

## Olympians Capture the Excitement of the Olympic Winter Games PyeongChang 2018 Opening Ceremony with the PyeongChang 2018 Olympic Games Limited Edition

**PyeongChang, Korea – February 09, 2018** – Olympians from close to 100 nations gathered in PyeongChang, Korea this week for the start of the Olympic Winter Games PyeongChang 2018. During the Opening Ceremony, athletes enjoyed capturing and sharing the moments of the unique Olympic Games experience with the official Olympic Games phone, the Samsung PyeongChang 2018 Olympic Games Limited Edition.

In collaboration with the International Olympic Committee (IOC), Samsung Electronics, Worldwide Olympic Partner in the Wireless Communications Equipment and Computing Equipment category, gifted 4,000 devices to all PyeongChang 2018 Olympians, helping them to enhance their experiences in PyeongChang and connect more easily with family and friends around the world.

A special edition of the Galaxy Note8, the PyeongChang 2018 Olympic Games Limited Edition features a shiny white back glass to celebrate the winter theme, and gold Olympic Rings - inspired by the Olympic Torch – an expression of the Olympic Movement with the union of five continents and unity worldwide.

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[1] Olympian from The Netherlands capture the spirit and excitement of the Olympic Winter Games PyeongChang 2018 Opening Ceremony on the official Olympic Games phone, PyeongChang 2018 Olympic Games Limited Edition, on Friday, February 9, 2018 in PyeongChang, Korea.

[2] Olympians from Slovakia at the Olympic Winter Games PyeongChang 2018 Opening Ceremony

[3] Team GB Olympian at the Olympic Winter Games PyeongChang 2018 Opening Ceremony

[4] Olympians from Austria at the Olympic Winter Games PyeongChang 2018 Opening Ceremony

[5] Olympians from Italy at the Olympic Winter Games PyeongChang 2018 Opening Ceremony

[6] Olympians from China at the Olympic Winter Games PyeongChang 2018 Opening Ceremony

[7] Olympians from Canada at the Olympic Winter Games PyeongChang 2018 Opening Ceremony

[8] Olympians from France at the Olympic Winter Games PyeongChang 2018 Opening Ceremony



[9] Olympians from Australia at the Olympic Winter Games PyeongChang 2018 Opening Ceremony

[10] Olympian from Korea at the Olympic Winter Games PyeongChang 2018 Opening Ceremony

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### **About Samsung's Involvement in the Olympic Games**

Samsung began its Olympic Games involvement as a local sponsor of Olympic Games Seoul 1988. Beginning with Olympic Winter Games Nagano 1998, the company extended its commitment to the Olympic Movement as the Worldwide Olympic Partner in the Wireless Communications Equipment category, providing its proprietary wireless communications platform and mobile devices. These innovative mobile technologies provide the Olympic Community, athletes and fans around the world with interactive communications and information services, and Samsung Pay. Samsung hosts various Olympic campaigns to share the excitement of the Olympic Games with people around the world and enable everyone to participate in the Games through its innovative mobile technology. Samsung's commitment as a Worldwide Olympic Partner continues through PyeongChang 2018, and Tokyo 2020 in the Wireless Communications Equipment and Computing Equipment category.

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

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