



## **Samsung Elevates Multimedia Experience in Galaxy Device Lineup with Audio Tuned by AKG**

**BARCELONA – February 26, 2017 – Samsung Electronics Co., Ltd.** And [HARMAN International Industries](#), Incorporated (NYSE: HAR), the premier connected technologies company for automotive, consumer and enterprise markets, today introduced a new level of audio experiences on Samsung Galaxy devices with the integration of GRAMMY® Award-Winning audio from AKG by HARMAN. Samsung and HARMAN initiated a technology partnership in 2016 before the parties entered into a definitive merger agreement.

As the first stage of this audio collaboration, the Samsung Galaxy Tab S3 will debut with quad stereo-sound speakers tuned by AKG. With premium 4K video playback and a vivid Super AMOLED display, the Galaxy Tab S3 will offer a cinema-like experience and feature S Pen productivity. The tablet's AKG tuned speakers will produce pure sounds, free from distortion and distraction, inspiring listeners with a truly immersive acoustic experience. The speakers will also automatically adjust depending on whether the device is in landscape or portrait mode to offer the highest-quality sound.

Samsung and AKG will expand their collaboration by bringing AKG's superior listening experience to Samsung Galaxy smartphones. Select Galaxy smartphone users will soon be able to enjoy pure, natural sound with earphones tuned by AKG included in-box with their smartphone.

AKG by HARMAN was founded by an engineer and physicist with the idea of creating pure studio sound that could become a catalyst for creative expression. For 70 years, AKG microphones and headphones have been used from the studio to the stage by the world's most respected musicians, producers and DJs with a legacy of innovation that includes more than 1,000 patents and over 300 inventions in the field of electro acoustics.

"AKG has been delivering Grammy® Award-Winning reference sound for professional musicians for more than 70 years. Integrating AKG technology will greatly enhance Samsung's mobile products by delivering a fully differentiated and superior audio experience to customers," said Michael Mauser, President, HARMAN Lifestyle Audio. "We are very excited to be a part of Samsung's prestigious Galaxy portfolio and look forward to bringing our premium audio capabilities to Samsung Galaxy users worldwide."

Younghee Lee, Executive Vice President and Head of Mobile Marketing and Wearable & Accessory business at Samsung Electronics, said, "HARMAN and the AKG brand were the natural choice to elevate our audio quality and immediately communicate the distinct and premium offering that we wanted to bring to consumers with our new product introductions. For a totally immersive experience, we wanted the best performance in audio – and we achieved that through this exciting collaboration, giving Galaxy users the ability to fully enjoy enhanced listening experiences across Samsung's mobile portfolio."

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

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances,

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

**About HARMAN**

HARMAN ([harman.com](http://harman.com)) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and connected services. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 25 million automobiles on the road today are equipped with HARMAN audio and connected car systems. The Company's software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia and reported sales of \$7.2 billion during the last 12 months ended December 31, 2016. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE:HAR. Learn More About AKG at: <http://www.akg.com/>