



Samsung Supports World's First-Ever Virtual Reality Live Streaming during Lillehammer 2016 Winter Youth Olympic Games Opening Ceremony

Lillehammer, Norway – February 12, 2016 – Samsung Electronics Co., Ltd., Worldwide Olympic Partner in the Wireless Communications Equipment category, proudly supported the International Olympic Committee to deliver the **World's first-ever Virtual Reality Live Streaming of Olympic Games** content today during the Lillehammer 2016 Winter Youth Olympic Games Opening Ceremony. The first of its kind dynamic and innovative real-time experience represents Samsung's commitment to enhancing the Olympic Games and continuing to push the boundaries of what is possible for fans around the world. The Live Streaming featured immersive angles of the Olympic torch lighting, Parade of Nations, and other Opening Ceremony events.

By pairing Galaxy smartphones with the Gear VR and visiting Olympic.org for a direct link to the Youth Olympic Games VR experience, fans located in Samsung Galaxy Studios in Lillehammer, the Samsung Experience Store CC-Vest in Oslo, Norway, and across the globe were able to fully immerse in the Opening Ceremony and feel the energy of the crowd. The breakthrough experience maximized the excitement of the Youth Olympic Games and allowed Samsung to connect with youth and millennials through interactive VR experiences and spread the Olympic spirit around the world.

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About Samsung's Involvement in the Olympic Games

Samsung began its Olympic Games involvement as a local sponsor of the Seoul 1988 Olympic Games. Beginning with the Nagano 1998 Olympic Winter Games, the company extended its commitment to the Olympic Movement as the Worldwide Olympic Partner in the Wireless Communications Equipment category, providing its proprietary wireless communications platform, called Wireless Olympic Works (WOW), and mobile devices. These innovative mobile phone technologies provide the Olympic Family with real-time, user location-based information service, interactive communications, and mobile payment on-site. Samsung hosts various Olympic campaigns to share the excitement of the Olympic Games with people around the world and enable everyone to participate in the Games through its innovative mobile technology. Samsung's commitment as a Worldwide Olympic Partner continues through to Rio 2016, PyeongChang 2018, and Tokyo 2020.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, opening new possibilities for people everywhere through relentless innovation and discovery. We employ 319,000 people across 84 countries. To discover more, please visit our official website at www.samsung.com and Samsung Newsroom at news.samsung.com.