

SAMSUNG

CONTACT:

Kate Bailey

Taylor Herring PR

Tel: +44 (0) 208 206 5151

Email: kate.bailey@taylorherring.com

Ashrita Seshadri

SAMSUNG UK

Tel: +44 (0) 1932 455176

Email: ashrita.s@partner.samsung.com

PICTURE THIS... THE 20 GREATEST BRITISH VIEWS REVEALED FROM SNOWDONIA TO STONEHENGE AND ST IVES

- Ancient and modern British sights celebrated in nationwide study, as Brits found to take over 1,000 pictures each year, many of which are scenic views
- Views from Mount Snowdon, the Scottish Highlands and Stonehenge revealed as top three views that bring Brits infinite pleasure
- Study commissioned by Samsung to launch new Galaxy S8, alongside photography project with Landscape Photographer of the Year capturing incredible views nominated



Images Top British Views: <https://www.flickr.com/gp/taylorherringpr/n7fF9w>

Images Giant Phone Tour: <https://www.flickr.com/gp/taylorherringpr/32i3R9>

Snowdonia is the peak of perfection while the Scottish Highlands and Stonehenge also feature in the top three greatest British views in a new study that celebrates the most incredible sights, both ancient and modern, in the UK today.

More than 2,500 people took part in the study which asked respondents to vote from a longlist of incredible views which was created by a panel of leading travel experts from publications including Rough Guides, Mr and Mrs Smith, Wanderlust and Good Housekeeping.

The study was specially commissioned to mark the forthcoming launch of the new **Samsung Galaxy S8** smartphone which boasts an innovative 'Infinity Display' screen and premium best-in-class

camera which has been used to capture a series of stunning photographs of many of the views listed.

Topping the list of greatest British views was the awe-inspiring sight of the lake Llyn Llydaw from the summit of Snowdon, nestling within Snowdonia National Park, which was created in 1951.

The full list of the 20 greatest British views is:

- 1) Snowdonia – view of Llyn Llydaw from Mount Snowdon summit, Wales
- 2) Scottish Highlands – view of Three Sisters mountains, Glencoe Valley, Scotland
- 3) Stonehenge, Wiltshire, England
- 4) St Ives Bay, Cornwall, England
- 5) Cheddar Gorge, Somerset, England
- 6) Loch Ness – view from Dores, Highland, Scotland
- 7) Buttermere, Lake District, England
- 8) Parliament and Big Ben - view from Westminster Bridge, London, England
- 9) Giant’s Causeway, County Antrim, Northern Ireland
- 10) Loch Lomond – view from Conic Hill, Dunbartonshire, Scotland
- 11) Ben Nevis, Lochaber, Scotland
- 12) Edinburgh from Arthur’s Seat, Scotland
- 13) Peak District – view from Stanage Edge, Derbyshire, England
- 14) Brecon Beacons – view from the summit, Wales
- 15) Durdle Door, Dorset, England
- 16) Spires of Oxford, Oxfordshire, England
- 17) Bamburgh Castle – view from the coast, Bamburgh, Northumberland, England
- 18) Seven Sisters, Sussex, England
- 19) Bournemouth pier and beach, Hampshire, England
- 20) Kings College – view from the River Cam, Cambridge, England

The study pinpointed the five key factors that make up a quintessentially British view, with rolling countryside coming top (42%), followed by rugged coastlines (21%), country villages (20%), historical landmarks (15%) and spires, cathedrals and architecture (15%).

The findings shine a spotlight on some of the most photographed sites in the UK revealing that the average British adult takes in excess of 1,000 pictures each year, predominantly on smartphones – the majority of which focus on landscapes and city views which was cited by 66% of those surveyed as their favoured photographic subject matter.

The study also revealed the subjects which are most likely to make pals envious when they were posted on social media sites. Topping the list were awesome views (48%), followed by pictures of friends and family (10%), food and drink (6%) and selfies (5%). In addition to provoking jealousy, pictures of beautiful locations were also inspiration, with half of us (50%) admitting we are more likely to visit a place having seen a posted picture.

Sam Grant, Marketing Director at Samsung Electronics UK and Ireland said: *“We wanted to mark the launch of the new Samsung Galaxy S8, with its unique and groundbreaking Infinity Display, by celebrating the beautiful views in our country of mountains, highlands, beaches and urban skylines that are best enjoyed unconfined.”*

Samsung has celebrated the greatest British views by commissioning a new photography project from Matthew Cattell – Britain’s reigning Landscape Photographer of the Year which will be shot

entirely on a Galaxy S8. Matthew is travelling the length of the UK in March and April to capture a series of stunning shots at locations which were named in the study, including the London skyline, the Lake District and St Ives Bay.

Selected views named in the study are also being framed by the giant Infinity Display on a 7x3m scale model of the Galaxy S8, which Samsung are taking on tour throughout April to locations which featured in the top 20, including St Ives, London and Stonehenge.



Landscape Photographer of the Year, Matthew Cattell said: *“The Galaxy S8 has the most evolved smartphone camera in the world today creating impressively sharp pictures, even in low light conditions – which is just as well as we encountered a fair few spring showers and grey days whilst shooting the project! I hope people enjoy the results and are encouraged to get out and shoot the amazing views closest to them.”*

Landscape Photographer of the Year Matthew Cattell’s top five tips for shooting landscape views:

- 1. Look for a focal point** – focal points are important to hold the viewers’ attention. Might be something physical such as an interesting landscape feature, local landmark or building. Alternatively, could be more abstract such as the texture of a surface or the way that light plays across a scene.
- 2. Think about your foreground and ‘lead in’ lines** – consider the scene as having a foreground, middle ground and a background; including something interesting in the foreground which relates to the wider scene helps to give your photograph greater depth. Foregrounds can also be used to lead the viewers’ eye into the photograph. Known as ‘lead in’ lines, these features are often linear (think wall, fence line, path) and work best when positioned moving diagonally across the frame.
- 3. Best time to take photos** - The best time of day are the hours around sunrise and sunset, when shadows are deep and the light is warm. Photographers call this period just after sunrise and before sunset the ‘Golden Hours’.
- 4. How much sky to include** - Imagine dividing a photograph up into three equal rows. Compositionally, it is better to place the horizon on either the upper or lower third, rather than through the centre of the frame. The amount of sky to include is then entirely dependent on the quality of the sky; if the sky is bland look to minimise it, or exclude it from the frame entirely.
- 5. Additional equipment to consider** –
 - A tripod and mount help to keep the smartphone steady, to fine-tune compositions and use long exposure times.

- A Bluetooth shutter release – Pressing the screen to take a photograph will cause the camera to shake and this can result in blurry photographs. Using a Bluetooth shutter release (or the smartphone’s self-timer) eliminates this problem.
- Filters - If you want to get creative with your photography then it is worth investing in a set of filters, which clip over your smartphone’s lens. Use a circular polarising filter to remove reflections and give blue skies a punch, or an ND filter, which reduce the amount of light getting into the camera and have the effect of lengthening shutter times, allowing the camera to record the passage of time.

The Samsung S8 is available for pre-order until 19th April and launches in the UK on 28th April, and will be available from selected retailers as well as the Samsung e-store – for more information and stockist details visit www.samsung.com/uk.

- Ends -

Notes to Editors

The survey of 2,500 British adults was conducted in March 2017, on behalf of Samsung.

The shortlist of views was supplied and created by a series of travel experts – Greg Dickinson (Rough Guide), Phoebe Smith (Wanderlust), Juliet Kinsman (Mr & Mrs Smith), Jess Callan (Good Housekeeping), Harry Wallop (The Daily Telegraph) and Lisa Minot (The Sun).

¹ Brits under the age of 55 take 1,071 photographs on their smartphone each year, on average.

About Samsung S8

Infinity Display: Available in 5.8-inch Galaxy S8 and 6.2-inch Galaxy S8+ models, the Infinity Display and bezel-less design form a smooth, continuous surface with no buttons or harsh angles. The result is a truly immersive viewing experience without distractions, making multi-tasking more convenient. The Galaxy S8’s compact design enables comfortable one-handed operation and Corning® Gorilla® Glass 5 on both the front and back provides both durability and a high-quality finish.

In addition to the new design innovations, Samsung continues to deliver cutting-edge technology that users love, including:

- **Premium Camera:** The Galaxy S8 and S8+ are equipped with an advanced 8MP F1.7 Smart autofocus front camera and 12MP F1.7 Dual Pixel rear camera for the best low-light, zoom and anti-blur photos with enhanced image processing.
- **Powerful Performance:** Packing powerful performance and connectivity, the Galaxy S8 and S8+ feature the industry’s first 10nm chip, enabling heightened speed and efficiency. They are also gigabit LTE and gigabit Wi-Fi ready with support for up to 1 Gbps so users can quickly download files, regardless of their size.
- **Robust Entertainment:** As the world's first mobile device certified by the UHD Alliance as MOBILE HDR PREMIUM™, the Galaxy S8 and S8+ let you see the same vibrant colours and contrasts that the filmmakers intended while watching your favourite shows. In addition, the Galaxy S8 and S8+ offer next-level gaming experiences with vivid and superior graphic technology, as well as Game Pack, featuring top game titles, including select titles supported by the Vulkan API.
- **Global Standard in Mobile Security:** The Galaxy S8 and S8+ are built on Samsung Knox, a defense-grade security platform. In addition, the Galaxy S8 and S8+ will offer a wide selection of biometric technologies including a fingerprint scanner, iris scanner and facial recognition, so users can select a secure biometric authentication method that works best for them.

For additional product information, please visit www.samsungmobilepress.com, <http://news.samsung.com/galaxy> or www.samsung.com/galaxy.

UK pre-order and launch

- UK pre-orders will open from the 29th March until the 19th April on Samsung.com/uk, select operators and retailers
- Pre-order customers will receive their devices from 20th April, subject to stock availability
- The Samsung Galaxy S8 and S8+ will launch on the 28th April in UK and Europe
- In the UK, the Galaxy S8 will retail at £689 and the Galaxy S8+ will retail at £779
- Two colours variants will launch in the UK; Midnight Black and Orchid Grey. Potential availability of the third colour, Arctic Silver, will be announced in due course

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