



## Samsung Electronics Wins 55 iF Design Awards

*With Four Gold Awards in 2018, Samsung Becomes the No.1 Award-winning Company in the Last Three Years*

**SEOUL, Korea – March 10, 2018** – Samsung Electronics Co., Ltd., announced that it won 55 awards including four gold awards at the world-renowned International Forum (iF) Design Award 2018. All told, Samsung claimed 40 awards for superior product design, five for professional concept design, eight for communication design, one for packaging design and one for service design.

Organized by the iF International Forum Design GmbH, the iF Design Award contest started in Germany in 1953. Product submissions are based on a comprehensive evaluation of design, material suitability, innovativeness and seven additional categories including product, packaging, communication and professional concept.

This year's achievement of 55 awards, including the gold award for the Modernist Column Refrigerator, CHG90 QLED gaming monitor, the Odyssey gaming PC set, and Samsung Power, is Samsung's greatest yet, since first participating in the iF Design Award in 1996. Samsung has now won more prizes than any other company in the last three years of the iF Design Award.

"Through a deep understanding of what people really want, we will continue to strive for designs that enrich our customers' lives through human-focused innovation," said Dontae Lee, Executive Vice President and the Head of the Corporate Design Center at Samsung Electronics.

The Modernist Column Refrigerator is a super-premium built-in column-type refrigerator leading change in modern design in the U.S. built-in market. It features 3DLighting, which illuminates the elegant all-stainless-steel interiors, and intuitive functions such as the dual door-mounted cameras, Push-To-Open™ Door assist, and waist-high Hidden Touch Control Panel. An internal water dispenser provides fresh filtered water, while Dual Icemakers serve both traditional and Cocktail Ice™. Precise Cooling technology with two evaporators also ensures the freshest ingredients.

The CHG90 QLED gaming monitor, a super ultra-wide 49-inch 32:9 screen with 1800R curvature, is equivalent to two 16:9 monitors side by side, generates an exceptionally engaging gaming experience. The monitor frame and stand embody robustness, solidness and durability, while the monitor can be tilted up and down or adjusted left or right for optimal usability. Gamer-friendly features, such as shortcut keys that can save personal settings in each of the gaming screens, ensure smoother gameplay for the winning edge in onscreen contests.

The Odyssey is a compact, powerful gaming desktop offering a clean and fresh approach to gaming with a keyboard and mouse. With a unique, bold sitting position and optimized cooling, the Odyssey slim is the flagship gaming desktop. The Odyssey mechanical keyboard\* is designed for serious gamers, with ideally angled cherry keys for optimum quick-fire responsiveness. The Odyssey gaming mouse\* includes ambidextrous detachable wings catering to various gaming styles, and to the size of hand by each user.

Lastly, the Samsung Power, a wireless charger convertible and battery pack designed as a companion

device for the Galaxy, can function as a stand with both horizontal and vertical positions for watching multimedia or making video calls. It can also be folded into a slim pad for easy carrying and storage. The cushion pad safeguards the phone from external shocks or phone vibrations and maintains a stable charging position. The leather-like texture and compact design enhance the complete look of the design. The battery pack is designed for ultimate portability, thanks to its optimal size, curved sides, and non-slip surface coating. Also, the rubber strap on top makes it easy to carry and reduces the risk of dropping.

In addition to the four gold awards, 50 other iF Design Award recognized Samsung's products including Galaxy S8 & S8+, Galaxy Note 8, The Frame, QLED TV Q9, 36-inch French Door Built-in Refrigerator, and POWERstick PRO™.

For more information, please visit <https://ifworlddesignguide.com/design-excellence>.

\* The Odyssey mechanical keyboard and gaming mouse are not commercially available products.

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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>.