



**Jane Yun**  
Samsung MENA HQ  
jane.yun@samsung.com

**Gregory Henderson**  
LeoComm PR  
gregory.henderson@leocommpr.com

## **Virtual Reality is now Available to the Masses with the Samsung Gear VR**

*Gear VR is now compatible with millions of Samsung Smartphones*

**Lisbon, Portugal – February 20, 2016 – Samsung Electronics Co. Ltd.**, has taken virtual reality from a novel concept to widespread adoption with the introduction of its first Gear VR device aimed at consumers. Extending its leadership in the wearables category, the latest edition of the Gear VR is compatible with even more smartphones, including the Galaxy Note 5, Galaxy S6 edge+, S6 and S6 edge. Leveraging each device's super AMOLED display, Gear VR provides the color, clarity and performance required for an amazing virtual reality experience.

"We strive to remain at the forefront of delivering superlative mobile experiences to our customers in the region. With the Samsung Gear VR, we have made virtual reality available to the masses. We are thrilled to have partnered with Oculus to bring this revolutionary innovation to our region. Samsung is setting new standards for mobile virtual reality by bringing this revolutionary product to consumers," said Abdo Chlala, Head of IT & Mobile Business at Samsung Middle East & North Africa.

The Samsung Gear VR is 22 percent lighter than previous Gear VR Innovator Edition, and includes new foam cushioning to make the device more comfortable to wear. In addition, the Gear VR's touchpad has been improved, providing greater control while enjoying the robust selection of film, gaming, 360 degree video and experiential content available for Gear VR.

"Together with Samsung, we've redefined virtual reality and created the best mobile VR experience available today," said Brendan Iribe, CEO, Oculus. "On Gear VR, people are playing immersive VR games with friends, sharing 360 video experiences, and teleporting around the world with photos and videos – and it's only the beginning for what's possible with mobile VR."

Samsung Gear VR is available in selected markets in the Middle East and North Africa.

### **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](http://news.samsung.com).

###