

Boeing, Samsung Electronics to Explore Joint Technology Research and Development

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Initial focus will be on aircraft in-flight entertainment and communications, and factory productivity improvement

SEATTLE, Oct. 22, 2012 – Boeing [NYSE: BA] and Samsung Electronics Co., Ltd., [OTN: SSNLF] announced today that they will explore working together to research and develop technologies that improve in-flight entertainment and communications, as well as enhance factory productivity.

A signed memorandum of understanding between the world’s largest aerospace company and the global leader in digital media and digital convergence technologies will help broaden and deepen the Korean industrial ties to Boeing aircraft production.

Boeing and Samsung Electronics will initially start the development of advanced display and wireless networking technologies that offer more capabilities for passenger entertainment and ground-to-air communications, but are lighter and require less power. Additionally, the companies will explore opportunities to collaborate on projects involving productivity and enterprise mobility using Samsung’s current and future devices and solutions in hand-held mobile devices and other IT products.

“Onboard communications and networking are key elements to the passenger in-flight experience, and connecting the airplane with ground crews during flight is vital to airline operational efficiency,” said Larry Schneider, Boeing Commercial Airplanes vice president of Product Development. “The collaboration between Boeing and Samsung Electronics will explore the use of innovative technologies to advance the science in these areas.”

Samsung Electronics said the new research-and-development relationship with Boeing demonstrates its continued commitment to cement its leadership in enterprise information technology through superior products, software solutions and services, and building relationships with valued partners.

“The aviation industry is one of the most complex and sophisticated landscapes in business, with millions of passengers and employees passing safely through aviation systems every day,” said Bumcoo Cho, Samsung Electronics senior vice president of the Enterprise Business Team. “I am delighted that Samsung will work with Boeing to satisfy the fast growing demand of airline customers around the world. We will bring our expertise in multimedia and information technology to the forefront of aviation for a richer and more fulfilling connected experience while traveling.”

Boeing Research & Technology, the company’s advanced, central research and technology organization, will oversee the collaborative relationship for Boeing. The organization is focused on developing future aerospace solutions and improving the cycle time, cost, quality and performance of current aerospace systems.

About Boeing

Boeing is the world’s largest aerospace company and leading manufacturer of commercial jetliners and defense, space and security systems. A top U.S. exporter, the company supports airlines and U.S. and allied government customers in 150 countries. Boeing products and tailored services include commercial and military aircraft, satellites, weapons, electronic and defense systems, launch systems, advanced information and communication systems, and performance-based logistics and training. For more information about Boeing, please visit www.boeing.com.

About Samsung Electronics

Samsung Electronics Co., Ltd., is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2011 consolidated sales of US\$143.1 billion. Employing approximately 206,000 people in 197 offices across 72 countries, the company operates two separate organizations to coordinate its

nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunications Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LED. Recognized for its industry-leading performance across a range of economic, environmental and social criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index. For more information, please visit www.samsung.com.

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