

Samsung Inspires Paralympic Spirit through Meaningful Technology at the PyeongChang 2018 Paralympic Winter Games

PyeongChang, South Korea – March 7, 2018 - As a continuation of its commitment to the Paralympic Movement, Samsung Electronics Co. Ltd., will celebrate the PyeongChang 2018 Paralympic Winter Games through a series of activations that help spread the Paralympic Spirit and inspire #DoWhatYouCant. As a Worldwide Partner of the International Paralympic Committee (IPC) in the Wireless Communications Equipment and Computing Equipment category, Samsung will expose athletes and fans to cutting-edge technology that allows them to capture and share lifelong memories of their Paralympic Winter Games experiences.

“For six consecutive Paralympic Games, Samsung has displayed commitment to its partnership with the IPC with accessible technology that creates a more inclusive and exciting experience for all,” said Younghee Lee, CMO and Executive Vice President, Samsung Electronics. “At PyeongChang 2018, we will continue to leverage our technological advancements to inspire the #DoWhatYouCant spirit and motivate more people to be involved in the Paralympic Movement.”

For PyeongChang 2018, Samsung will continue to provide innovative platforms that allow more people to become connected, engaged and involved in the Paralympic Winter Games through the following activations:

Providing Exclusive Galaxy Note8 Pack to All Paralympians

The PyeongChang 2018 Paralympic Winter Games marks the first time all Paralympians will receive Samsung smartphones - allowing them to capture and share their experiences and to further generate excitement for the Paralympic Movement amongst fans around the world. Each Paralympian will receive a Galaxy Note8 as part of an exclusive pack that features a fast-charging battery pack as well as a special case that incorporates a Paralympic Winter Games interface once attached to the phone.

Accessible Experiences for All at Samsung Paralympic Showcases

Samsung will highlight its dedication to the Paralympic Movement by revamping and renaming Samsung Olympic Showcases as Samsung Paralympic Showcases. Popular features that attracted over 430,000 people during the Olympic Winter Games PyeongChang 2018 will continue to entertain visitors, including 4D VR experiences powered by the Galaxy Note8 such as ‘The Mission to Space VR: A Moon for All Mankind,’ as well as snowboarding and other winter sports. Exclusively for the Paralympic Winter Games, visitors will be able to experience how the vision-enhancing Relúmino application works in conjunction with Samsung Gear VR to help those with low vision see the world more clearly. Wheelchair accessible ramps and lifts will ensure all athletes and fans are able to participate in a variety of interactive experiences.

New Storytelling Through the Eyes of Samsung Paralympic Blogger Program

Samsung will once again partner with the IPC to share behind-the-scenes Games-Time experiences with fans around the world through the Samsung Paralympic Bloggers Program. For PyeongChang 2018, 25 Paralympians, team officials and reporters were selected to use their creativity to share unique content and their own #DoWhatYouCant stories, which will be uploaded on various digital platforms including the IPC's official YouTube channel, Twitter and Facebook, as well as bloggers' respective social media accounts.

Adapting the PyeongChang 2018 App to Deliver a Better Paralympic Games Experience

Samsung is once again powering the custom mobile application, as an effort to further enhance the PyeongChang 2018 experience for all, ensuring smarter communications and smoother wireless operations during the Paralympic Winter Games. The all-in-one app, created in partnership with the International Olympic Committee (IOC) and the PyeongChang Organizing Committee for the 2018 Olympic & Paralympic Winter Games (POCOG), received more than 1,280,000 downloads during the Olympic Winter Games PyeongChang 2018 period, and has been updated to provide the official Paralympic Games schedule, venue and event information, results, medal counts, and more real-time updates during the Paralympic Games.

The app is available for free in Samsung Galaxy Apps, Google Play Store and iOS App Store.

"With a shared vision to inspire athletes and fans to #DoWhatYouCant, Samsung has brought meaningful technology to the Paralympic Games and prompted discussion about seeing ability over disability," said IPC President, Andrew Parsons. "We are excited to see Samsung's innovations come to life in a way that is inclusive and promotes accessibility for those living with an impairment."

About Samsung's Involvement in the Paralympic Games

Samsung is a Worldwide Partner of the IPC in the Wireless Communications Equipment and Computing Equipment category. Starting from Torino 2006 Paralympic Winter Games, Samsung has supported 6 consecutive Paralympic Games, and is proud to be an official worldwide partner of PyeongChang 2018. Samsung hosts various Paralympic Games campaigns that aim to enable athletes and fans around the world to participate in the Paralympic Movement and to spread the excitement and inspiration of the Games through its wireless communication technologies. Samsung's commitment as a Worldwide Partner continues through PyeongChang 2018 and Tokyo 2020.

About Samsung Electronics Co., Ltd.

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