



## ***Samsung Defies Limits of Out of Home (OOH) Advertising***

*Spectacular showcase and multi-sensory consumer experiences at Burj Khalifa underscore innovative new features of the new Galaxy S9 and S9+*

**SEOUL, Korea – March 3, 2018** – Samsung Electronics Co., Ltd. pushes the boundaries of traditional advertising campaigns and marketing engagements with a spectacular showcase at the iconic Burj Khalifa in Dubai. The new Galaxy S9 and S9+—unveiled at Samsung Unpacked in Barcelona on February 25, 2018 with advanced, redesigned camera—will be featured in a display of LED lights and multi-sensory experiences to capture the attention of consumers worldwide and demonstrate its commitment to meaningful innovation that defies barriers. Samsung Electronics is the first technology brand that will be represented on Burj Khalifa’s LED Façade.

The Burj Khalifa, a global icon, garners attention as a popular gathering place and for its amazing LED display, which has been the center of attraction of the ‘Light Up 2018’ spectacle. Samsung will project its Galaxy S9 and S9+ campaign, *The Camera.Reimagined* on the iconic landmark five times from March 2-3. The company will also host an on-the-ground consumer event with Product Experience Zones that allow consumers to explore new advanced visual and audio capabilities of the Galaxy S9 and S9+ first-hand. At activation stands, consumers can create their own personalized AR Emoji, test out the low-light functionality of the Galaxy’s reimagined camera in a mirrored room and capture the celebration with Super Slow-mo video capabilities at Samsung’s confetti booth.

The campaign embraces the spirit of Samsung’s brand manifesto, “Do What You Can’t” (DWYC)—a call to defy barriers and do what can’t be done – and introduces consumers to the Galaxy S9 and S9+ through immersive experiences, media, TV commercials and digital content. Samsung is creating products, services and experiences that are made for the way consumers express themselves and discover hidden moments.

“Staying true to our heritage of relentless innovation, this campaign is another example of how Samsung is continuously pushing the boundaries of what’s possible – just like we do with our products and services,” said YH Lee, Global Chief Marketing Officer of Samsung Electronics. “Through the spectacular Burj Khalifa ‘Light Up’ show, multi-sensory engagement experiences, and the new Galaxy S9 and S9+, we are tapping in to the way consumers communicate, engage and experience the world today.”

In addition to the takeover in Dubai, Samsung will launch OOH activations at landmarks and high-traffic areas in major global markets, where consumers can experience the Galaxy S9 and S9+, including the advanced camera features that can catch a fleeting moment, high-quality audio and intelligent connectivity that allows users to seamlessly manage all facets of their social lifestyle.

### **Spectacular Showcase Schedule**

Samsung will project its Galaxy S9 and S9+ campaign on the iconic landmark five times from 19:57 GST on March 2 through 20:27 GST on March 3.

For more information about the Galaxy S9 and the OOH campaign, visit <http://www.samsungmobilepress.com>, [news.samsung.com/galaxy](http://news.samsung.com/galaxy) or [www.samsung.com/galaxy](http://www.samsung.com/galaxy).

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**About Samsung Electronics Co., Ltd.**

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.