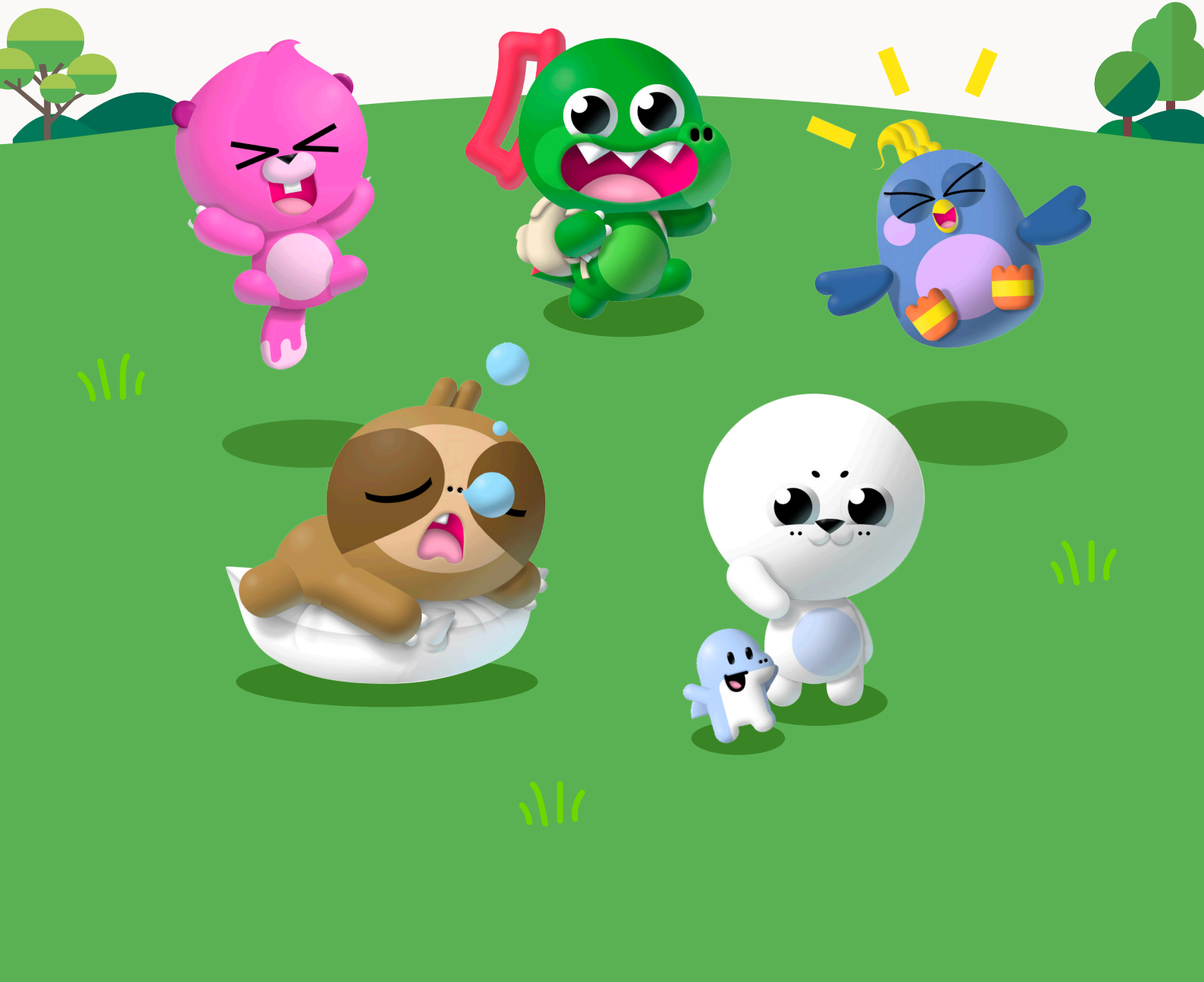


A safer online playground starts with



SAMSUNG Kids

Samsung Kids is a child-friendly mode available on Samsung mobile devices and tablets. It's every parent's fuss-free solution to creating a safe online environment for their child.



Safe, educational and fun!



Samsung Kids friends allows children to both learn and unleash their creative potential in a safe digital environment.

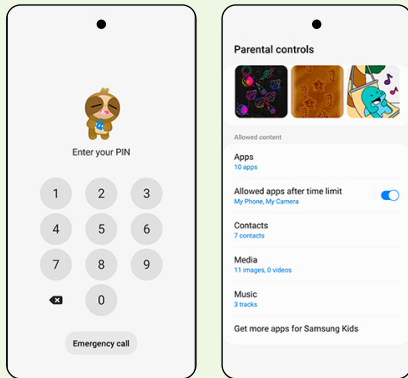
In today's world, children interact with smart devices before the age of 6. So, it is critical that parents manage their child's online content, Internet access, screen time and co-view media with them whenever possible.

In support of the Digital for Life Movement by IMDA, Samsung Kids helps parents manage these aspects to foster healthy digital habits from a young age. This initiative also aims to promote open communication, building trust so children feel comfortable sharing their online experiences with their parents.



Parental Control for total peace of mind

Parental Control on Samsung Kids helps parents create safe parameters for Internet use, apps and contacts. Additionally, Samsung Kids is secured by Knox so parents can be confident that their data is safe.



PIN Lock and Accessibility

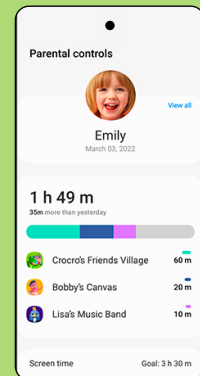
Parents can drastically reduce the risk of their children chatting with strangers and encountering inappropriate content by limiting access to websites, apps and contacts.

One out of four children is reported to have chatted with strangers online and overshared their personal information. Alarming, 26% of children end up meeting strangers in real life¹. The implementation of a PIN lock can substantially enhance a child's online safety, providing parents with greater peace of mind knowing their child is protected².

Kids' Usage Dashboard

Viewing a child's recent activity and frequently used apps is vital in ensuring a safe and secure digital journey.

With a 54% increase from last year, at least 61% of children today encounter inappropriate content that references violence, sexual behaviour, suicide and more³. By analysing activity on the dashboard, parents can make informed decisions on how to navigate their child's digital journey and tailor an experience that best suits their needs.



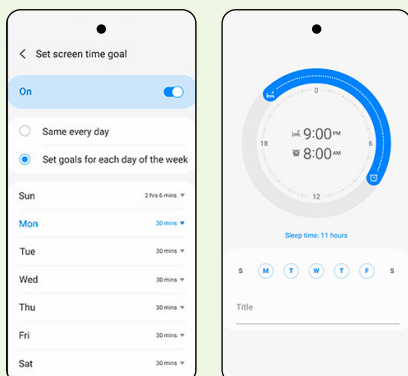
Daily playtime and bedtime

Setting boundaries for screen time helps children develop healthy digital habits and prevent ocular symptoms such as myopia and eye strain.

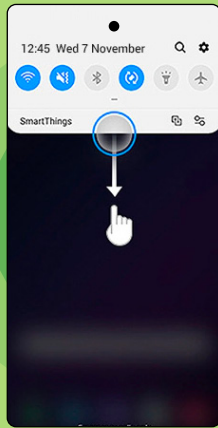
For children 18 months and younger, screen use should be avoided except for interactive video chatting. This is so that critical developmental skills and longer attention span can be honed.

For children between 18 and 36 months, screen time should be balanced with interactive and educational use, and limited to one hour a day to help develop social and motor skills.

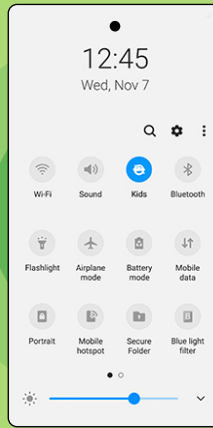
In general, screen time is best avoided before bed to promote sound sleep quality and during meals to prevent sedentary viewing habits. By calibrating screen times for their child, parents can help them set limits easily⁴.



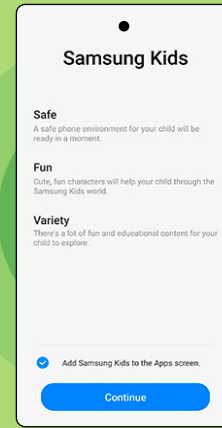
Set up Samsung Kids today



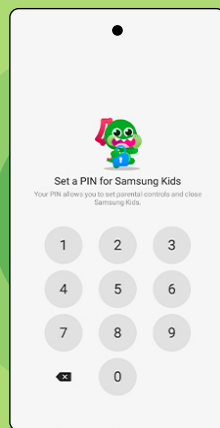
Step 1:
Intro of Quick Panel
Drag down to open the Quick Panel



Step 2:
Quick Panel
Tap on "Samsung Kids"



Step 3:
Welcome to Samsung Kids
Tap on "Continue" on the Samsung Kids welcome page



Step 4:
Security

Set up a PIN and confirm. From there, Samsung Kids will be accessible



Step 5:
Parental Settings

Tap on the top-right menu button to set limits on daily playtime, apps and contacts the child can access



A world of learning and play awaits

Once Samsung Kids has been set up, parents can be assured that their child will enjoy hours of educational fun in a safe digital environment. From learning about the basic blocks of coding to creating AR stickers, the family will have a blast on Samsung Kids!



Create imaginative art pieces and snap pics



Pre-approve contacts and websites for children to access



Learn to identify different sounds and have fun with voice filters



In support of:



**DIGITAL
FOR LIFE**



References

¹Be Informed To Protect your Child Online. (2023, November 30). Retrieved from <https://www.digitalforlife.gov.sg/learn/resources/all-resources/be-informed-to-protect-your-child-online>

²Ministry of Health, Singapore. (2023, August 17). Guidance on screen use in children (p. 3). Retrieved from https://www.moh.gov.sg/docs/librariesprovider5/resources-statistics/guidelines/for-upload-guidance-on-screen-use-in-children-17-aug-2023.pdf?sfvrsn=168c49ce_0

³Google. (2023). Three ways to keep kids in Asia Pacific safer online. Retrieved from <https://blog.google/around-the-globe/google-asia/three-ways-to-keep-kids-in-asia-pacific-safer-online/>

⁴Infocomm Media Development Authority. (n.d.). Making the most of your child's screen time. Retrieved from <https://www.digitalforlife.gov.sg/learn/resources/all-resources/making-the-most-of-your-childs-screen-time>

