



Samsung Brings Freedom and Fun to Your Fitness with the Launch of Gear Fit2 and Gear IconX

GPS sports band and cord-free fitness earbuds address top consumer requests, making it easier to incorporate fitness into any lifestyle

SEOUL, Korea – June 3, 2016 – Samsung Electronics Co. Ltd continued its expansion in the fitness wearable market today with the global unveiling of the Gear Fit2 and the Gear IconX. Each product is designed with consumers' fitness needs in mind, and includes features such as precise tracking technology and a standalone music player to provide users with the optimal fitness experience.

The Gear Fit2 features an embedded GPS and a heart rate monitor (HRM) that offer accurate and robust fitness tracking and measurement, while providing instant feedback on the user's workout. The Gear IconX are truly cord-free earbuds that can track fitness information and provide users with feedback on their running performance. Both the Gear Fit2 and Gear IconX are optimized to benefit users' various fitness levels, whether they are training for a marathon or taking a daily stroll through the neighborhood.

"Living a healthy lifestyle is a top priority for consumers to enjoy fulfilling lives. Our wearable technology can enhance existing routines and blend fitness and fun. The Gear Fit2 and Gear IconX are specialized to easily address these needs, ultimately allowing users to get more out of their fitness experiences and everyday activities," said Younghee Lee, Executive Vice President of Global Marketing, Mobile Communications Business at Samsung Electronics.

Gear Fit2: Advanced Features for Fitness

- Features an ergonomic, sleek and slim design for comfortable everyday use
- Provides a Super AMOLED curved display with a high-resolution color touchscreen for easy fitness monitor, or checking and responding to text message notifications
- Embedded GPS and HRM sensor for accurate data tracking of activities that fit any lifestyle
- With Auto Activity Tracking feature, users won't have to manually activate the sports band - whether running, walking, cycling, or utilizing rowing machine or elliptical trainer
- Enables easy transfer of fitness data between S Health and other select fitness applications, and provides 'Step Challenges,' for 1:1 competition with your friends
- The standalone music player enables users to actively workout with motivation without the need of a mobile device

Gear IconX: A Simple and Wireless Experience

- Provides a lightweight, secure and comfortable fit with three different sizes of eartips and wingtips, and can be activated by simply placing the earbuds in the user's ears
- Enables tracking of fitness data such as distance, speed, duration, heart rate and calories burned, and easily syncs with S Health
- Includes a Voice Guide feature that provides instant voice feedback on the user's workout progress and provides a standalone music listening experience
- With Bluetooth capability and an internal storage that can play up to 1,000 MP3s, users can simply tap or swipe the earbuds to easily control the music

The Gear Fit2 will be available beginning June 10, 2016 and the Gear IconX will be available beginning in Q3 2016. For more product information, please visit www.samsungmobilepress.com or news.samsung.com/galaxy.

For official launch film of Gear Fit2 and Gear IconX, please visit

Gear Fit2: <https://www.youtube.com/watch?v=SHK5SAHj1ZE>

Gear IconX: https://www.youtube.com/watch?v=_Qto3jm36Tw

Samsung Gear Fit2 Specifications:

Display	1.5", Curved Super AMOLED 216 x 432
Chipset	Dual Core (1 GHz)
Memory	512 MB (RAM) / 4 GB Storage
Connectivity	Bluetooth® v 4.2
Sensor	Accelerometer, Gyro, HRM, Built-in GPS, Barometer
Dimension	24.5 (W) x 51.2 (D) mm
Weight	Small: 28g Large: 30g
Battery	200mAh
Compatibility	Android 4.4/ RAM 1.5 GB
OS	TIZEN
Additional Features	Notifications (SNS, call, email, applications, schedule)
	Black, blue and pink
	Small (Size of the wrist: 125 ~ 170mm) Large (Size of the wrist: 155 ~ 210mm)
	IP68 certified (up to 30 minutes in up to 1.5m of water)
	Standalone music player
Audio	Audio formats: MP3, WMA, WAV, AAC, M4A, AMR, AWB, OGG, OGA, 3GA

Samsung Gear IconX Specifications:

Memory	4 GB / up to 1,000 songs
Connectivity	Bluetooth® v 4.1
Sensor	Accelerometer, HR, Capacitive Touch
Dimension	Earbud: 18.9 (W) x 26.0 (D) mm / Case: 92.0 (W) x 35.3 (D) mm
Weight	Earbud: 6.3g per earbud / Case: 52g
Battery	Earbud: 47mAh / Charging Case: 315mAh
Compatibility	Android 4.4/ RAM 1.5 GB
Speaker	Dynamic Driver
Microphone	2ea per earbud
Additional Features	Black, blue and white
	Splash resistant (P2i Nano Coating)
	Standalone music player
	Voice guide (available in 15 languages)
Audio	Audio formats: MP3, WMA v9, WAV, AAC, M4A

**All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, pricing, components, performance, availability, and capabilities of the product are subject to change without notice or obligation.*

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.

###