



Samsung Gear S3 Features Lonely Planet's Travel App, Guides and Exclusively Designed Watchfaces

Samsung and Lonely Planet announce a partnership to bring travelers smart and simple access to Lonely Planet's travel guides

SEOUL, Korea – Dec. 1, 2016 – Samsung Electronics Co. Ltd today announced a partnership with Lonely Planet to enable travelers to discover new destinations whilst on the go using the [Samsung Gear S3](#).

Through the partnership, Samsung and Lonely Planet will create a set of unique travel solutions that take advantage of the innovative features available on the Samsung Gear S3, and combine them with Lonely Planet's world famous travel tips and guides. In addition, Lonely Planet will leverage the Samsung Galaxy S7 and Gear 360 to create immersive content for its renowned flagship marketing campaign, "Best in Travel."

"We're excited to offer Gear S3 users with travel tips and location-based advice from Lonely Planet's on-the-ground experts," said Hee-Sun Kim, Vice President of Global Marketing, Mobile Communications Business at Samsung Electronics. "By partnering with Lonely Planet, we hope to enrich our customers' lives by inspiring them to explore the world with ease."

Guides by Lonely Planet Guides for Samsung Gear S3

The Lonely Planet smartwatch app for Samsung Gear S3 will be a companion app for [Guides](#), Lonely Planet's mobile app for travelers. The smartwatch app will offer travelers access to Lonely Planet's award-winning content spanning over 50 cities around the world. It will not only list the top places that are relevant to the user's location, but it will also enable users to bookmark or route directions to destinations of interest.

The Samsung Gear S3 smartwatch is the optimal device for travelers as it is IP68 water and dust resistance and has military-level durability to suit any type of environment or situation. With a built-in GPS, Alti/barometer and Speedometer apps, the Samsung Gear S3 allows users to track everything from altitude and atmospheric pressure to sudden changes in weather, distance travelled and even speed.

Lonely Planet's team have designed four exclusive travel-themed watch faces for the Samsung Gear S3, and include added features such as destination details, weather information and a world clock. These themes are available for download now in Samsung Galaxy Apps.

Availability for the Samsung Gear S3 Guides by Lonely Planet will start in December.

Lonely Planet Best in Travel 2017

Lonely Planet sent its dedicated video team to Canada, which was selected as the Best in Travel 2017 destination, to record a series of 360-degree videos, using the Gear 360 for the brand's flagship marketing campaign.

The 360-degree videos showcased experiences for travelers in select destinations including [Urban Exploring in Vancouver](#) and [Driving the Icefield Parkway](#). The Samsung Gear 360 is equipped with dual fisheye lenses with 15-megapixel image sensors, offering the ability to capture high-resolution (3840x1920) 360-degree videos, as well as 30-megapixel still images.

"We are pleased to announce that we have partnered with Samsung to collaborate in diverse activities, including on our biggest marketing campaign of the year, Best in Travel. Samsung is the ideal partner

for us to deliver this fully integrated partnership, one that our Client Solutions business is striving to offer our clients,” said Tim Daugherty, VP of Client Solutions, Lonely Planet. “It is vital that we partner with brands that align with Lonely Planet’s campaigns and our consumers, as well as our clients. This type of partnership enables Lonely Planet’s activity to simultaneously benefit both the client and the consumer. Coupling Samsung’s world-class video and photography technology with our highly visual campaign of 40 destinations around the world, is the ideal opportunity for Best in Travel to become a really immersive experience for the traveler, inspiring them to get out and explore the world in 2017.”

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About Samsung Electronics Co., Ltd.

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>

About Lonely Planet

Travel media company and the world’s leading guidebook publisher, Lonely Planet, supplies inspiring and trustworthy information for those planning a trip, on the road or browsing as an armchair traveler. Over the past four decades, Lonely Planet has cultivated a dedicated traveler community. More than 130 million Lonely Planet books - to almost every destination on the planet - have now been printed in 14 different languages. The brand offers compelling travel content across various channels, including an award-winning website, guidebooks, illustrated reference books, children’s titles, 12 international magazines, mobile apps, video and more. Visit us at lonelyplanet.com, and join us on Facebook (facebook.com/lonelyplanet), Twitter ([@lonelyplanet](https://twitter.com/lonelyplanet) and #lp) and Instagram (instagram.com/lonelyplanet).