



Join the Fun; 'Rock in Rio Lisbon 2016' Invites Galaxy Experience

Tech strikes a chord with the world's first ever Gear VR bungee jumping and Gear 360 sky diving

SEOUL, Korea – May 19, 2016 – Samsung Electronics invites music enthusiasts from around the world to enjoy an immersive on-site entertainment experience in the Galaxy Adventure Park at Lisbon's Rock in Rio festival, one of the largest music festivals in the world.

Designed in a theme park style, the Adventure Park will be full of Samsung's latest mobile innovations providing breath-taking experiences for fun-seeking concert goers. The interactive technology available to try includes:

- **Gear 360 Sky Diving Selfie** – the opportunity to take a mind blowing and unforgettable 360 degree selfie with friends experiencing virtual sky diving
- **Gear VR Volcano Bungee** –through a Samsung Gear VR headset, users will experience what it's like to take a leap of faith and bungee jump over a smouldering volcano, not for the faint hearted
- **Gear VR Roller Coasters** – a nail-biting ride on a rollercoaster simulator using the Samsung Gear VR

"Rock in Rio is one of the best experiences for music-loving, thrill seekers in the world," said Younghee Lee, Executive Vice President of Global Marketing, Mobile Communications Business at Samsung Electronics. "At Samsung, we always aim to provide new, diverse and fun ways for people to enjoy and experience our technologies. We're excited to couple music and technology together to join music fans around the world that has the power to inspire and to bring people closer."

This attraction is open for 5 days on the 19th - 20th May and the 27th - 29th May. The Galaxy Adventure Park also includes a Samsung mobile store, the opportunity to win latest Samsung mobile device in a lucky draw, along with complimentary pods of smartphone chargers and battery packs across the space.

About Rock in Rio

Rock in Rio is now one of the most significant festivals on the planet. Born in Rio de Janeiro, it not only conquered Brazil, but also Portugal, Spain and the USA, always with the intention of bringing all styles of music to a variety of audiences. Much more than a musical event, it became complete and comprehensive in addressing issues such as sustainability and environmental responsibility. It also undertook the commitment to make people aware that, with small actions in everyday life, they can make the world a better place. To mark Rock in Rio's 30th year, the Lisbon event will include performances from world famous bands and musicians including Queen, Bruce Springsteen and Maroon 5

About Samsung Electronics Co., Ltd.

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