



Samsung VISION LAB Redefining the Application of Technology in Everyday Life through a New Brand Perspective

February 22, 2017 – Taiwan – Samsung is devoted to redefining the infinite possibilities of mobile communications through innovative technology and ideas. The world's first SAMSUNG VISION LAB opened in Commune A7, the latest chic addition to Taipei. The attractive container-styled market combines and displays elements of local culture, fashion lifestyle, and leading-edge technology. It embodies Samsung's 'joyful pioneers' ethos, which describes the company's bold approach to innovation. The VISION LAB is Samsung Taiwan's first pop-up store in big scale, an attempt to break away from tradition and explore new limits. The location shows Samsung Taiwan's 23 years of local cultivation, and our devotion to the market. By working with innovators from various fields in Taiwan, Samsung Taiwan has created a Pioneers' Playground of unlimited possibilities.

The Pioneers' Playground of Innovation

After much anticipation, the SAMSUNG VISION LAB opened on February 22nd, 2017. At the grand opening, the President of Samsung Taiwan - Jaeyub Lee said, "In the spirit of Samsung's vision --- 'Inspire the World, Create the Future', Samsung Taiwan continues to optimize product experiences, provide data-driven content and differentiate its service with our passion to Taiwan customers, commitment to technology innovations, and our implementation of the business philosophy as 'One Platform, All Pioneers'. Through the theme-based experience curation modeled on everyday life, Samsung Taiwan will continue to design innovative ways of interaction and bring consumers closer. This will, in turn, enable people to discover more possibilities and change their way of sharing with the world, as well as build a seamlessly connected Galaxy mobile experience."

The VISION LAB integrates Samsung's resources and introduces four innovations:

All for You – Professional Fast Repair

The VISION LAB has achieved an industry first by providing a fast repair service that takes less than two hours for mobile devices (only with those which still within warranty period). Samsung Taiwan's professional engineers can fix any problems, such as a broken screen, rapidly. Just taking the time of watching a movie, the repaired device is returned to the customer with ease. Our on-site Samsung Galaxy Consultants offer a one-stop Elite service to give each customer a professional and warm welcome experience. The consultants will also recommend products and peripherals that best suit the needs of the customer. They will also offer one-to-one product lessons and data transfer services.

Beacon Smart Application – A Smart Conversation with the Customer

The various Beacon devices in the VISION LAB provide customized messages to customers depending on their location. The innovative Shadowing Service offers customers a call button service, on which customers can press "Professional Help" at any time for assistance. Our staff will use a GPS navigation system to easily

locate the customer, enabling them to provide an instant service to satisfy the customer's needs. Furthermore, customers can receive messages containing the latest discount coupons and limited-time offers. This encourages customers to visit the lab to complete surveys and receive gifts and provides a more interesting experience full of surprises through live info feeds.

A Variety of Accessories Readily Available to Choose From

Accessories which were only available for purchase online or through designated distributors will be available in the lab for purchase, including mobile back covers, wireless charging pads, and power banks..etc, giving customers plenty of mobile accessories to choose from.

Theme-Based Curating Exhibition & Events for a More In-Depth Experience

To differentiate itself from other pure product experience locations, which often are rigid and standardized, Samsung Taiwan will introduce a series of events that integrate culture and lifestyle at the VISION LAB, such as exhibitions, seminars, workshops, and hit performances. Innovators from various fields in Taiwan will be invited to share their stories and perspectives on life, as well as their experiences with Samsung's technology and how it has helped them make breakthroughs. These will expand into a dialogue on how technology is applied to different aspects of life. In addition, the lab will release news on product releases and promotions whenever necessary, to encourage market discussion on Samsung products. What's more, a robotic arm was brought in specifically for VISION LAB. Not only is the device eye-catching, its combination with the unique S pen onto the Galaxy Note series or the Tab A 2016 can draw a portrait of a customer in just three minutes, which will place it at the center of attention at the VISION LAB.

The Launch of "Fabulous Taiwan", an Experimental Exhibition Project

Adhering closely to the principle behind the VISION LAB, Samsung Taiwan has invited the team behind "UP TO 3742 | On the Roof of Taiwan" to jointly design a series of exhibitions and experiments over a one-year period. Yao-Pang Wang, the curator of "Fabulous Taiwan", has divided the project into four parts. The first season will see the "GREEN / WILD" exhibition, which begins with Taiwan's majestic mountains, then drifts to the nomadic life philosophy on the shores of Dulan, and finally shifts the focus back to the style and mentality of city life. The distinguished and influential individuals invited include Ping Chu, Yee-Min Tan, Minjia Chen, Hans Chyi, and Alfie Lin. Through their interpretation of the theme "WILD", the audience will be freed from the framework of traditional perspectives on color.

The exhibition area utilizes the Galaxy S7 Edge and Gear 360's panoramic recording function to splendidly capture the images. Participants will record their creations through the unique drawing function of the Galaxy Tab A's S Pen. In addition, CN Flower director Alfie Lin collaborated with the UP TO 3742 team to design the first wild flower shop (Botanic Garden) in Taiwan with a Taiwanese plant ecology theme displayed through images. The team started with the wild beauty of Taiwan and gathered over 70 percent of the plants native to the country. These include the bird's-nest and squirrel's foot ferns found in the rainforest, bidens alba that commonly grow on roadsides, Formosan beautyberries from the Matsu Islands, the Indian blanketflower and



cacti from the Penghu Islands, high altitude bryophytes found on the plum branches along the Northern Cross-Island Highway, and the thatch screw pine trees along the coast. Not only do they display the variety of living organisms, they also create a central focus for the opening of the VISION LAB, which is an emblem of Samsung Taiwan's continual quest to challenge the status quo as well as to set new benchmarks in the industry.

VISION LAB Consumer News

In celebration of the grand opening of the VISION LAB, there will be a series of promotional activities and exclusive deals on 25th and 26th February. We would like to invite you to join us! You can also visit [Samsung Taiwan's website](#) for the latest news and information.

Special Event	<ol style="list-style-type: none">1) The first 70 customers in line on February 25th can enjoy 90 percent off on a set of portable Bluetooth speakers (NT\$199). Only 70 sets are available! The speakers are available for purchase at 13:00. Limit one set per person.2) The first 70 customers in line on February 26th can enjoy 90 percent off on a set of SAMSUNG LEVEL In ANC Noise-Cancelling Earphones (NT\$210). Only 70 sets are available! The earphones are available for purchase at 13:00. Limit one set per person.
Auction Event	The auction begins at 13:00. Each person is allowed to buy one item only. Samsung mobile phone auction starting from NT\$1 at 17:00 and 19:00! Models for auction: Galaxy S7 Edge (64G), Galaxy Note5 (64G), Galaxy A7 (2017), Galaxy J7 Prime. Models for auction are subject to change. Please refer to the announcement on the day of event.
Experiential Showcase	The event will be held on February 19th, 25th, and 26th. The first 200 customers to finish will receive a 7-11 coupon for NT\$100. Limit one coupon per person.
Sales Point Promotions	<p>Promotion 1: For all models, enjoy NT\$1000 off for every NT\$10,000 spent, in addition to a Vision Lab raffle ticket. Every raffle ticket will win a prize. First prize is a Gear Icon X!</p> <p>Promotion 2: Enjoy 20 percent off on accessories</p> <p>(Promotion 1 and 2 are mutually exclusive and cannot be used simultaneously.)</p>

VISION LAB Seminar Info

Date	Time	Topic	Speaker
March 1 st (Wed)	1930-2130	Wild Fashion – Differentiate View	Shiang Chin Chu <Ferment Store / Creative Director> Ya-Wen Chiang <Heartful Daily / Shop Owner> Chia Yuan Li < Stylist, Creative Designer>
March 8 th (Wed)	1930-2130	The Nomad Way – all about choice	Ping Chu <AVEDA/ Entrepreneur> Pang Yaio Wang < Informat Designer/ Director, Curator>
March 9 th	1930-2130	Botanic Garden – See	Tsung Yung Lin <CNFlower / Creative Director>

(Thur)		the Raw Beauty of Taiwan	Pang Yaio Wang < Informat Designer/ Director, Curator>
March 9th (Thu)	1930-2130	Wild Flower Shop - Seeing the Wild Beauty of Taiwan	Yao-Pang Wang, InFormat Design Curating Director / Curator Alfie Lin, CN Flower Director
March 15 th	1930-2130	Into the Wild	Tai Tai & Dai Dai <Live Wild –Mountain Know / Writer>

VISION LAB Workshop Info

Date	Time	Topic	Speaker
March 4th (Sat)	1530-1730	Potted Plants Workshop	Alfie Lin, CN Flower Director
March 11th (Sat)	1530-1730	Natural Fragrances Workshop	Taffi Chang, Founder of Äi Äi Illum Candle Lab

Q1 LOVE IS WILD Exhibition Info

Opening date | Feb. 22, 2017 (Wed)

Open hours | 12:00 - 22:00

Location | SAMSUNG VISION LAB- No.3, Songshou Road, Xinyi District, Taipei (Songzhi and Songshou road intersection)

Admission | Free

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Curator | Yao-Pang Wang

Main Organizer | Samsung Taiwan

Exhibition Curation and Execution | InFormat Design Curating

Collaborating Brands | TUANTUAN, wisdom, CN Flower

Special Thanks | Catwalk, Antipodes, Mikkeller, nom nom

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