



**CONTACT:**  
Jasmine Yoo  
Samsung Electronics Co., Ltd.  
jasmine.yoo@samsung.com  
Miryam Quiroz Cortez  
Samsung Europe  
Tel: +44 1932 455000  
m.quiroz@samsung.com

## **Samsung's European Printing Partner Summit Unveils 'The Next Big Thing' in the Printing Industry**

**SEOUL, Korea, June 9, 2016** – Samsung Printing Solutions held its European Printing Partner Summit from 8<sup>th</sup> – 9<sup>th</sup> June in Budapest, Hungary, hosting over 250 attendees from 22 European countries.

Under the theme of “The Next Big Thing in Printing Solutions,” Samsung presented the company’s strategy, as well as insights on global printing solutions trends, highlighting key developments made over the last twelve months. The summit also highlighted Samsung’s complete product portfolio of smart printing solutions and printing hardware, as well as its Channel Managed Print Services (MPS) + Plus program.

Major achievements for this year include launching the Samsung Channel MPS Print+ Program, which provides simple, automated, low-cost MPS solutions for every Samsung partner, as well as winning the Range of the Year award from Buyers Laboratory Inc. for its leading range of print technology products. The MX7 A3 lineup also showed notable growth in sales.

At the EXPO area, Samsung demonstrated how its innovative printing solutions, including its MPS program, Remote Call (a paid remote service app designed to minimize service visits), the Samsung Smart Printer Diagnostic System (SPDS), and mobile printing, can be used in actual customer scenarios.

The newly launched Samsung Channel MPS Print+ Program especially received a lot of attention as it is expected to enable Samsung partners to create additional revenue streams and manage MPS more effectively.

“We are striving to bring innovation to the European market through our unique ability to create solutions that integrate multifunction devices for smart office environments,” said David SW Song, Senior Vice President of Printing Solutions Business at Samsung Electronics. “Samsung will continue to expand its B2B printing market share through collaborations with industry leaders and partners to build a new printing ecosystem.”

Samsung Channel MPS Print+ Program will launch in the UK and Belgium this month, and will roll out to most other European countries in the second half of the year.

# # #

**About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at [news.samsung.com](https://news.samsung.com).