



Samsung Introduces Unlocked Galaxy S7 and Galaxy S7 edge in the U.S.

Compatible with major U.S. networks, gives more customers access to 'A Galaxy of Possibility'

New York, U.S – June 30, 2016 – Samsung Electronics America, Inc. announced today the launch of network unlocked versions of the Galaxy S7 and Galaxy S7 edge in the U.S. Available starting today, June 30, the unlocked Galaxy S7 and Galaxy S7 edge work on most U.S. GSM and CDMA networks¹ and put the Galaxy of products, services and experiences within reach of every U.S. customer. The unlocked smartphones are available for purchase on Samsung.com or from top retailers, including Amazon, Best Buy, Ebay, Sam's Club and Target.com. The unlocked Galaxy S7 and Galaxy S7 edge are also available from four distributors, including Ingram Micro Inc., SYNnex Corporation, Tech Data and Vertex Wireless.

"At Samsung, we listen to our customers to deliver meaningful innovation by offering an ecosystem of mobile products, services and experiences designed to enhance their mobile lifestyle," said Tim Baxter, president of Samsung Electronics America. "The unlocked Galaxy S7 and S7 edge offer more U.S. customers a way to join the Galaxy family, giving them access to a portfolio of seamless mobile experiences including connectivity to wearables, making payments right from your phone and even virtual reality worlds."

The unlocked versions of these smartphones offer the same cutting-edge design and innovative features as the Galaxy S7 and Galaxy S7 edge launched earlier this year. With water and dust resistance², an advanced camera, fast wireless charging³, Always-On Display, Samsung KNOX and unparalleled connectivity to a galaxy of products, services and experiences, the Galaxy S7 and Galaxy S7 edge are redefining what users can do with their smartphones.

High Quality Photos No Matter the Conditions

Combining blink-of-an-eye autofocus for fewer blurry photos, superior low-light photography and significant advancements in video capture, the Galaxy S7 and Galaxy S7 edge give users a chance to capture every memory reliably and true to life. Central to this performance is the groundbreaking dual-pixel technology in the Galaxy S7 and Galaxy S7 edge rear cameras. The dual-pixel sensor, wider F1.7 aperture, and bigger pixels work together to capture 95 percent more light⁴ which makes sharp and beautiful photography possible in the low-light environments where most people take most of their photographs—rendering the Galaxy S7 and Galaxy S7 edge camera all the more versatile and its photographs all the more stunning.

All Day Battery Life⁵

From charging up to holding the charge, the Galaxy S7 and Galaxy S7 edge deliver the best battery experience of any Galaxy device. Fast wired and wireless charging allow users to charge their devices quickly, and the large battery capacity of 3,000 mAh for the Galaxy S7 and 3,600 mAh for the Galaxy S7 edge gives users the power to keep going all day long.

Samsung KNOX

The unlocked versions of the Galaxy S7 and Galaxy S7 edge include Samsung KNOX, the company's defense-grade mobile security platform, built into the device and implemented at the chip level so the device and data is highly secure from the moment it boots up. For the 'Bring Your Own Device' (BYOD)

workers, KNOX encrypts work data and personal data separately, providing users with both convenience and peace of mind.

A Galaxy of Possibility

Samsung delivers seamless mobile experiences that enable people to explore, create, move, go and unlock their passions—from being active, keeping up with fitness and staying connected while on the go, to capturing 360-degree content and discovering new virtual worlds. With the Galaxy S7 and Galaxy S7 edge at the center, customers will have access to Samsung applications and services like Samsung Pay, Samsung+ and the ability to explore immersive, 360-degree content through Samsung Gear VR.

On Samsung.com, the unlocked Galaxy S7 is \$669.99, and the unlocked Galaxy S7 edge is \$769.99.

For more details, visit www.samsung.com.

- 1. Wireless voice, data and messaging services compatible with GSM networks such as AT&T and T-Mobile and CDMA networks such as Verizon, Sprint and US Cellular®. Support for certain features and services such as VoWiFi and hotspot, vary by wireless service provider. See provider for details.*
- 2. Water resistant based on IP68 rating, which tests submersion up to 5 feet for up to 30 minutes. Rinse residue/dry after wet.*
- 3. Fast wireless chargers sold separately.*
- 4. Compared to Galaxy S6/Galaxy S6 edge camera*
- 5. Average expected performance based on typical use. Actual battery life depends on factors such as network, features selected, frequency of calls, and voice, data and other application-usage patterns. Results may vary.*

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, N.J., Samsung Electronics America, Inc. (SEA), is a recognized innovative leader in consumer electronics, mobile devices and enterprise solutions. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA is pushing beyond the limits of today's technology and providing consumers and organizations with a portfolio of groundbreaking products in appliances, home entertainment, Internet of Things, mobile computing, smartphones, virtual reality, wireless infrastructure and wearables, in addition to offering leading content and services related to mobile payments, 360-degree VR video, customer support and more. Samsung is a pioneering leader in smartphones and HDTVs in the U.S. and one of America's fastest growing home appliance brands. To discover more about Samsung, please visit www.samsung.com. For the latest Samsung news, please visit news.samsung.com/us and follow us [@SamsungNewsUS](https://twitter.com/SamsungNewsUS).

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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.

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