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Samsung opens registration for Samsung Developer Conference 2016 in San Francisco

Developers, creators and builders alike will come together to discuss the latest technologies and share future innovations, from April 27-28, 2016 at Moscone West

San Francisco, CA – February 3, 2016 – Samsung Electronics Co. Ltd., announced today that registration for the Samsung Developer Conference 2016 (SDC 2016), which will be held from April 27 to April 28 at San Francisco's Moscone West Center, is now open.

Centered around the theme of "Connecting the Future Everywhere You Look", the this year's SDC will offer more than 60 technical sessions, interactive workshops, keynotes and hands-on device experiences across 10 different topics, including: The Internet of Things (IoT), Virtual Reality (VR), Mobile, Wearables, Business Opportunities, Enterprise, Smart TV, Games & Entertainment, Tizen and Health & Medical.

"We have been working to share our vision for technology, connection and collaboration with the global development community, by hosting the Samsung Developer Conference, since 2013." said Seung-hwan Cho, Executive Vice President and Deputy Head of Software R&D Center at Samsung Electronics. "SDC 2016 will offer the perfect chance for attendees to connect with Samsung in person, sharpen their skills, and meet other developers and partners from the Samsung ecosystem. There will also be new, unique technologies and demos that are simply not available anywhere else."

SDC 2016 will showcase the latest IoT technologies including Samsung's 'ARTIK' and the open source software framework 'IoTivity' of OIC*, along with the company's 'Tizen' platform for Smart TVs, wearables such as the Gear S2, and more. Samsung will also unveil the latest plans and technology for its service ecosystem, and key partnership strategies for the likes of 'Samsung Pay', 'S-Health', gaming, and the enterprise security solution, 'KNOX'.

The conference's keynote speakers will introduce brand new products and reveal Samsung's new initiatives to further support the worldwide developer community.

SDC 2016's current speaker lineup includes:

- Injong Rhee, Executive Vice President, Head of R&D, Software and Services, Mobile Communications Business, Samsung Electronics
- John Pleasants, Executive Vice President, Media Solutions Center America, Samsung Electronics America
- Pranav Mistry, Vice President, Head of Think Tank Team , Samsung Research America
- Genevieve Bell, Intel Fellow and Vice President, Corporate Strategy Office, Intel Corporation

Early bird registration is available until March 29 on the official SDC 2016 website (http://www.sdc2016.com), where attendees can also find more information about the conference schedule, key visitor information, planned sessions, speakers and technology showcases. Full two-day conference passes are available at early bird rate along with academic, alumni and group booking discounts.

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.

*Note : Open Interconnect Consortium
The Open Interconnect Consortium, a Delaware non-profit corporation, is being founded by leading technology companies with the goal of defining the connectivity requirements and ensuring interoperability of the billions of devices that will make up the emerging Internet of Things (IoT).