



Samsung's New QLED TV Campaign Allows Users to Find Their "Perfect Color"

Following the launch of Samsung QLED TV, #FindYourColor allows users to explore a spectrum of one billion colors to find their "perfect color"

SEOUL, Korea – April 4, 2017 – Samsung Electronics announced today the launch of its new global social media campaign, "Find Your Color," allowing users to identify their most preferred color among one billion colors, based on the social media photos they have shared. The figure of one billion colors is significant as the range of colors Samsung's QLED TV is able to express.

The campaign, which will run across Facebook, Instagram and Twitter, consists of a mobile site titled "Find Your Color" (Samsung.com/FindYourColor) that allows users to share and participate with the hashtag **#FindYourColor #QLEDTV**. The site analyzes a consumer's images shared on her/his social channel to find the most frequently used color for the user, and return a unique color swatch overlaid on the user's profile picture, allowing them to easily share on their Facebook or Instagram.

The mobile microsite also contains an interactive experience that showcases imagery and content generated by social influencers and participants.

"We're thrilled to engage with consumers on social media who are passionate about experiencing new technology and sharing fun stories with their friends," said Sung Hee Han, Vice President of Visual Display at Samsung Electronics. "We're excited to expand our impact via social and digital platforms and to connect with digital savvy young consumers who share our excitement around QLED TVs."

The Find Your Color campaign aims to engage millennials through a multi-channel social and digital media approach. To further spread the excitement, Samsung has partnered with global social media influencers in the fields of sports, fashion, design, travel, and art who have a strong relationship with millennial consumers around the globe.

The campaign follows on the heels of the introduction of Samsung QLED TV at CES 2017 in Las Vegas, aiming to amplify buzz for the new TV on social media through sharing by millennials and social media influencers.

Samsung's QLED TV not only offers perfect picture quality, but also innovatively addresses the key pain points of consumers. The TV features a design devised with the lifestyle of millennials in mind and comes with unique benefits including an Invisible Cable and No Gap Wall-Mount, allowing the TV to be placed and showcased wherever a consumer may want in her/his home.

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>.