



Samsung Electronics Expands 750 EVO SSD with Worldwide Availability and Increases Capacity to 500GB

With increased memory capacity and reliability, consumers will have more options for content storage

SEOUL, Korea – May 24, 2016 – Samsung Electronics Co., Ltd., an expert provider of advanced memory solutions for more than three decades, today announced worldwide availability of the 750 EVO solid state drive (SSD) in 120GB, 250GB and an all new 500GB capacity. The 750 EVO SSDs provide mainstream consumers and PC builders with an efficient migration path from hard disk drives (HDDs) or slow performing entry-level SSDs to a faster and more reliable storage solution for every day computer use.

“Samsung is committed to constantly evolving and providing high-quality memory solutions that fit general consumer needs,” said Un-Soo Kim, Senior Vice President of Branded Product Marketing, Memory Business at Samsung Electronics. “We have seen high consumer demand for our 750 EVO in the 120GB and 250GB capacities, which have been available in select emerging markets since last year. We want to meet the consumers’ expectation who seek a reliable memory solution to extend the longevity of their existing computers in an easy and effective way. By adding the 500GB version to the current 750 EVO line-up and supplying the drives to more regions, consumers who need high data consumption will be better served.”

Extending Samsung’s heritage of offering cutting-edge memory solutions, the 750 EVO SSDs leverage Samsung’s advanced NAND flash technology and are packed with the company’s proprietary TurboWrite, Dynamic Thermal Guard protection and RAPID Mode features that together contribute to their high performance. Also equipped with Samsung’s powerful MGX controller, the 750 EVO SSDs provide sequential read and write speeds of up to 540MB/s and 520MB/s respectively, when TurboWrite is used.

The 750 EVO line-up is an ideal PC upgrade option that will turbo-charge users’ computing and multi-tasking needs at their home, school and office. With Samsung Data Migration and Magician software, upgrading to the 750 EVO from existing storage device is quick and easy. The SSD also features reliable AES 256-bit hardware encryption to ensure stored data remain safe and secure. Unlike an HDD, the 750 EVO SSD has no moving parts, so consumers do not need to worry about the wear and tear on moving parts that can result in lost or corrupted data.

Samsung will offer the new 750 EVO 500GB to consumers with a three-year limited warranty or 100 terabytes written (TBW) in more than 50 countries and areas, including the USA, Europe, China, Korea, and other regions starting in early June. The 750 EVO 500GB’s MSRP (Manufacturer’s Suggested Retail Price) is \$149.99. For more information, please visit www.samsung.com/SSD.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

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