



## Samsung Ups the Ante on Customer Support with New Version of Samsung+ App

*Update Brings New Features including Remote Customer Support Via “Samsung*



**NEW YORK CITY, MARCH 31, 2016** – Today, Samsung will release a new and improved version of the Samsung+ app (version 3.0), a one-stop destination for empowering people to get the most from their Samsung products, with additional features to further Samsung’s customer support offerings and deliver a more supported ownership experience.

Key features of Samsung+ 3.0 app include:

### **Customer Support:**



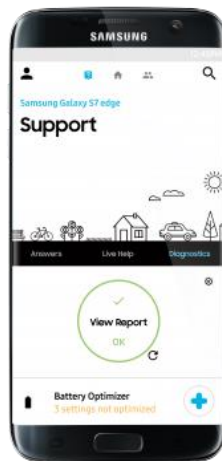
- **Live Support:** With a variety of support options to meet customers' needs, the Samsung+ app provides live support via video chat with the option to text, or phone support with a Samsung representative 7 days a week.



- **Samsung Assist Feature:** Brand new for Samsung+ 3.0, “Samsung Assist” feature brings users hands-on support, direct to their screens wherever they are. Samsung owners can access “Samsung Assist” feature to allow a support representative to remotely operate and troubleshoot their device. “Samsung Assist” feature can be activated once a consumer grants permission, during a video chat or phone call with a support representative. This feature is currently available on the [Galaxy S7](#) and [Galaxy S7 edge](#). Other Galaxy devices and tablets will receive the “Samsung Assist” feature through carrier updates over the coming weeks.



- **On Demand Answers:** Understanding that some customers prefer self-guided support, Samsung+ app offers On Demand Answers, which include FAQs troubleshooting tips for users to solve issues on their own.



- **Device Diagnostics:** The app's Diagnostics feature keeps tabs on your device's battery health as well as data and security. Simple tools pair with diagnostics to quickly optimize battery life and streamline storage.
- **Tips & Tricks:** Samsung+ app provides a library of tips and tricks and personalized support to help you do more and get more from your device. The release of Samsung+ 3.0 makes tips and tricks available for Samsung home appliances and consumer electronics, in addition to mobile devices.
- **Community:** With version 3.0, Samsung adds community across Samsung+ and online at [samsung.com](http://samsung.com). Content will continue to be added on a rolling basis and we are excited to see this evolve as a valuable future resource for customers.

#### Exclusive Access to Content and Rewards



- **Galaxy Life:** Samsung+ app treats owners like true VIPs, providing insider access to the latest Samsung innovations, plus personalized offers, discounts on the latest Samsung products, and even ticket giveaways for big events, which most recently occurred at SXSW.

**Availability:** The 3.0 version of Samsung+ app will be available starting today on Google Play.

**About Samsung+**

The Samsung+ app is the one-stop destination empowering people to get the most from owning their Samsung products through personalized, live expert support, a vast library of tips and tricks and self-support tools to keep your device running like the day it was purchased. In addition, Samsung+ app offers insider access to Samsung's products and services, valuable content, special offers and rewards people won't find anywhere else. The Samsung+ app comes preloaded on select Samsung mobile devices, including the Galaxy S7 and Galaxy S7 edge (varies by carrier), or can be downloaded from the Google Play.

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