



Samsung Electronics Brings Excitement to Fans, Athletes and Officials at the Olympic Winter Games PyeongChang 2018 through Innovative Experiences at the Samsung Olympic Showcase

PyeongChang, South Korea – February 7, 2018 – Samsung Electronics Co., Ltd., Worldwide Olympic Partner in the Wireless Communications and Computing Equipment category, is bringing technological innovations to the Olympic Winter Games PyeongChang 2018 through interactive experiences at the new Samsung Olympic Showcases. Samsung will encourage fans and athletes to “Do What You Can’t” through fun, immersive experiences across multiple Samsung Olympic Showcases.

Throughout the Olympic Winter Games, a total of nine Samsung Olympic Showcases, featuring a mix of cultural, technological and immersive fan experiences, will be in PyeongChang and Gangneung, including Olympic Parks and the Olympic Villages, the Main Press Center, and four at the Incheon International Airport. Samsung Olympic Showcases @ PyeongChang Olympic Plaza and @ Gangneung Olympic Park opening on February 9th will provide visitors with engaging experiences incorporating Samsung’s legacy of breakthrough innovation and interactive activities powered by Samsung technology.

Athletes and fans will first experience the Samsung brand history and heritage in engineering, design, and craftsmanship, and then the partnership history with the Olympic Games. Then through interactive experiences, visitors will be able to feel the exhilaration and escape into real-world thrills in winter sports through VR including snowboarding and skeleton, as well as participate in alpine and cross-country skiing contests that will challenge fans’ fitness capacity. For the first time, visitors will be able to experience the ‘Mission to Space VR: A Moon for All Mankind’ created by Samsung. Visitors will experience a full space mission including mission briefing, trying on the training suits and helmets, and the truly immersive experience in the Moon rig where they will feel lunar gravity with every step.

“For two decades as a Worldwide Olympic Partner, Samsung has connected fans, visitors and athletes from around the world with our latest technological innovations, which have now evolved to also include immersive experiences,” said Younghee Lee, CMO and Executive Vice President, Samsung Electronics. “We’re delighted to share Samsung’s latest mobile technologies and products so fans and athletes can enjoy new, unique experiences while at the Olympic Winter Games.”

“Over the course of our longstanding partnership, Samsung has brought new experiences and technology advancements to each Olympic Games,” said IOC President Thomas Bach. “Samsung helps to make each and every one an exciting and meaningful experience for all.”

Visitors will experience and engage with Samsung’s products and Galaxy brand through a variety of activities through a comfortable, interactive environment, including:

- **Immersive VR Experiences:** Unique VR experiences powered by the Galaxy Note8 will allow fans to escape into exhilarating moments on the fresh mountain slopes in snowboarding and skeleton as well as escape to space in Mission to Space VR: A Moon for All Mankind’ – available to consumers to experience for the first time. Other experiences include simulated skiing adventures.
- **Playful Experiences:** Promoting the playful side of technology, Portrait Pool allows visitors to turn their “selfies” into painted characters for social sharing, S Pen Gallery to create own portraits



with Galaxy Note8 and S pen as a paint brush, Infinity Moment to create user generated content with the Galaxy Note8.

- **Kids Lounge:** A dedicated kids lounge in a hands-on zone, where kids can play, learn and explore Samsung products and expand their creativity through hands-on experience.
- **Smart Home (IoT):** Multi Device and futuristic demos powered by mobile technology that showcase the IoT, helping visitors to imagine the future lifestyle.
- **Unbox Samsung:** The journey of 'Unbox Samsung' where visitors can experience the Living History of Samsung since 1988 when the first mobile phone was launched.
- **Purchase and Customer Service:** Visitors will also be able receive customer service and make purchases of the mobile products and its accessories.
- **Interact & Relax:** Within lounges and in the Cultural Community where various lifestyle programs will take place as well as in the Café where food and beverages will be available for purchase using Buddy Points acquired during the interactive experiences.
- **Special Events:** A series of events will take place at the Samsung Olympic Showcase to enhance the Olympic Winter Games experience including athlete visits and celebrating holiday moments.

###

About Samsung's Involvement in the Olympic Games

Samsung began its Olympic Games involvement as a local sponsor of Olympic Games Seoul 1988. Beginning with Olympic Winter Games Nagano 1998, 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 and mobile devices. These innovative mobile technologies provide the Olympic Community, athletes and fans around the world with interactive communications and information services, and Samsung Pay. 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 PyeongChang 2018, and Tokyo 2020 in the Wireless Communications Equipment and Computing Equipment category.

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.