

## **Olympians Capture the Excitement of the Rio 2016 Olympic Games Opening Ceremony through the Samsung Galaxy S7 edge Olympic Games Limited Edition**

Olympians from more than 200 nations descended upon Rio de Janeiro, Brazil this week for the Rio 2016 Olympic Games. During the Opening Ceremony, athletes enjoyed capturing and sharing the momentous occasion with the official Olympic Games phone, the Samsung Galaxy S7 edge Olympic Games Limited Edition.

In collaboration with the International Olympic Committee (IOC), Samsung gifted 12,500 Galaxy S7 edge Olympic Games Limited Edition to all Rio 2016 Olympians, helping them to enhance their experiences in Rio and communicate with family and friends around the world more conveniently. For the first time ever, the Rio 2016-inspired device incorporates an Olympic Games design embedded into the phone itself, featuring a custom colorway pattern including the five official colors of the Olympic Rings.



Olympians from the France capture the spirit and excitement of the Rio 2016 Olympic Games Opening Ceremony on the official Olympic Games phone, the Samsung Galaxy S7 edge Olympic Games Limited Edition, on Friday, August 5, 2016 in Rio de Janeiro, Brazil.



Olympians from France capture the spirit and excitement of the Rio 2016 Olympic Games Opening Ceremony on the official Olympic Games phone, the Samsung Galaxy S7 edge Olympic Games Limited Edition, on Friday, August 5, 2016 in Rio de Janeiro, Brazil.



Olympians from Brazil capture the spirit and excitement of the Rio 2016 Olympic Games Opening Ceremony on the official Olympic Games phone, the Samsung Galaxy S7 edge Olympic Games Limited Edition, on Friday, August 5, 2016 in Rio de Janeiro, Brazil.





Olympians from the United States of America capture the spirit and excitement of the Rio 2016 Olympic Games Opening Ceremony on the official Olympic Games phone, the Samsung Galaxy S7 edge Olympic Games Limited Edition, on Friday, August 5, 2016 in Rio de Janeiro, Brazil.



Olympians from the United States of America capture the spirit and excitement of the Rio 2016 Olympic Games Opening Ceremony on the official Olympic Games phone, the Samsung Galaxy S7 edge Olympic Games Limited Edition, on Friday, August 5, 2016 in Rio de Janeiro, Brazil.



Olympians from Korea capture the spirit and excitement of the Rio 2016 Olympic Games Opening Ceremony on the official Olympic Games phone, the Samsung Galaxy S7 edge Olympic Games Limited Edition, on Friday, August 5, 2016 in Rio de Janeiro, Brazil.



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For more information about Samsung's involvement in the Olympic Games, please visit [www.samsungmobilepress.com/Olympics/](http://www.samsungmobilepress.com/Olympics/)

#### **About Samsung's Involvement in the Olympic Games**

Samsung began its Olympic Games involvement as a local sponsor of the Seoul 1988 Olympic Games. Beginning with the Nagano 1998 Olympic Winter Games, the company extended its commitment to the Olympic Movement as the Worldwide Olympic Partner in the Wireless Communications Equipment category, providing its proprietary wireless communications platform, called Wireless Olympic Works (WOW), and mobile devices. These innovative mobile phone technologies provide the Olympic Family with real-time, user location-based information service, interactive communications, and Samsung Pay. Samsung hosts various Olympic campaigns to share the excitement of the Olympic Games with people around the world and enable everyone to participate in the Games through its innovative mobile technology. Samsung's commitment as a Worldwide Olympic Partner continues through to Rio 2016, PyeongChang 2018, and Tokyo 2020.

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

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