

# NEWS RELEASE

# SAMSUNG

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## Samsung Electronics Has Become the Winner of "Innovations Time" Awards

*AddWash and Ecobubble technologies used in Samsung washing machines ensured the win in the category "Technical innovation of the year. Environment and energy saving"*

**Moscow, December 16, 2016** – Samsung Electronics has become the winner of "Innovations Time" awards held with the support of the Ministry of Economic Development of the Russian Federation. The prize in the nomination "Technical innovation of the year. Environment and energy saving" has been given to Samsung washing machines featuring AddWash and Ecobubble technologies. The "Innovations Time" award celebrates the best innovative practices, aims to increase the interest towards science and encourages the mainstream use of advanced technologies. The award ceremony was held in Sochi on December 16, 2016.

The judging panel of the "Innovations time" award evaluated the nominated projects based on such criteria as their consistency, effectiveness and market relevance, as well as the scope and efficiency of innovative activities of the participating companies.

The Samsung washing machines with AddWash and EcoBubble technologies feature a range of resource-saving solutions, that have received a high evaluation from the judging panel. In particular, these machines are equipped with an extra door that allows to add any item or washing detergents right during the washing cycle, without opening the main door, which is not only convenient for the consumers, but also helps saving energy and water. Besides that, the Samsung washing machines are equipped with other environment-oriented technologies, such as the Digital Inverter Motor and Diamond honeycomb drum with rotation sensors, allowing to reduce the amount of waste. Furthermore, EcoBubble technology allows for significant saving of water and energy. At the water temperature of 15C it ensures the same quality of laundry as in usual washing machines at the temperature of 40C, which saves up to 70% of electricity consumed for heating water.

This technology has already received a number of international awards, including Green Apple Award, International Green Awards, House Beautiful Silver – Green Product of the Year, Quiet Mark and Waterwise Recommended Checkmark, as well as the Russian awards EraEco and ENES.

"Samsung Electronics has been actively investing in the development of resource-saving technologies. In each our product we strive to implement innovative features that make the use of Samsung appliances not only convenient and efficient, but virtually harmless for the environment", said Dmitry Kartashev, Head of the HA Sales Department at Samsung Electronics CIS. "Increasing the energy efficiency of our product is strategically important for our company, and we are pleased that our efforts in this area have received recognition from the experts."

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