



Discover New Possibilities with the Samsung Galaxy S8: A Smartphone Without Limits

The Galaxy S8 Delivers Stunning Infinity Display, Connected Ecosystem of Services and an Intelligent Interface

SEOUL, Korea – March 29, 2017 – Samsung Electronics Co., Ltd. introduces the world to the Galaxy S8, a smartphone that pushes the boundaries of traditional smartphones with its seamless hardware design and a variety of new service offerings. With the launch of multiple services and apps, as well as a stunning Infinity Display for immersive viewing experiences, the Galaxy S8 brings a new level of functionality and convenience, opening up a galaxy of possibilities.

“The Samsung Galaxy S8 ushers in a new era of smartphone design and fantastic new services, opening up new ways to experience the world,” said DJ Koh, President of Mobile Communications Business, Samsung Electronics. “The Galaxy S8 is our testament to regaining your trust by redefining what’s possible in safety and marks a new milestone in Samsung’s smartphone legacy.”

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The Galaxy S8 builds on Samsung’s heritage of creating stunning designs and functional devices. Available in 5.8-inch Galaxy S8 and 6.2-inch Galaxy S8+, the Infinity Display and bezel-less design form a smooth, continuous surface with no buttons or harsh angles. The result is a truly immersive viewing experience without distractions and makes multi-tasking more convenient. The Galaxy S8’s compact design enables comfortable one-handed operation and Corning® Gorilla® Glass 5 on both the front and back for durability and a high-quality finish.

[The Galaxy Foundation](#)

In addition to the new design innovations, Samsung continues to deliver cutting-edge technology that users love, including:

- **Premium Camera:** The Galaxy S8 is equipped with an advanced 8MP F1.7 Smart autofocus front camera and 12MP F1.7 Dual Pixel rear camera for the best low-light, zoom and anti-blur photos with enhanced image processing.
- **Powerful Performance:** Packing powerful performance and connectivity, the Galaxy S8 features the industry’s first 10nm chip, enabling heightened speed and efficiency. It is also gigabit LTE and gigabit Wi-Fi ready with support for up to 1 Gbps so users can quickly download files, regardless of the file size.
- **Robust Entertainment:** As the world's first mobile device certified by the UHD Alliance as MOBILE HDR PREMIUM™, the Galaxy S8 lets you see the same vibrant colors and contrasts that the filmmakers intended while watching your favorite shows. In addition, the Galaxy S8 offers

next-level gaming experiences with vivid and superior graphic technology, as well as Game Pack, featuring top game titles, including select titles supported by the Vulkan API.

- **Global Standard in Mobile Security:** The Galaxy S8 is built on Samsung Knox, a defense-grade security platform. In addition, the Galaxy S8 will offer a wide selection of biometric technologies including a fingerprint scanner, iris scanner and facial recognition so users can select a secure biometric authentication method that works best for them.

The Galaxy S8 will also come with the foundational Galaxy features that our customers have come to love, including:

- IP68 water and dust resistance
- MicroSD support up to 256GB
- Always-on display
- Fast and wireless charging capabilities

New Way to Interact with Your Phone

Bixby is an intelligent interface that will help users get more out of their phone. With the new Bixby button, you will be able to conveniently access Bixby and navigate through services and apps with simple voice, touch, and text commands. At launch, Bixby's Voice function will integrate with several Samsung native apps and features including Camera, Contacts, Gallery, Messages and Settings, with the plan to expand its capabilities to include more Samsung and third-party apps in the near future. Contextual awareness capabilities enable Bixby to offer personalized help based on what it continues to learn about the user's interests, situation and location.

Users can also shop, search for images and get details about nearby places with Bixby's image recognition technology. As the Bixby ecosystem grows, it will connect across devices, apps and services as a ubiquitous interface, and open up new experiences and scenarios to simplify life.

Beyond the Phone Experiences

The Galaxy S8 offers a robust portfolio of products and services, elevating the Galaxy S8 experience for premiere mobile productivity and connectivity.

The Galaxy S8 unlocks the new Gear VR with Controller, powered by Oculus. Enabling convenient one-handed control and navigation, the controller provides better motion interaction when accessing interactive VR content. The Galaxy S8 will also connect to the new Gear 360 to create 4K 360-degree videos and 15MP photos.

Leveraging the processing power of the Galaxy S8 for enhanced productivity, **Samsung DeX** is a unique solution that transforms your smartphone into a desktop by providing a secure desktop-like experience. With Samsung DeX, users can easily display and edit data from their phone, making working from a smartphone faster and smarter.

In addition, as more IoT devices enter the market and the connected network becomes more complex, **Samsung Connect** simplifies smart device management. With Samsung Connect, users can easily activate IoT-enabled devices through a quick three-step configuration process and manage all connected devices through one integrated app.

New high-performance earphones tuned by AKG by Harman, offering uncompromised audio for unbeatable sound quality, will come as an in-box accessory. These earphones will have a comfortable hybrid canal fit for better noise cancellation and will be made from anti-tangle metal-fabric material.

The Galaxy S8 will go on sale in Europe starting on April 28. It will be offered in a rich colour palette including Midnight Black, Orchid Gray and Arctic Silver. Pre-order for the Galaxy S8 starts immediately and customers who pre-order by 19th April will be able to benefit from delivery up to eight days before commercial availability, subject to stock availability.

For additional product information, please visit www.samsungmobilepress.com, <http://news.samsung.com/galaxy> or www.samsung.com/galaxy.

Samsung Galaxy S8 Product Specifications

	Galaxy S8	Galaxy S8+
OS	Android 7.0	
Network	LTE Cat. 16* *May differ by markets and mobile operators	
Dimension	148.9 x 68.1 x 8.0 mm, 155g	159.5 x 73.4 x 8.1 mm, 173g
AP	Octa core (2.3GHz Quad + 1.7GHz Quad), 64 bit, 10 nm process	
Memory	4GB RAM (LPDDR4), 64GB (UFS 2.1) *May differ by markets and mobile operators	
Display	5.8" (146.5mm) ¹ Quad HD+ (2960x1440), (570ppi)	6.2" (158.1mm) ¹ Quad HD+ (2960x1440), (529ppi)
	1 Screen measured diagonally as a full rectangle without accounting for the rounded corners	
Camera	Rear: Dual Pixel 12MP OIS (F1.7), Front: 8MP AF (F1.7)	
Battery	3,000 mAh	3,500 mAh
	Fast Charging on wired and wireless Wireless Charging compatible with WPC and PMA	
Payment	NFC, MST	
Connectivity	Wi-Fi 802.11 a/b/g/n/ac (2.4/5GHz), VHT80 MU-MIMO, 1024QAM Bluetooth® v 5.0 (LE up to 2Mbps) , ANT+, USB Type-C , NFC, Location (GPS, Galileo* , Glonass, BeiDou*) *Galileo and BeiDou coverage may be limited.	

Sensors	Accelerometer, Barometer, Fingerprint Sensor, Gyro Sensor, Geomagnetic Sensor, Hall Sensor, Heart Rate Sensor, Proximity Sensor, RGB Light Sensor, Iris Sensor, Pressure Sensor
Audio	MP3, M4A, 3GA, AAC, OGG, OGA, WAV, WMA, AMR, AWB, FLAC, MID, MIDI, XMF, MXMF, IMY, RTTTL, RTX, OTA, DSF, DFF
Video	MP4, M4V, 3GP, 3G2, WMV, ASF, AVI, FLV, MKV, WEBM

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Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.