



Samsung Introduces the POWERbot™ VR7000 Robot Vacuum at CES 2017

Slimmer, smarter and more powerful than before, new robot vacuum meets cleaning demands of today's consumers

SEOUL, KOREA – December 28, 2016 – Samsung Electronics Co., Ltd. today announces the latest in its innovative and popular line of POWERbot™ vacuum cleaners, the VR7000. Set to be unveiled at the upcoming CES 2017 in Las Vegas in January, the new unit features powerful suction and slim design -- at less than 4 inches tall (97mm), it is 28% slimmer than previous Samsung robot vacuums¹.

Slim New Design, Powerful Cleaning

The new design is aimed squarely at consumers who demand better automated cleaning. According to internal Samsung research, 39% of consumers in North America said they expect their robot vacuum cleaner to reach hard-to-reach places and have enough suction capacity to eliminate the need for manual follow-up cleaning.

Depending on the model chosen, the POWERbot™ VR7000 ensures thorough cleaning by generating up to 20 watts of suction power while covering areas that hand-operated vacuum cleaners miss, like under beds or other furniture.

The POWERbot™ VR7000's Edge Clean Master feature enables the unit to come within a ½ inch (15mm) of the wall. This is achieved by placing the unit's wide 11 inch (288mm) brush -- the widest among leading brands -- close to the front, so when the unit reaches the wall it can easily gather dust and hair. Additionally, the Auto Shutter feature further meets that demand by automatically dropping down a barrier to help the unit sweep up more dust collected closer to the edges.

The POWERbot™ VR7000's unique Self-Cleaning Brush System significantly reduces the amount of dust and hair that gets trapped in the bristles. It collects debris in the center of the brush, facilitating easier transfer into the dustbin to cut down on regular maintenance.

Smarter Than Ever

The POWERbot™ VR7000 is equipped with several intelligent features that power the unit's automated performance. With Visionary Mapping™ Plus and FullView Sensor™ 2.0, the POWERbot™ VR7000 maps and remembers contours of the room to provide thorough cleaning. Later, it can guide itself to dirty areas on any surface. It can also detect and work around obstacles or small items (less than 10mm or 0.4/inch).

The Intelligent Power Control feature automatically adjusts the level of suction power, optimizing cleaning functions according to surface type. For instance, when it moves from a hardwood floor onto a carpet or rug, the motor adjusts suction power to the surface for optimal performance. And like so many of Samsung's home appliances, the POWERbot™ VR7000 is

¹ Compared with Samsung POWERbot™ VR9000 series

IoT-ready, and fully controllable remotely by app. From a smartphone or other mobile device, users can start or stop the machine, schedule cleaning times, and check the cleaning history. In addition, POWERbot™ VR7000 is compatible with Amazon Echo so consumers can control it using voice commands².

“The POWERbot™ VR7000 keeps up with the floor care needs of today’s busy families,” said Byung-Sam Seo, President of Home Appliances at Samsung Electronics. “Just set it and watch it go to work. The POWERbot™ VR7000’s navigational features and sensors combined with slim design and increased suction power help make sure the job gets done.”

The POWERbot™ VR7000 has received a 2017 CES Innovation Award recognizing its sleek new design and ability to cover even the most hard to reach places.

Anyone wishing to find out more about the VR7000 or any other Samsung Electronics product is encouraged to visit the company’s CES booth #15006, on Level 1 of the Central Hall in the Las Vegas Convention Center, from January 5th through to January 8th 2017.

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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, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit Samsung Newsroom at <http://news.samsung.com>.

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² Available on all Wi-Fi connected POWERbot™ models