

## **Samsung's New Quantum Dot SUHD TV Social Campaign "Transports" You To Places You Have Dreamed Of**

*Building on Samsung's "THIS IS TV" brand campaign, #TVTransports encourages consumers to connect with their world through Samsung Quantum dot SUHD TVs*

**SEOUL, Korea – June 20, 2016** – Samsung Electronics Co., Ltd., the worldwide leading TV brand for ten years running, announced today that it will expand its 'THIS IS TV' brand campaign to social media. The initiative will consist of an online contest and a series of offline events in key cities, aiming to connect consumers with the world through the true-to-life picture quality of Samsung Quantum dot SUHD TVs. Consumers, using hashtags #TVTransports and #ThisIsTV, can leverage Samsung SUHD TVs and their ability to transport consumers to the places they dream to visit.

"Samsung has been working to strengthen TV's role as a platform that connects people and brings them together to enhance their everyday lives" said Moon Soo Kim, Executive Vice President of Samsung's Visual Display Business at Samsung Electronics. "By expanding 'THIS IS TV' to social media, we hope to share the value of Samsung Quantum dot SUHD TV with more consumers, provide them with once-in-a-lifetime experiences in real-time. Samsung will continue to deliver the true value of Samsung SUHD TV through various ways and stories."

### **Bringing Unexpected Destinations to Consumers in Real-time**

Earlier this year, Samsung kicked off its 'THIS IS TV' brand campaign starting with a series of videos highlighting the value of Samsung Quantum dot SUHD TVs through its features. Now, to provide consumers with the opportunity to physically experience the value of Samsung's latest technology, Samsung will kick-off a social campaign starting with offline events in key markets around the world. Beginning with Jakarta, these activations will gradually expand to other markets including Singapore, Berlin, Sydney and Milan.

To help raise awareness about the 'THIS IS TV' social campaign, Samsung will install experience zones in unexpected places. These pop-up experience zones will take unsuspecting attendees to exotic destinations on realistic, true-to-life screens of Samsung Quantum dot SUHD TVs – as if they were actually transported.

The moments that these surprise events happen, as well the reaction from those who took part, will be posted on Samsung participants' markets' social media channels to share the reality of the experience and invite their friends to take part in the social media campaign.

### **Transporting Consumers to Their Dream Destinations**

To provide consumers with more chances to participate in the campaign, and learn more about the true values of Samsung Quantum dot SUHD TV, Samsung will run social media contests across Facebook and Instagram.

Consumers will be invited to share the dream destinations they want to experience with Samsung Quantum dot SUHD TV. They can take part by creating unique images which express their dream destination in creative ways and sharing them on their personal social channels with the hashtags #ThisIsTV and #TVTransports.

Each week, winners will be selected to win various prizes, such as travel vouchers and/or Samsung Quantum dot SUHD TVs that can help them connect them with their dream world. Each market will run the contest for a number of weeks, and each market will reward a number of prizes.

For more information on the “THIS IS TV” Social Campaign, please visit the Samsung Facebook and Instagram in each market.

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### **About Samsung’s ‘This Is TV’ Campaign**

Earlier this year, as part of the larger “THIS IS TV” campaign, Samsung unveiled a brand campaign where it showed how the world can connect through the stunning visual display of a Quantum dot SUHD television.

More recently, the campaign released three additional videos highlighting the [picture quality](#), [design](#) and [smart](#) functionality of the 2016 products. Each video serves as a short film that brings to life the benefits of Samsung’s latest advances in TV.

For more information on the “THIS IS TV” campaign, please visit the dedicated landing page on Samsung’s website at <http://www.samsung.com/global/tv/blog/why-this-is-tv.html>. For all of the latest Samsung news, please visit [news.samsung.com](http://news.samsung.com).

### **About Samsung’s Social Media**

Samsung Electronics has built strong presence on extensive social media platforms, especially emerging platforms such as Instagram, to engage with millennials and younger generations around the globe. Samsung, as a leading social media marketer with a well-established global social strategy reaches more than 200 million global social media fans across their social media.

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

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).