



RUGBY FANS ARE SET TO ENJOY THE GREATEST LIVE SPORTS VIEWING EXPERIENCE IN THE WORLD AS THE SAMSUNG SLIDER ARRIVES IN LONDON FOR THE HSBC LONDON SEVENS

London, UK – Thursday 12th May, 2016 – Samsung Electronics UK today unveiled the latest innovation in sports viewing, the Samsung Slider. Rugby fans will be offered a chance to get closer to the action than ever before at Twickenham Stadium on the 21st and 22nd May, as the Samsung Slider makes an appearance at the HSBC London Sevens.

A UK first, the Samsung Slider is a state of the art four person mobile seating unit that offers an innovative new way for fans to enjoy the match. Travelling up and down the pitch from try line to try line on an 80m custom built track, the Slider will reach speeds of up to 20mph to ensure that those lucky enough to be riding it will never miss a moment of the game.

Current England internationals and RBS 6 Nations champions Jonathan Joseph and Joe Launchbury as well as 2003 Rugby World Cup winner Lawrence Dallaglio were all on hand to help launch the Samsung Slider's arrival in the capital as it passed some of London's most famous landmarks, ahead of next weekend's HSBC London Sevens at Twickenham.

Rugby World Cup winning ex-international Dallaglio said *"This is a brilliant new innovation for fans, there is nothing like being in the stadium and hearing the roar of the crowd. The Samsung Slider is an incredible opportunity to bring fans closer to the action than I have ever seen made possible before"*.

This new benchmark for in-stadia fan viewing experience is mirrored away from the pitch by the latest Samsung 4K SUHD TV range. Enjoyed on a deeper, wider and clearer Samsung curved screen, the quantum dot technology, HDR 1000 and Smart Hub ensure an unrivalled picture quality by delivering unparalleled accuracy in natural colour reproduction on the smartest TV on the planet.

Samsung will be providing multiple opportunities for fans and customers to experience the best seats in the stadium both in the lead up to the event and at Twickenham across the weekend through their social media channels and at www.samsung.com/uk/offer/samsungslider/

Stuart Mayo, Head of Marketing – TV and AV, Samsung Electronics UK and Ireland, commented: *"The innovative Samsung SUHD TV product range provides a quantum leap in picture quality and an unparalleled viewing experience at home. The Samsung Slider is a brilliant illustration of how we can use technology to create the best viewing experience possible and enhance how fans at the HSBC London Sevens can enjoy the game of rugby like never before."*

SAMSUNG

The Samsung Slider will provide more than 150 rides across a 45 match schedule at Twickenham Stadium over the full tournament weekend, providing fans with multiple opportunities to win a place on the best seat in the house for a match viewing experience they will never forget.

To find out more about the Samsung SUHD TV product range and to win a place on the Samsung Slider at this year's HSBC London Sevens, 21st-22nd May, follow the Samsung Sport social channels – Twitter @SamsungSport and Facebook.com/SamsungSport, or visit www.samsung.com/uk/offer/samsungslider/

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The Samsung Slider

The Samsung Slider was built from an aluminium superstructure similar to airliners. At 5m long and 1.73m wide, the Slider sits atop an 80m custom built track and is capable of speeds of up to 20mph. It comes complete with a 135 laser safety curtain that immediately stops operations if it is breached during play.

Samsung SUHD TV

The latest Samsung SUHD TV range offer the consumer a quantum leap in viewing experience at home. Quantum Dot Color and HDR 1000 technology combine to deliver stunningly vivid, authentic images and dynamic brightness like you've never seen before. Complete with Smart Hub and a deeper, wider and clearer Samsung curved screen ensure an unrivalled picture quality on the smartest TV on the planet.

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.