, downloaded again or a coupon will be provided for an equivalent value to the purchase.
9.
 - 9.1
 - 9.2
10. License of Application
 - 10.1 The contents, applications and other software applications made available through the Service are being licensed, not sold, to you. Your license to each Application you obtain through the Service is subject to your acceptance of the Licensed Application End User License Agreement and as provided by each Application. You agree that the terms of this Licensed Application End User License Agreement will apply to each Application you license from the Services. The licensor reserves all rights not expressly granted to you.
 - 10.2 You acknowledge that your license of each third party Application through the Services is a binding agreement between you and the third party Application provider only, and that third party Application provider is solely responsible for the Applica-

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tion, the content therein and warranties to the extent such warranties have not been disclaimed, and any claims you or any third party may have relating to that Application or your use of that Application. You acknowledge that Samsung is solely acting as agent for the third party Application provider in providing the Application to you; is not a party to such license, and is not responsible for the Application, the content therein, or any warranties or claims you or any third party may have relating to that Application or your use of that Application. Please note that the price charged for the Application is liable to change and the currency or price may vary depending on the country of your residency.

10.3 Some Applications may allow you to access certain third party social networking applications and to use certain third party plug-in applications which are or may be governed by separate agreements. You acknowledge and agree that Samsung is not responsible or liable for: (i) the availability, functionality, or accuracy of such Third Party Applications; or (ii) the content, products, or services on or available from such Third Party Applications. Access to such Third Party Applications does not imply any endorsement by Samsung of such Third Party Applications or the content, products, or services available from or through such Third Party Applications. You acknowledge sole responsibility for and assume all risk arising from your use of any Third Party Applications, as well as all responsibility and risk related to any terms and conditions or other agreements which govern such Third Party Applications and your relationship with the providers of such Third Party Applications. Furthermore, you agree and acknowledge that by using the Software, you are in compliance with the terms and conditions of those Third Party Applications which you access through the Software and that you remain liable for any such usage.

10.4 The Services and Applications are for use only by end user customers for non-commercial uses only. Applications may only be used on a single device but can be downloaded any number of times within 12 months from the purchase date. Licenses are non-transferable and non assignable.

10.5 You understand that the Services and Applications licensed through the Services, include a security framework using technology that protects digital information ("Security Framework"). Your usage of the Applications is limited to certain usage rules established by Samsung and its principals set out in these Terms. You acknowledge that your usage of the Applications is limited to such rules. You agree to use Applications in compliance with such rules.

OTHER TERMS OF SERVICE

11. Privacy and Personal Data

11.1 In order to make the Services available to you and process the transactions contemplated by these Terms, Samsung will have to collect information and/or personal data from you. This information may be subject to data privacy laws in your jurisdiction.

11.2 The Privacy Policy and additional provisions in these Terms govern the use of your personal data.

11.3 By submitting an order, you give your consent that:

11.3.1 your personal information may be sent electronically to Samsung, the payment gateway service provider in charge of the credit card billing and;

11.3.2 credit card information may be stored in the payment gateway service provider server for use in maintaining your accounts and billing fees to your credit card; and;

11.3.3 your personal information may be used by Samsung, the payment gateway service provider for other inquiries for approval and for other credit status information related to other transactions submitted by you;

11.3.4 the server may be located outside of the United States and outside the country where you originally made the purchase, including but not limited to the European Union or Republic of Korea. This provision is intended to be consistent with and supplemental to the Terms, not a replacement of any portion of the Terms

11.3.5 In order to provide you with the Services and for license management purposes certain technical information and data may be accessed and processed by Samsung. Such information may include timestamp, device serial number, e-mail address, ip addresses, and information about your transactions with SAMSUNG such as, for example, your approval of these Terms. This information may also be used to improve the Store, for example to provide you with more relevant content, or to improve other SAMSUNG services and products.

11.3.6 You have the ability to share certain activity in the SAMSUNG Application Store, including purchases, downloads, ratings and comments. Additionally you can sign up to receive promotions, specials, and sweepstakes offered by Samsung or its Affiliates. Any such sharing is controlled by you and is only available if you first opt-in to participate in such features.

11.4 The data and/or information collected will be used in accordance with Samsung's Privacy Policy. This policy explains how Samsung treats your personal information, and protects your privacy, when you use the Services. A current version of the Privacy policy is available at <http://www.samsung.com/us/info/privacy.html>.

11.5 You acknowledge and agree that Internet transmissions are never completely private or secure. You understand that any message or information you send to the Site may be read or intercepted by others, even if there is a special notice that a particular transmission (for example, credit card information) is encrypted.

11.6 You agree to provide accurate, current, and complete information required to register with the Services and at other points as may be required in the course of using the Services ("Registration Data"). You further agree to maintain and update your Registration Data as required to keep it accurate, current, and complete. The Store may terminate your rights to any or all of the Service if any information you provide is false, inaccurate or incomplete.

12. System Requirements

12.1 Use of the Services requires a Samsung Apps Device which is compatible with the Samsung Internet@TV – Content Service. Internet access is also required to use the Services. Some Applications may also require additional peripheral devices or membership fees that are sold separately. Use of the Services may require a device such as a computer internet access (fees may apply), and certain software (fees may apply), and may require obtaining updates or upgrades from time to time. Because use of the Services involves hardware, software, and internet access, your ability to use the Services may be affected by the performance of these factors. High speed Internet access is strongly recommended which should be available through your Internet service provider. You acknowledge and agree that such system requirements, which may be changed from time to time, are your responsibility. The Services are not part of any other product or offering, and no purchase or rental (as applicable) or obtaining of any other product shall be construed to represent or guarantee you access to the Services.

13. Proprietary rights

13.1 You acknowledge and agree that Samsung (or Samsung's licensors) own all legal right, title and interest in and to the Services, including any intellectual property rights which subsist in the Services (whether those rights happen to be registered or not, and wherever in the world those rights may exist).

13.2 Nothing in these Terms gives you a right to use any of Samsung's trade names, trademarks, service marks, logos, domain names, and other distinctive brand features.

13.3 You agree that you shall not remove, obscure, or alter any material (including copyright and trade mark notices) which may be affixed to or contained within the Services.

13.4 You agree that in using the Services, you will not use any trade mark, service mark, trade name, logo of any company or organization in a way that is likely or intended to cause confusion about the owner or authorized user of such marks, names or logos.

13.5 Except as expressly specified in this Agreement, you agree not to do any of the following, notwithstanding the fair use doctrine or any statutory or common law provision that might otherwise permit any of the following (except to the extent applicable law makes any of the following prohibitions unenforceable or otherwise permits the recited acts notwithstanding the agreement not to perform them): (a) copy (except in the course of loading or installing) or modify the Services, including but not limited to adding new features or otherwise making adaptations that alter the functioning of the Services; (b) transfer, sublicense, lease, lend, rent or otherwise distribute the Services to any third party; or (c) make the functionality of the Services available to multiple users through any means, including but not limited to by uploading the Application to a network or file-sharing service or through any hosting, application services provider, or any other type of services. You acknowledge and agree that portions of the Software, including but not limited to the source code and the specific design and structure of individual modules or programs, constitute or contain trade secrets of Samsung and its licensors. Accordingly, you agree not to disassemble, decompile or reverse engineer the Service, in whole or in part, or permit or authorize a third party to do so, except to the extent such activities are expressly permitted by law notwithstanding this prohibition.

14. Software updates and availability of Services

14.1 The software which you use during the Services may automatically download and install updates from time to time from Samsung. These updates are designed to improve, enhance and further develop the Services and may take the form of bug fixes, enhanced functions, new software modules and completely new versions. You agree to receive such updates (and permit Samsung to deliver these to you) as part of your use of the Services.

14.2 Samsung reserves the right, in its sole discretion, to change, improve and correct the Services. The Services may not be available during maintenance breaks and other times. Samsung may also decide to discontinue the Services or any part thereof in its sole discretion. In such case, you will be provided with prior notification.

15. Termination

15.1 Samsung may at any time, terminate the Agreement with you by giving written notice of termination, including the reason for termination (which may be due to your failure to abide by these Terms), to the email address held in our records for you. Following delivery of this email notice, your account will be closed. You will be required to settle (or we will settle) any outstanding sum by the next immediate payment/settlement date following the date of closure of your account.

16. No Warranty. THE SERVICES – INCLUDING THIRD PARTY APPLICATIONS – IS PROVIDED "AS IS", WITHOUT WARRANTY OF ANY KIND. YOU EXPRESSLY ACKNOWLEDGE AND AGREE THAT THE USE OF THE SERVICES IS AT YOUR SOLE RISK AND THAT THE ENTIRE RISK AS TO SATISFACTORY QUALITY, PERFORMANCE, ACCURACY AND EFFORT IS WITH YOU. SAMSUNG DISCLAIMS ALL WARRANTIES AND CONDITIONS, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY IMPLIED

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15.0 - TERMS & AGREEMENTS cont 3

WARRANTIES AND CONDITIONS OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, COMPATIBILITY, AND NON-INFRINGEMENT, AND ANY WARRANTIES AND CONDITIONS ARISING OUT OF COURSE OF DEALING OR USAGE OF TRADE. NO ADVICE OR INFORMATION, WHETHER ORAL OR WRITTEN, OBTAINED FROM SAMSUNG OR ELSEWHERE WILL CREATE ANY WARRANTY OR CONDITION NOT EXPRESSLY STATED IN THIS AGREEMENT. SHOULD THE SERVICES PROVE, DEFECTIVE, YOU ASSUME THE ENTIRE COST OF ALL NECESSARY SERVICING, REPAIR OR CORRECTION.

17. Limitation of Liability. SAMSUNG'S TOTAL LIABILITY TO YOU FROM ALL CAUSES OF ACTION AND UNDER ALL THEORIES OF LIABILITY WILL BE LIMITED TO THE AMOUNTS PAID TO SAMSUNG BY YOU FOR THE SERVICES OR, IN THE EVENT THAT SAMSUNG HAS MADE THE SERVICES AVAILABLE TO YOU WITHOUT CHARGE, SAMSUNG'S TOTAL LIABILITY WILL BE LIMITED TO \$20. IN NO EVENT WILL SAMSUNG BE LIABLE TO YOU FOR ANY SPECIAL, INCIDENTAL, EXEMPLARY, PUNITIVE OR CONSEQUENTIAL DAMAGES (INCLUDING LOSS OF DATA, BUSINESS, PROFITS OR ABILITY TO EXECUTE) OR FOR THE COST OF PROCURING SUBSTITUTE PRODUCTS ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR THE EXECUTION OR PERFORMANCE OF THE SERVICES, WHETHER SUCH LIABILITY ARISES FROM ANY CLAIM BASED UPON CONTRACT, WARRANTY, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY OR OTHERWISE, AND WHETHER OR NOT SAMSUNG HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE. THE FOREGOING LIMITATIONS WILL SURVIVE AND APPLY EVEN IF ANY LIMITED REMEDY SPECIFIED IN THIS AGREEMENT IS FOUND TO HAVE FAILED OF ITS ESSENTIAL PURPOSE. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages, so the above limitation or exclusion may not apply to you. Nothing in these Terms shall affect your statutory rights as a consumer.

18. By using the Services, you agree to indemnify Samsung and its Affiliates in the Samsung group against any costs, damage, claims, liabilities and expenses incurred as a result of your breach of these Terms, the Privacy Policy and/or any other applicable terms.

19. The information, documents, software and other materials contained on the Store website are provided "as is". We try and ensure that such materials are accurate and up to date, but we cannot be responsible for any errors, faults or inaccuracies. Our liability to you as explained above remains unaffected by this.

20. Copyright and trade mark policies

20.1 It is Samsung's policy to respond to notices of alleged copyright infringement and communications decency that comply with applicable law including but not limited to the Digital Millennium Copyright Act and Communications Decency Act.

21. Changes to the Terms

21.1 Samsung may make changes to the Terms from time to time. When these changes are made, Samsung will make a new copy of the Terms available at the Store and any new additional terms will be made available to you from within, or through, the affected Services.

21.2 You understand and agree that if you use the Services after the date on which the Terms changed, Samsung will treat your use as acceptance of the updated Terms.

22. General legal terms

22.1 Sometimes when you use the Services, you may (as a result of, or through your use of the Services) use a service or download a piece of software, or purchase goods, which are provided by another person or company. Your use of these other services, software or goods may be subject to separate terms between you and the company or person concerned. If so, the Terms do not affect your legal relationship with these other companies or individuals.

22.2 You agree that Samsung may provide you with notices, including those regarding changes to the Terms, by email, or website postings on the Services.

22.3 You agree that if Samsung does not exercise or enforce any legal right or remedy which is contained in the Terms (or which Samsung has the benefit of under any applicable law), this will not be taken to be a formal waiver of Samsung's rights and that those rights or remedies will still be available to Samsung.

22.4 If any court of law, having the jurisdiction to decide on this matter, rules that any provision of these Terms is invalid, then that provision will be removed from the Terms without affecting the rest of the Terms. The remaining provisions of the Terms will continue to be valid and enforceable.

22.5 You acknowledge and agree that each Samsung Affiliate shall be third party beneficiaries to the Terms and shall be entitled to directly enforce, and rely upon, any provision of the Terms which confers a benefit on (or rights in favor of) them. Other than this, no other person or company shall be third party beneficiaries to the Terms.

22.6 You may not transfer, assign, charge or otherwise dispose of this Agreement, or any of your rights or obligations arising under it, without our prior written consent. We may transfer, assign, charge, sub-contract or otherwise dispose of this Agreement, or any of our rights or obligations arising under it, at any time during its term.

22.7 We will not be liable or responsible for any failure to perform, or delay in performance of, any of our obligations under this Agreement that is caused by events outside our reasonable control ("Force Majeure Event"). A Force Majeure Event includes any act, event, non-happening, omission or accident beyond our reasonable control and includes in particular (without limitation) strikes, lock-outs or other industrial action, civil commotion, riot, invasion, terrorist attack or threat of terrorist attack, war (whether declared or not) or threat or preparation for war, fire, explosion, storm, flood, earthquake, subsidence, epidemic or other natural disaster, impossibility of the use of railways, shipping, aircraft, motor transport or other means of public or private transport, impossibility of the use of public or private telecommunications networks, the acts, decrees, legislation, regulations or restrictions of any government. Our performance under the Agreement is deemed to be suspended for the period that the Force Majeure Event continues, and we will have an extension of time for performance for the duration of that period.

22.8 The Terms, and your relationship with Samsung under the Terms, shall be governed by the laws of the State of New York without regard to its conflict of laws provisions. You and Samsung agree to submit to the non-exclusive jurisdiction of the competent courts in New York to resolve any legal matter arising from the Terms.

22.9 The Terms and the other documents referred to within the Terms, including but not limited to the Licensed Application EULA, constitute the whole legal agreement between you and Samsung and govern your use of the Services, and completely replace any prior agreements between you and Samsung in relation to the Services.

5. PLEASE CHOOSE ONE

6. I am between the ages of 13 and 17 and using this site with the consent of my parents. 7.

8. I am over the age of 18. 9. THIS SECTION IS NEW

10. By clicking "I accept", you are agreeing to abide by all terms and conditions. 11.

12. 13.

[Samsung.com Footer](#)

1. Global navigation
 - a. navigation : goes to products
 - b. navigation : goes to application store
 - c. navigation : goes to business
 - d. navigation/graphic : samsung logo, if clicked takes user to home page
 - e. navigation : goes to support
 - f. navigation : goes to owners login
 - g. navigation : goes to news
 - h. navigation : goes to about samsung
 - h. form entry field : alpha-numeric
 - j. form field with call to action : search

12. Call to action : I accept

13. Call to action : I do not accept, takes user back to App Home page

THE TERMS AND AGREEMENT APPEARS THE FIRST TIME A USER IS ACTIVATING ANY DEVICE.

IT IS A ONE TIME SYSTEMATIC TRIGGER. MEANING THERE ARE NO BUTTONS OR CALL TO ACTIONS ASSOCIATED WITH THIS PAGE TO ACTUALLY NAVIGATE TO IT.

2. Copy : title

3. Copy : sub-header

4. Copy : body copy

5. Copy : header

6. Form element : radio button

7. Copy : explanatory copy

8. Form element : radio button

9. Copy : explanatory copy

10. Form element : check box

11. Copy : explanatory copy

APPENDIX A - BAZAAR VOICE FUNCTIONALITY SCREENSHOTS

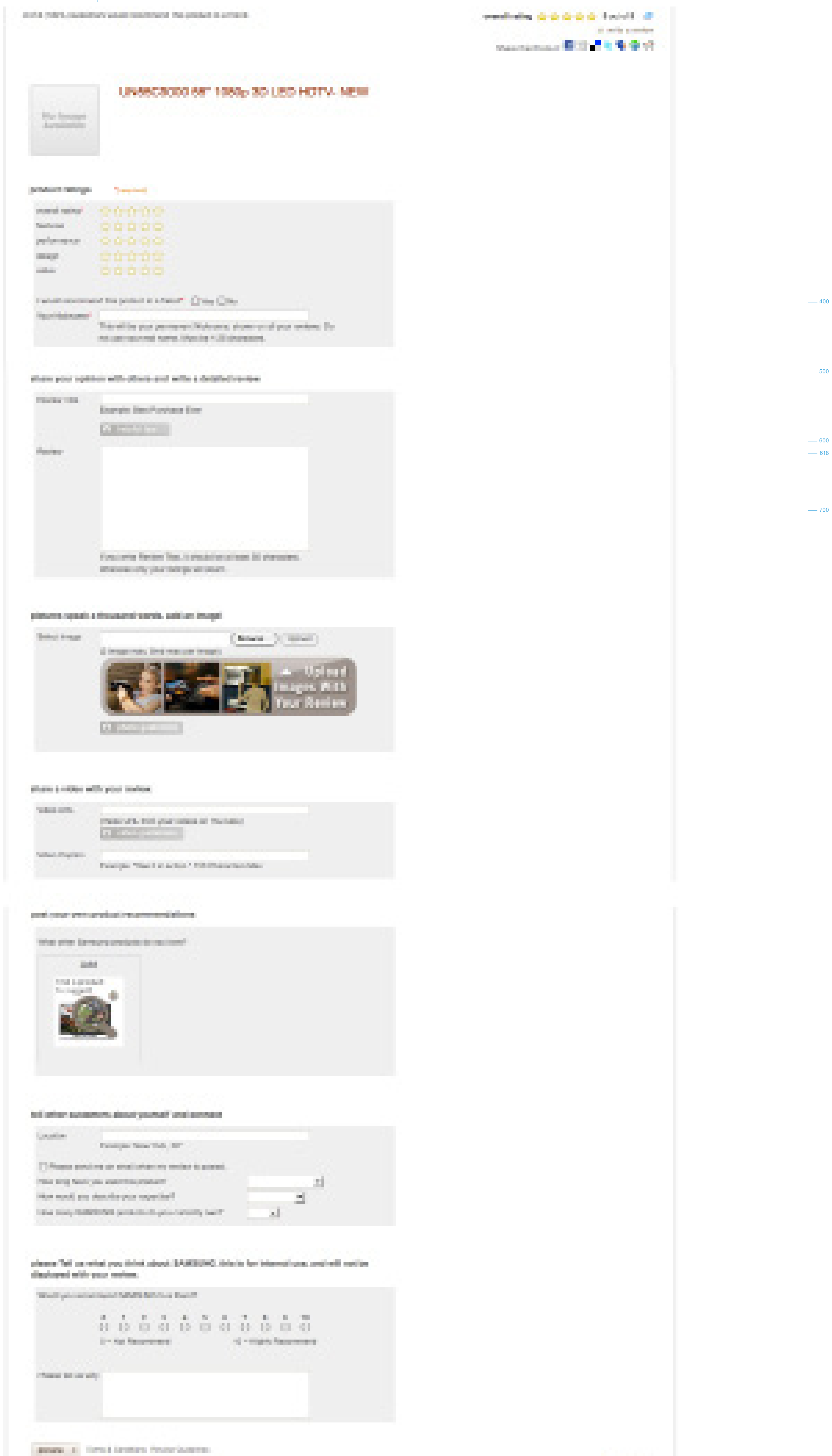
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BAZAAR VOICE "SUBMIT A REVIEW" SCREEN SHOT



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BAZAAR VOICE / COMMUNITY Q & A

Questions With Most Answers

| | |
|--|-----------|
| ▶ what is the difference between 8000 series 3d and 9000 series 3d? | 2 answers |
| ▶ Is there any way to use this TV in Europe? | 1 answer |
| ▶ Regarding the new 55" 9000 series, why is the ratio lower than for the 3D 8000, 7000 or even the 8500 which is not even a 3D tv? | 1 answer |

Can you answer these?

| | |
|--|-----------|
| ▶ Wall mount options | 0 answers |
| ▶ How do I connect both, my DVD player and my Wii? | 0 answers |
| ▶ Contrast Ratio | 0 answers |

[Policies & Guidelines](#)

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BAZAAR VOICE / ASK A QUESTION

ask a new question

Enter your question *

Example: How many are in a package?

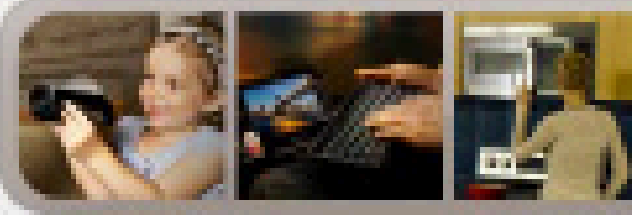
Add additional details

[↑ guidelines](#)

Add Images to Your Question

Select image

(8 image max, 5mb max per image)



Upload Images With Your Question

[↑ guidelines](#)

Add a Video to Your Question

Video URL

 (optional)
(Paste URL from your videos on YouTube)

Video Caption

 (optional)
Example: "See it in action." 150 Characters Max.


[↑ guidelines](#)

Products related to my question

What other Samsung products do you love?

Add

Find a product to suggest +



Enter your user name *

Do not show my user name

Enter your location (optional)

I have read and agree to the [Terms and Conditions](#).

Please send me an email when my question is posted.

Please send me an email when my question is answered.

> >

Questions & Answers are typically posted within 72 hours, pending approval.

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BAZAAR VOICE / ANSWER A QUESTION

Answer This Question

what is the difference between 8000 series 3d and 9000 series 3d?

yakov - 1 month ago

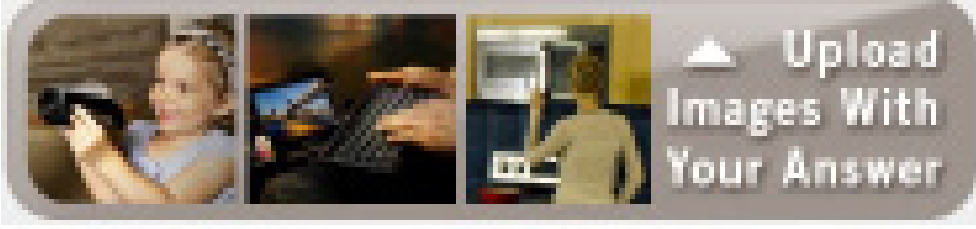
Your Answer *

guidelines

Add Images to Your Answer

Select image

(8 image max, 5mb max per image)



guidelines

Add a Video to Your Answer

Video URL

(optional)

(Paste URL from your videos on YouTube)

Video Caption

(optional)

Example: "See it in action." 150 Characters Max.

guidelines

My product recommendations

What other Samsung products do you love?

Add

Find a product to suggest

Enter your user name *

Location

(optional)

Please send me an email when my answer is posted.

I have read the [Terms and Conditions](#) and agree to them.

Questions & Answers are typically posted within 72 hours, pending approval.

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VIEW ALL QUESTIONS (FROM DSTRIC)

Search for : [Search](#)

[All](#) | [All](#) Sort by : [No. of Answer](#) | [Recent As](#) | [Recent Qs](#)

| | |
|---|----------|
| ▶ Can you connect USB Hard drive, and watch movie with .avi, .mkv, etc | 1 answer |
| ▶ Is it dual voltage ? | 3 answer |
| ▶ Is it a risk to download firmware update? | 1 answer |
| ▶ When will the touch control be available for purchase for the 8000 series | 1 answer |
| ▶ Can you connect USB Hard drive, and watch movie with .avi, .mkv, etc | 1 answer |

◀ 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 ▶

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VIEW ALL QUESTIONS : SEARCH RESULTS WITHIN QUESTIONS (FROM DSTRIC)

Search for : [Search](#)

[All](#) | [All](#) Your search returned 38 results

| | | |
|--|----------|----------------|
| ▶ Can you connect USB Hard drive, and watch movie with .avi, .mkv, etc Anonymous - Chino, CA (read all my Q&A) on UN55B8000 55" 1080p LED HDTV (2009 MODEL) | 1 answer | — 400 |
| ▶ Can you connect USB Hard drive, and watch movie with .avi, .mkv, etc userID - Lubbock, TX (read all my Q&A) on UN55B8000 55" 1080p LED HDTV (2009 MODEL) | 1 answer | — 500 |
| ▶ Is it a risk to download firmware update? Anonymous (read all my Q&A) on UN55B8000 55" 1080p LED HDTV (2009 MODEL) | 1 answer | — 600 — 618 |
| ▶ Sound Bar Audio Intermittent when changing channels or volume userID (read all my Q&A) on UN55B8000 55" 1080p LED HDTV (2009 MODEL) | 1 answer | — 700 |
| ▶ When will Mac Computers be able to connect wirelessly? userID - Florida (read all my Q&A) on UN55B8000 55" 1080p LED HDTV (2009 MODEL) | 1 answer | |

◀ 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 ▶

Didn't find what you were looking for? Try one of these related categories:

All Categories

- LED TV
 - ▶ UN55B8000 55" 1080p LED HDTV (2009 MODEL)
 - ▶ UN55B8000 55" 1080p LED HDTV (2009 MODEL)
 - ▶ UN55B8000 55" 1080p LED HDTV (2009 MODEL)
- LED TV
 - ▶ UN55B8000 55" 1080p LED HDTV (2009 MODEL)

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