



Samsung's Connected Ecosystem Accelerates the Growth of the Gear S2 Applications

Users can customize their Gear S2 with stylish watch faces and applications designed for any lifestyle

Seoul, Korea – March 21, 2016 – Samsung Electronics Co., Ltd. continues to demonstrate its leadership in the wearables category with Gear S2, delivering ultimate convenience through its innovative design, partner applications and product features. Since its launch in September 2015, the number of apps dedicated to the unique circular design and the UX of Gear S2 has increased over 4 times. Gear S2 users can manage life at the flick of a wrist for a truly connected experience with access to some of the world's most prominent travel, fitness and lifestyle applications.

“At Samsung, we listen to consumers and engineer products that deliver on those needs. From the rotating bezel to the range of apps, we give consumers the ability to personalize their devices and use them in ways that work best for their lifestyle,” said Younghee Lee, Executive Vice President of Global Marketing, Mobile Communications Business at Samsung Electronics.

Popular Gear S2 applications include:

- **Unique, Stylish Watch Faces:** From artists Jean-Michael, Jeremyville to Burton Morris, new designs announced this year from artists Jean-Michael, Jeremyville and Burton Morris will give users even more options to customize the Gear S2 to fit their style. These new watch faces will join already popular choices like the Snoopy design, available in multiple styles, and the Art Collaborated Watch Face series inspired by the American artist and social activist Keith Haring.
- **On-the-Go Convenience:** Whether on the ground or in the air, consumers can experience a convenient way to travel, without having to worry about the logistics of transportation. With the Uber app, users can schedule a ride from their location, expect reliable pick-up and pay without reaching for their wallet. With Iberia and KLM, travelers can easily check the flight information, check-in, and access the boarding for a quick scan-and-go.
- **Fitness:** Dedicated applications on Gear S2 make it easy for users to maintain a healthy lifestyle. With its built-in sensors and voice guide, the S-Health feature helps users achieve health and fitness targets. And for golf fans – from beginner to pro – Golf Navi, free on Gear S2, manages everything from measuring the distance to the hole and keeping score; the app can even locate the nearest golf course.
- **Get in the Game:** For a fun break any time of day, Bubble Bash is a popular game that takes advantage of the rotating bezel on the Gear S2 letting users burst bubbles and take a gaming break no matter their location.

Samsung Gear S2 and applications reflect Samsung's commitment to collaborate with developers and partners to broaden the wearable ecosystem to give users more personal and smart wearable experiences.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

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