

Samsung Opens Doors to the Galaxy Studio in Olympic Park for the Rio 2016 Olympic Games

Rio de Janeiro, Brazil – August 4, 2016 – Samsung Electronics Co., Ltd., Worldwide Olympic Partner in the Wireless Communications Equipment category, today unveiled the Galaxy Studio in Olympic Park for the Rio 2016 Olympic Games. Starting Saturday, August 6, fans and consumers will be able to demo Samsung's latest wireless communications products and immersive technologies, including: new Samsung 4D kayaking VR experience that simulates exhilarating Olympic sports; a Galaxy S7 Rental program in which visitors can experience the Galaxy ecosystem; and the opportunity to collect exclusive Rio 2016-themed pins, among many other experiences.

The Galaxy Studio located within the Olympic Park was specifically designed to help fans embrace the excitement of the Rio 2016 Olympic Games and celebrate the Olympic spirit, enabling them to create, capture and share their own experiences. To complement the Samsung Galaxy Studio in the Olympic Park, two additional Galaxy Studios will be stationed in the Olympic Village and Main Press Centre (MPC); as well as several Galaxy Studios throughout local cities in Brazil to help expand the Olympic spirit to a wider audience.

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



Samsung Electronics, Worldwide Olympic Partner in the Wireless Communications Equipment category, hosted the opening ceremony of the Samsung Galaxy Studio in Olympic Park ahead of the Rio 2016 Olympic Games in Rio de Janeiro, Brazil. (From left) Chief Commercial Officer of the Rio 2016 Committee, Renato Ciuchini; Managing Director of IOC Television & Marketing Services, Timo Lumme; Olympic mascot Vinicius; President of Samsung Electronics Latin America, Jeonghwan Kim; and Vice President of the Mobile Division of Samsung Brazil, Changhoon Yoon.



Timo Lumme, Managing Director of IOC Television & Marketing Services, sit in a 4D motion chair to experience the extreme 4D kayaking VR at the Samsung Galaxy Studio in Olympic Park, Rio de Janeiro, Brazil, during its opening ceremony.



Timo Lumme, Managing Director of IOC Television & Marketing Services, experiences the Social Galaxy zone at the Samsung Galaxy Studio in Olympic Park, Rio de Janeiro, Brazil, during its opening ceremony.

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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.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, opening new possibilities for people everywhere through relentless innovation and discovery. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

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