



Samsung Presents First "Samsung Safety Truck" Prototype

With the support of Leo Burnett, Ingemática, Helvetica and Volvo Trucks Argentina, the first truck with the technology that aims to save lives in the Argentine routes was developed

Buenos Aires, Argentina – February 2, 2016 – Samsung Electronics Argentina unveiled to the public today the first **Samsung Safety Truck**, a technology for trucks which seeks to prevent road accidents in overtaking situations on roads.

Thanks to the partnership between **Samsung Electronics Argentina** and its partners **Leo Burnett Argentina**, advertising agency with global reach, **Ingemática**, Argentine business dedicated to creating tech solutions, **Helvetica SA**, a national company dedicated to trailer engineering and construction, and **Volvo Trucks Argentina**, one of the leading truck manufacturers worldwide, the first **Samsung Safety Truck** was finally able to be developed and brought to reality.

Samsung aims to improve people's lives by developing technologies that enable them to interact with products in new and exciting ways. The Samsung Safety Truck is a clear example of this constant innovation. The development of the project from its inception was conducted entirely in Argentina and drew attention from around the world. In Cannes Lions 2015, world's most prestigious advertising festival, Samsung Safety Truck was awarded with a Titanium Lion, along with three gold and another three silver awards. Samsung also won in the *Clio* awards, with two gold *Clios* in digital and out of home categories, as well as three silver *Clios* in the Direct, Engagement / Experience and Innovation categories. It was also selected as one of the '25 best inventions of 2015' by Time magazine.

Samsung Safety Truck leverages two built-in front cameras and a specially-designed Ingemática transportation software platform to capture and transmit a picture of the road ahead, enabling trailing vehicles to evaluate more accurately passing potential and make more informed driving decisions. Each picture is made available to nearby drivers through a high-quality display composed of four Samsung OH46D video walls. Designed to be dustproof and waterproof, the OHD Series video walls are IP56 certified for superior performance against even the most challenging environmental conditions, ensuring a clear picture regardless of the road or weather.

"Samsung is always looking for opportunities to apply technology in innovative ways to improve people's lives. Leveraging our experience as the world leader in display technology, along with Leo Burnett, we came up with the idea of the Samsung Safety Truck, an invention that we believe will change the history of road safety," said Sang Jik Lee, President of Samsung Electronics Argentina.

"In Leo Burnett Argentina we always try to think of ideas that are able to positively impact the lives of people. With the Samsung Safety Truck, we have taken a step further. Not only can it improve our lives, but it can also save them," said Fernando Bellotti, President of Leo Burnett Argentina and Regional Creative Director for Latin America.

"Since the beginning of this project, Ingemática was involved in developing this innovative idea, seeking to give life to what at first seemed impossible and is now a reality. We are convinced that it will help save lives on the roads of our country and as an Argentine company, we are proud to have been able to develop a global solution locally," said Alejandro Muther, President of Ingemática.

"Helvética has over 110 years of history in the Argentine market. Throughout our history, we have always been pioneers in bringing innovation efficiency in the cargo transportation industry. Upon learning of this idea, we immediately contributed both the trailer and the know-how of our engineering team to achieve the adaptations the equipment required for the incorporation of this new technology," said Raul Corna, President of Helvetica SA.

"Safety is a basic principle in any project of Volvo Trucks and it's what keeps the group active in their effort to develop innovative technologies that completely eliminate the risk of accidents. Under this premise, Volvo Trucks Argentina wanted to participate in the Samsung Safety Truck project to further promote reflections on a more secure future for both the truck driver and everyone else," mentioned Valere Lourme Manager of Marketing and Communications at Volvo Trucks.

The official launch was sponsored by Garbarino, one of the most important retail companies in Argentina, as well as Visuar and Mirgor, both Argentine companies dedicated to the production and commercialization of electronic products, with factories in different parts of the country. The official launch took place in the iconic racing circuit "Roberto José Mouras" and was attended by domestic and international media as well as distinguished business leaders. During the course of the event, attendees could enjoy the materialization of this new technology through product demonstrations and demo drives.

The Samsung Safety Truck will be running for a year.

SAMSUNG SAFETYTRUCK[®]

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Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

Product Specs:

Samsung OH46D display

		OHD
Display	Models	OH46D-: 46-inch
	Type	Kit Type
	Key	Extremely high brightness, outdoor kit solution
	CPU	Quad Core CPU
	Brightness	3,000 nit
	Resolution	1,920 X 1,080
	Panel Type	LED BLU
	Color Support	8 bit (16.7 million colors)
	Storage	8GB (2GB occupied by O/S, 6GB available)
	Expression Standard	Color Gamut Coverage: 72%
	Contrast Ratio	5,000:1
	Viewing Angle	178:178
	Response Time	6ms (GTG)
Media Player		Embedded 2 nd -Gen. SSSP
Connectivity	Video Input	HDMI1, HDMI2, HDBaseT(LAN Common)
	USB	USB 2.0 x 1
	External Control	RS232C (In), RJ45
Operation	IP Certificate	IP56
Additional Features	Bezel Width (mm)	9.3 top, 6.5 bottom, 7.9 left/right
	Graphics	2D & 3D Graphics Engine

Volvo Truck FH

- 13 litres Engine / 6 cylinder
- Torc and power in the range of economy
- Automated I-Shift Box
- Engine brake VEB 510 hp
- Globetrotter cab
- Sun roof + emergency exit
- Complete security package
- Connectivity + fleet management system
- Blind Spot Control System (LCS)
- Assistance to Stay in Lane (LKS)
- Driver Alert Support (DAS)
- ACC (Auto Pilot. Intelligent) + Emergency braking
- Cab Designed as survival Module
- FUPS: Front anti intrusion system
- Airbag
- integrated seat belts
- Unparalleled Visibility
- ABS, EBS, ESP, VEB Brakes
- LED rear lights with Emergency Brake Warning