



## **Samsung Sweeps Up at Dubai Lynx Winning 9 Awards**

*Samsung wins two Grand Prix awards in the design and mobile categories, three silver awards and four bronze awards at the international festival of creativity*

**Dubai, UAE, 10 March 2016:** Samsung Electronics Middle East and North Africa took home nine awards at the Dubai Lynx, held at Madinat, Jumeirah Arena in Dubai on March 9, 2016. Samsung won two prestigious Grand Prix awards in the design and mobile categories for its Backup Memory and KalimaLock applications. Samsung was also awarded three silver awards in the Mobile and PR categories, and four bronze awards in the Media, Mobile and Film categories during the event.

“We are incredibly proud of the teams at Samsung Gulf Electronics and Samsung Electronics, Tunisia offices for working tirelessly to offer innovative solutions to the everyday challenges that people face. Our success is driven by our constant endeavor to actively engage consumers by listening to them and understanding how best to meet their needs – true to our corporate philosophy of enriching consumers’ lives through digital innovation.

Our award-winning projects are just one of the ways in which we showcase Samsung’s integration into the day-to-day life of our customers,” said Abdo Chlala, Regional Head of IT & Mobile Division, Samsung Electronics MENA. “By working together with our creative partners in the region, Cheil MENA, Leo Burnett Dubai, and 3SG BBDO Tunisia, we are able to bring our innovations to life through engaging campaigns.”

Samsung KalimaLock, which was developed by the team at Samsung Gulf Electronics, and designed to improve the literacy skills of Arab children by encouraging them to learn Arabic on a daily basis and increase their exposure to their native language, was awarded the Grand Prix in the Design category. The campaign created by Cheil MENA also took home a silver award in the Mobile category.

Samsung Backup Memory, created by the Samsung Tunisia team, provides Alzheimer’s patients with reminders of the identity of the person entering their field of intimacy, via instant notifications – this award-winning campaign received global laurels at the 2015 Cannes Lions. Backup Memory, by 3SG BBDO Tunisia took home the prestigious Grand Prix award in the Mobile category, two silver awards in the Mobile and 2016 PR/ Corporate Image & Communication categories, and two bronze awards in the Mobile and Media categories.

Samsung SSFC films, also by Cheil MENA, won a bronze award in the Film category for The Way Back and Forget Me Not, and the Samsung Safety Screen campaign, by Leo Burnett Dubai, took home bronze in the Mobile category.

The Dubai Lynx International Festival of Creativity is the Middle East and North Africa (MENA) region’s annual must-attend event for the creative communications industry to learn, network and be inspired. The 2016 Festival took place from March 6 – 8 at the Madinat Jumeirah, Dubai, and the Dubai Lynx Awards celebrated the region’s best creative work on March 9.

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

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