

## **International Olympic Committee President Thomas Bach Visits the Samsung Galaxy Studio in Olympic Park During the Rio 2016 Olympic Games**

IOC President Thomas Bach visited the Samsung Galaxy Studio in Olympic Park during the Rio 2016 Olympic Games, taking a tour of the studio and experiencing Samsung's latest wireless communications products and immersive technologies. President Bach was accompanied by DongJin Koh, President of Mobile Communications Business at Samsung Electronics, and Younghee Lee, Executive Vice President of Global Marketing, Mobile Communications Business at Samsung Electronics.

The Samsung Galaxy Studio, which opened this week in Rio de Janeiro for the Olympic Games, was specifically designed to help fans embrace the excitement of the Olympic Games and celebrate the Olympic spirit, enabling them to create, capture and share their own experiences. At the Galaxy Studio fans can demo immersive technologies such as a new Samsung 4D VR kayaking experience that simulates the exhilarating Olympic event; an interactive Galaxy S7-guided tour in which visitors can experience the Galaxy ecosystem throughout the studio; and have the opportunity to collect exclusive Rio 2016-themed pins, among many other experiences.



International Olympic Committee President Thomas Bach (left) presents an Olympic Torch to DongJin Koh, President of Mobile Communications Business at Samsung Electronics, at the Samsung Galaxy Studio in Olympic Park in Rio de Janeiro, Brazil on Saturday, August 6 during the Rio 2016 Olympic Games.



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For more information about Samsung's involvement in the Olympic Games, please visit [www.samsungmobilepress.com/Olympics/](http://www.samsungmobilepress.com/Olympics/)

### **About Samsung's Involvement in the Olympic Games**

Samsung began its Olympic Games involvement as a local sponsor of the Seoul 1988 Olympic Games. Beginning with the Nagano 1998 Olympic Winter Games, the company extended its commitment to the Olympic Movement as the Worldwide Olympic Partner in the Wireless Communications Equipment category, providing its proprietary wireless communications platform, called Wireless Olympic Works (WOW), and mobile devices. These innovative mobile phone technologies provide the Olympic Family with real-time, user location-based information service, interactive communications, and Samsung Pay. Samsung hosts various Olympic campaigns to share the excitement of the Olympic Games with people around the world and enable everyone to participate in the Games through its innovative mobile technology. Samsung's commitment as a Worldwide Olympic Partner continues through to Rio 2016, PyeongChang 2018, and Tokyo 2020.

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

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