

Samsung provides kids from AACD with Once-In-A-Lifetime Paralympic Games experience

Tennis match and interaction with immersive experiences at the Samsung Galaxy Studio in Olympic Park helped kids learn about turning disability into ability

Rio de Janeiro, Brazil, September 11th – Kids from the AACD (Disabled Children Assistance Association) were invited by Samsung, a Worldwide Paralympic Partner in the Wireless Communications Equipment category, to have a unique experience: live and feel the Paralympic spirit at the Olympic Park, enjoying the bids of a tennis match and after, demonstrating different technological experiences offered at the Samsung Galaxy Studio.

As part of the brand's efforts to help make the digital world more accessible for those with disabilities, Samsung hosted the children at the Samsung Galaxy Studio in Olympic Park for a fun and immersive tour and hands-on technology experience, where they learned how Samsung Accessibility technology features can be used in everyday activities. Accompanied by their parents, the children tried out Samsung's latest technologies, including Gear VR, which paired with the Galaxy smartphone to provide an immersive 360-degree experience. The children were able to experience the thrill of a roller coaster in high speed kayak tour as well.

The AACD in Brazil is committed to rehabilitation and special care for disabled children. The institution also provides other activities such as professional training, support programs, insertion into Paralympic sport and social integration of patients.



Brazilian Paralympian, Terezinha Guilhermina, and Brazilian Olympic Gold Medalist, Lipe Fonteles, welcome local children from AACD (Disabled Children Assistance Association) at the Samsung Galaxy Studio in Olympic Park in Rio de Janeiro, Brazil.



Local children from AACD (Disabled Children Assistance Association) participate in the Galaxy Accessibility Experience Program and tested out the Blind Game at the Samsung Galaxy Studio in Olympic Park in Rio de Janeiro, Brazil.



Samsung – in partnership with AACD (Disabled Children Assistance Association) – hosted children at a Rio 2016 Paralympic Games sporting event and gave them a hands-on tour of the Samsung Galaxy Studio in Olympic Park in Rio de Janeiro, Brazil.



Local children from AACD (Disabled Children Assistance Association) experience simulated Olympic kayaking through 4D motion virtual reality via Samsung's Gear VR at the Samsung Galaxy Studio in Olympic Park. Samsung brought the kids to a Paralympic Games sporting event and hosted them for a tour of the Samsung Galaxy Studio in Olympic Park.



Inside the Social Galaxy room, local children from AACD (Disabled Children Assistance Association) watch past latest Instagram moments come to life in 360 degrees at the Samsung Galaxy Studio in Olympic Park in Rio de Janeiro, Brazil.

For more information about Samsung's involvement in the Paralympic Games, please visit www.samsungmobilepress.com/Olympics/



About Samsung's Involvement in the Paralympic Games

Samsung is a Worldwide Partner of the International Paralympic Committee (IPC) in the Wireless Communications Equipment category. Starting with the Torino 2006 Paralympic Winter Games, Samsung has supported the Beijing 2008 Paralympic Games, the Vancouver 2010 Paralympic Winter Games, the London 2012 Paralympic Games, the Sochi 2014 Paralympic Winter Games and is proud to be an official partner of the Rio 2016 Paralympic Games. Samsung hosts various Paralympic Games campaigns that aim to enable everyone around the world to participate in the Paralympic movement and to spread the excitement and inspiration of the Games through its wireless communication technologies. Samsung's commitment as a Worldwide Partner continues through Rio 2016, PyeongChang 2018, and Tokyo 2020, and after 2016, will expand its category of sponsorship "Wireless Communications Equipment and Computing Equipment," including smartphones, tablets, laptops, personal computers and other computing equipment, and desktop printers.

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