

## Samsung Comes Full Circle with the Launch of Samsung Gear S2

*Latest Samsung Gear features a versatile circular design for an intuitive, convenient and enjoyable mobile experience*



*From left to right: Samsung Gear S2, Samsung Gear S2 classic*

**Singapore, 15 September 2015** – Samsung Electronics Singapore today announced the Samsung Gear S2 smartwatch, a result of years of progressive innovation in the wearables category.

The Samsung Gear S2 comes in a versatile, circular design with an intuitive, custom UX and advanced features that enable users to enhance, personalise and bring more fun to their mobile experience.

The Gear S2's unique rotating bezel, along with the Home and Back buttons, ensure users will have a quicker, more precise method to comfortably access notifications and applications.

Specially designed for consumers with distinct preferences, the Gear S2 is available in two different options – the Gear S2 and the Gear S2 classic. The Gear S2 classic is made for users who prefer a more timeless watch design, offering an elegant Black finish with a matching genuine leather band. The Gear S2 is ideal for those who are on-the-go and have an admiration for minimal and modern design.

“For several years, Samsung has advanced the wearables category, bringing brave new concepts to the smart wearables market,” said Eugene Goh, Vice President, IT & Mobile, Samsung Electronics Singapore. “The Samsung Gear S2 reflects our most progressive innovation, and serves as a strong testament to our relentless pursuit to push the boundaries in this category. We’ve designed the Gear S2 to complement the wearer’s style for any occasion – be it for day or night, from work to a night out – while making it smarter and ultimately more personal and fun.”

A mere 11.4mm thin, the Samsung Gear S2 brings a light and compact design to your wrist. It offers an incredibly vibrant viewing experience for a smartwatch, thanks to its 1.2-inch circular screen and 360 x 360 resolution (302 ppi). Applications on the Gear S2 can be viewed with amazing clarity, such that users do not miss notification pop ups. Also, with the latest Tizen™ Platform and an optimised 1GHz Dual Core Processor, the Samsung Gear S2 can perform tasks easily and efficiently.

Users can stay connected with notifications to check calendars, emails, news and even send important texts directly from their wrist.

New fitness functions on the Samsung Gear S2 will encourage consumers to stay healthy and active. The 24-hour activity log allows users to view daily activity progress and patterns at a glance. Tracking water and caffeine intake is also a breeze. It will also send reminder updates to motivate users to stay on track with their fitness goals. With IP68 rating (dust and water resistant)<sup>1</sup> and Smart Sensors, Gear S2 is designed for users' active lifestyles.

All of these connected features will be supported by a battery that can last up to 3 days<sup>2</sup>, allowing consumers to stay connected without the hassle of constantly having to recharge. To charge, simply place the Samsung Gear S2 on the wireless charging dock right out of the box.

The Samsung Gear S2 also reflects Samsung's commitment to openly collaborate with developers and partners to bring increased customisation and applications to its devices. Samsung is working closely with partners to offer a range of watch faces and watch bands so that users can have a variety of ways to express their personal style and mood. Consumers can easily replace the band with one click to suit the time, place or occasion, and change the watch face for a more personalised look.

A variety of apps optimised for the Gear S2's circular user interface will be available at launch. Through open collaboration with developers and partners, Samsung is continuing to enrich its wearable ecosystem to provide users with a more optimised and unique smart wearable experience.

The Samsung Gear S2 is also compatible with most Android™ smartphones<sup>3</sup> operating with Android™ 4.4 and 1.5GB RAM, and above.

## **Local Pricing and Availability**

The Samsung Gear S2 will be available in a Dark Gray case with a Dark Gray band and Silver case with a White band from 2 October 2015 at a recommended retail price of \$448. The Samsung Gear S2 classic will be available in a Black case with a Leather band from 2 October 2015 at a recommended retail price of \$548.

For more product information, please visit [www.samsung.com/galaxy](http://www.samsung.com/galaxy).



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## Notes to Editors

Samsung Gear S2 and Gear S2 classic Product Specifications:

<b>Display</b>	1.2" 16MP colours (360x360) Circular SUPER AMOLED, 302ppi
<b>Processor</b>	1GHz Dual Core
<b>Platform</b>	Tizen™
<b>Audio</b>	MP3,M4A,3GA,AAC,OGG,OGA,WAV,AMR,AWB,FLAC,MID,MIDI,XMF,MXMF,IMY,RTTTL,RTX,OTA,AMR-NB,AMR-WB,AAC+,eAAC+,WMA,Vorbis,Opus
<b>Memory<sup>4</sup></b>	4GB with 512MB RAM
<b>Features</b>	<p><u>Health &amp; Fitness</u>  Enhanced S Healh<sup>5</sup> [Pedometer, Exercise (Running, Walking, Cycling, Hiking, Elliptical Trainer, Exercise Bike, Step Machine), Auto Heart<sup>5</sup> Rate Sensor (Frequent, Moderate), Water Intake, Caffeine Intake]  Nike+ Running  Dust and Water Resistant (IP68)<sup>1</sup></p> <p><u>Communications</u>  Contacts  Buddy  Phone  Instant Notifications  Messages (Preset text, Voice Input, Emoticons)  Email</p> <p><u>Information</u>  Schedule  Navigator (HERE Turn-by-turn Navigation)  Weather  Bloomberg  CNN</p> <p><u>Media</u>  Music Player  Gallery</p> <p><u>Others</u>  Watch Faces (Classic, Modern Utility, Neon, Basic, Chronograph, World Time, Activity Bubbles, Heart Wave, Pixel Heart, Digital, Activity Sparkles, Large, Nike Watchface, CNNDigital, Bloomberg Watchface)  QWERTY Keyboard  S Voice<sup>6</sup>, Voice Memo  Find My Device  Safety Assistance  Privacy Lock  Alarm, Timer, Stopwatch</p>
<b>Samsung Services</b>	Samsung Gear Apps

<b>Connectivity</b>	Wi-Fi® 802.11 b/g/n (2.4GHz) Bluetooth® 4.1
<b>Sensor</b>	Accelerometer, Gyroscope, Heart Rate <sup>5</sup> , Ambient Light, Barometer
<b>Dimension</b>	Gear S2 : 49.8 x 42.3 x 11.4mm (47g) Gear S2 classic : 43.6 x 39.9 x 11.4mm (42g)
<b>Battery</b>	250mAh Wireless Charging Power Saving Mode
<b>Usage Time<sup>2</sup></b>	Up to 3 days

<sup>1</sup> Dust and Water Resistant (IP68 rating) means that device is protected against entry of solid foreign objects and harmful ingress of water for up to 1.5 metre for up to 30 minutes, under certain defined test conditions. According to accredited test results; individual results may vary. Note: IP678 rating does not mean that device is waterproof.

<sup>2</sup>Dependent on usage and battery condition.

<sup>3</sup>Supported features may vary.

<sup>4</sup>Actual user-accessible internal storage is less than specified total memory due to operating system, software, and other built-in applications, and may vary after software updates/ upgrades.

<sup>5</sup>Not intended for clinical or medical use, including diagnosis, treatment, monitoring, alleviation, compensation, cure, prevention or mitigation of any disease, ailment, defect, injury or other conditions.

<sup>6</sup>Actual performance may vary, depending on language spoken, accents, and surrounding environment.

Note: Certain features, services and applications (including Navigator) are dependent on Bluetooth® and/ connectivity to the connected Samsung Galaxy/ Android™ smartphones as well as network connectivity of the connected Samsung Galaxy/ Android™ smartphones, and may not be available in all coverage areas. Additional data charges may apply.

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