

## **13X Paralympic Medalist from Team USA, Tatyana McFadden, Visited Revamped Samsung Galaxy Studio in Olympic Park to Meet Fans and Test out Latest Accessibility Technologies**

**Rio de Janeiro, BRAZIL—September 12, 2016—** Team USA Paralympian, Tatyana McFadden, visited the Samsung Galaxy Studio in Olympic Park on Saturday, September 10<sup>th</sup> 2016 for a first-hand look at Samsung's technologies helping turn disability into ability. Tatyana took a tour of the Galaxy Studio, which went through a transformation to include several accessibility features to ensure all consumers, athletes and fans are able to take part in a variety of interactive experiences. During her visit, the Paralympic medalist experienced Samsung's latest wireless communications products such as Galaxy S7, Galaxy S7 edge and Gear VR immersive technologies, as well as unique, hands-on opportunities.

The Samsung Galaxy Studio, which re-opened this week in the Olympic Park, was revamped to help all fans embrace the excitement of the Paralympic Games. The flagship studio in Olympic Park offers unique opportunities for visitors to experience how Samsung Accessibility technology features are designed and utilized to help those with disabilities.

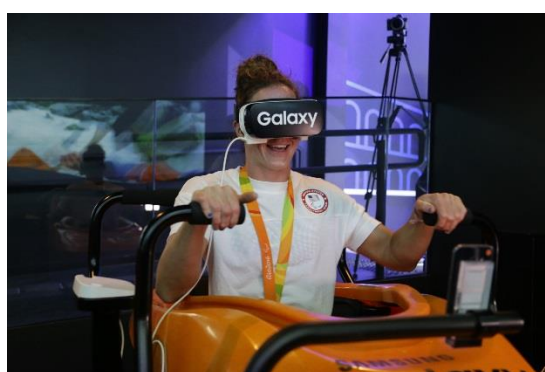
"I'm thrilled to be selected to be part of the Samsung Blogger Program once again to capture and share my excitement to be competing at the Rio 2016 Paralympic Games," McFadden said while visiting the Samsung Galaxy Studio. "Watching my journey leading up to this moment in the Social Galaxy Room allowed me to put all my hard work into perspective. I can't wait to see what the rest of the Paralympic Games will bring!"



*Inside the Social Galaxy Room, Team USA Paralympic Track and Field Athlete, Tatyana McFadden was able to see her past Instagram moments come to life in full 360 at the Samsung Galaxy Studio in Olympic Park in Rio de Janeiro, Brazil on Saturday, September 10<sup>th</sup> 2016.*



*Team USA Paralympic Track and Field Athlete, Tatyana McFadden, participates in the Galaxy Accessibility Experience Program and tested out the Blind Game at the Samsung Galaxy Studio in Olympic Park on Saturday, September 10<sup>th</sup> 2016.*



*Team USA Paralympic Track and Field Athlete, Tatyana McFadden, is all smiles as she experiences the high-speed thrill of simulated Olympic kayaking through 4D motion virtual reality at the Samsung Galaxy Studio Olympic Park in Rio de Janeiro, Brazil on September 10<sup>th</sup>, 2016. The film is displayed through the Samsung Galaxy smartphone and Gear VR.*



*Team USA Paralympic Track and Field Athlete, Tatyana McFadden takes a selfie at Samsung Galaxy Studio in Olympic Park on September 10<sup>th</sup>, 2016 in Rio de Janeiro, Brazil during the Rio 2016 Paralympic Games.*

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



WORLDWIDE PARALYMPIC PARTNER

### **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, and 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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