



Samsung Brings Enhanced Mobile Gaming Experience to E3 2016

Showcasing new games on Vulkan API with Galaxy S7 and Gear VR skateboarding

SEOUL, Korea – June 14, 2016 – Samsung Electronics invites game enthusiasts from around the world to enjoy an immersive on-site gaming experience at E3 (Electronic Entertainment Expo), one of the largest game events in the world.

Samsung will demo the company's latest technologies to provide off-the-charts experiences for thrill-seeking gamers. The technology on display includes:

- **Vulkan API Game Experience** –try the Galaxy S7 equipped with the Vulkan API that enables game developers to deliver amazing graphics and a high-quality gaming experience. Get the chance to play the first games leveraging the technology, Need for Speed™ No Limits, HIT and Vainglory.
- **Gear VR Skateboarding** – through a Gear VR headset, users will experience what it's like to take a leap of faith on a 4D skateboard experience.
- **Intuitive Tools** – the Galaxy S7 comes with a game pack valued around \$200 to kick-start your mobile gaming adventure. The Samsung Game Launcher and Game Tools let you control everything that can record gameplay, prevent from hitting and conserve battery.

"At Samsung, we always aim to provide new, diverse and fun ways for people to enjoy our technologies," said Younghee Lee, Executive Vice President of Global Marketing, Mobile Communications Business at Samsung Electronics. "We're excited to couple one of the most cutting-edge graphics technology with the most advanced Samsung devices to bring a better gaming experience to gamers around the world."

The Samsung booth will be open from June 14 – 16, and will also include a look at celebrated musician Lil Wayne's new Sqvad Up mobile skateboarding game, along with an appearance and opportunity to meet the four-time Grammy Award winning rapper. During his time at their booth, Lil Wayne will also unveil a VR experience inspired by Sqvad Up 360, which was shot using Samsung's Gear 360 camera.

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