



Samsung Invites Developers to Participate in its First Global Tizen Mobile App Incentive Program

Program will further strengthen Tizen ecosystem and award \$10,000 to each of the top 100 downloaded Tizen mobile apps for nine months

HYDERABAD, India – November 11, 2016 – Samsung Electronics Co. Ltd. today announced the launch of the Tizen Mobile App Incentive Program, Samsung's first initiative to support Tizen's global developer community and expand its mobile app ecosystem. Developers are invited to submit Tizen mobile apps for an opportunity to win \$10,000 or more.

"As a committed leader of the Tizen platform, we strive to further benefit, expand upon and evolve the Tizen ecosystem," said Woncheol Chai, VP of Global Product Management, Mobile Communications Business, Samsung Electronics. "We're excited to launch this new incentive program to help develop and bring the best of mobile apps to the Tizen community as well as provide customers with a better mobile experience."

The new program will run from February through October 2017, and developers who create mobile apps for Tizen, such as gaming, social and lifestyle apps, are eligible to apply. Every month, each of the top 100 apps downloaded from the Tizen store and pre-registered to participate in the Tizen Mobile App Incentive Program will win \$10,000.*

Apps already available in the Tizen store, as well as new apps, can be entered to win. All developers must do is ensure they register their apps for participation by visiting incentive.tizenstore.com. Individuals can begin applying to participate in January 2017. The winners will be notified on the 10th of each month starting on March 10, 2017 and ending on November 10, 2017.

The announcement was shared today at the NASSCOM Game Developers Conference, India's largest confluence of game developers. For more information on the new incentive program, please visit incentive.tizenstore.com.

Tizen developers can also monetize their apps through mobile advertisements with the InMobi Ad Software Development Kit (SDK). Developers can learn more and download the SDK at developer.tizen.org.

**In the event that two apps reach the exact same number of downloads, the earlier registered app will receive the \$10,000 prize.*

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, 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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