



Samsung Printing Solutions Launches Smart UX Center Online Event, Offering US\$ 33,300 Worth of Prizes

SEOUL, Korea, August 30, 2016 – Samsung Printing Solutions today announced that the company will hold a worldwide online event called "**EUREKA! Beyond Printer**" to mark the unveiling of the revamped Smart UX Center website on September 1.

The event is designed to improve the customer experience as Samsung is transforming the office into a dynamic workplace. It is open to users of the Samsung Smart UX Center, and to anyone who wishes to share their stories and ideas. Participants of the event can submit their entries in two different categories; the "My Eureka Story" and the "My Eureka Idea". The first category is intended to allow customers to share their real-life experiences with Smart UX apps, and the second category will allow customers as well as dealers to suggest innovative app development ideas.

Beginning from September 1st through October 15th, submissions can be made via Samsung Smart UX Center event page (<https://smartux.samsung.com/EventBoard>). More details of the event can be found on the website.

Samsung Printing Solutions will focus on the benefits and experience it delivers on a customer's stand point when reviewing submitted stories and evaluate them based on the following three factors: cost saving, productivity and workflow improvement. Judges' top three stories and app development ideas will be shared through the event page. Also, visitors will be able to vote for their favorites by clicking on the Like button. Online voting will account up to 50 percent of the overall evaluation. The winners and runners-up of both categories will receive cash prizes, with a combined total of US\$33,300 up for grabs.

The winner of the 'My Eureka Story' will receive a prize of US\$3,000 in cash, while 20 second place winners including customers' dealers will each receive US\$100. The event itself is not just about winning, but about sharing ideas. The first 1,000 applicants of the story-sharing category will also be rewarded with gift vouchers of US\$20.

In the case of the 'My Eureka Idea' category, the winner will receive a US \$3,000 cash prize, while three runner-up contestants will be awarded with US\$ 100 each.

The Smart UX Center is an Android-based touchscreen control panel for Samsung's range of MFP printers, including the MultiXpress series. The UX Center enables users to seamlessly photocopy, print, edit and transfer documents in any form, using devices such as printers, computers and mobile devices.

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