

Samsung Showcases New Galaxy Plus and Rich Product and Service Ecosystem at Galaxy Studio

Singapore – 13 April 2017 – Samsung Electronics Singapore today showcased at Galaxy Studio the new line-up of device and service additions to the Galaxy ecosystem that puts the newly launched Galaxy S8 and S8+ at its heart. The Galaxy Studio consumer event is held in celebration of the recent launch of the Galaxy S8 and S8+, and will be held at Civic Plaza, Ngee Ann City, from tomorrow till 29 June.

Galaxy Studio will introduce the new Galaxy Plus, offering options for consumers to get more out of their Galaxy S8 and S8+, made possible by the Galaxy ecosystem of products including the Samsung DeX Station, the Gear VR with Controller, the Gear 360 (2017) and the Mobile Photo Printer.

“At Samsung, we remain committed to building an ecosystem of devices that will not only redefine, but also complement consumer lifestyles,” said Eugene Goh, Vice President, IT & Mobile, Samsung Electronics Singapore. “The latest Galaxy S8 and S8+ are at the centre of this ecosystem, and we present Galaxy Plus so our customers can fulfil more and get more from their mobile experiences.”

Rich Connected Product and Service Ecosystem

The Galaxy S8 and S8+ come connected with a robust portfolio of products, providing users with seamless mobile experiences.

- **Gear VR with Controller**

Powered by Oculus, the Gear VR with Controller is Samsung's first-ever Gear VR headset with a controller, expanding Samsung's VR ecosystem. The Gear VR with Controller allows users to be more engaged and immersed in VR content comfortably with its ergonomic and curved design. Its Touchpad provides quicker selection and interaction in VR apps, enabling various forms of motion, while the Home, Volume and Back keys located on the Controllers give users everything they need within easy reach. Equipped with 42mm lenses with 101-degree FOV (Field of View), it provides an expansive viewing experience, with advanced distortion correction technology minimising motion sickness for users. It also comes with a wrist strap, offering users a secure grip for a comfortable experience, even with the most active movements. Additionally, the Controller is also compatible with older generations of Gear VR, so users of previous Gear VR models can also get to enjoy and play any Controller-compatible games on their headset!



- **Gear 360 (2017)**

Lightweight and compact with a refined design for easier use, the new Gear 360 (2017) is a 4K resolution-capable 360-degree camera that comes integrated with enhanced features for high-quality content creation. It is equipped with 8.4-megapixel image sensors and Bright Lens F2.2 on both dual fisheye lenses, creating high resolution images for the best possible visual experience. For the first time, the Gear 360 (2017) also offers 4K video recording. The Gear 360 (2017) leverages Samsung's innovative technologies and services, where users can seamlessly and easily share, view and edit their customised content.



- **Samsung DeX Station**



Samsung DeX Station is a new mobile solution that leverages the processing power of the Galaxy S8 and S8+ for enhanced productivity. Optimised for use with a keyboard and mouse, the Samsung DeX Station features a completely redesigned Android™ UI, providing users with desktop-like functionality and a user interface previously unavailable from a smartphone. Users can simply insert their Samsung Galaxy S8 or S8+ into the Samsung DeX Station to start working seamlessly with the connectivity they need, while enjoying added mobility.

- **Mobile Photo Printer**

A printer for the pocket, the Mobile Photo Printer lets users print their favourite photos whenever and wherever they please, to instantly capture the special moments in their lives. Users simply need to select a photo via its dedicated app and place their smartphone on top of the device, to instantly print via Near Field Communication (NFC) and Wi-Fi®. The Mobile Photo Printer's 16:9 ratio also ensures that photos are printed in the exact ratio as they are presented on a user's screen to a size of 98x56mm in 336 dpi resolution, preserving the snapshots and the memories within them in their entirety. On top of its streamlined controls, elegant, book-recalling design and pocket-friendly proportions, it also provides users with the option to print customised bookmarks and business cards, or even create decorative stickers with their photos.



- **Bixby – New Way to Interact with Your Phone**

Bixby is an intelligent interface that will help users get more out of their phone. With the new Bixby button, users will be able to conveniently access Bixby and navigate through services and apps with simple voice, touch, vision and text commands. At launch, Galaxy S8 and S8+ customers can use Bixby's image recognition technology to search for images and get details about nearby places. At a later date, voice function will be able to integrate with several Samsung native apps and features including Camera, Contacts, Gallery, Messages and Settings, with the plan to expand its capabilities to include more Samsung and third-party apps in the near future. As the Bixby ecosystem grows, it will be able to connect across devices, apps and services as a ubiquitous interface, opening up new experiences and scenarios to simplify life.

Local Pricing and Availability

The Gear VR with Controller, Gear 360 (2017) and Samsung DeX Station will be available at all local telecommunication operators, major consumer IT and electronics stores, authorised mobile retailers, Samsung Experience Stores and selected online marketplace from 29 April, while the Mobile Photo Printer will be available from Q3 2017. The new devices will be available at the following recommended retail prices:

- Gear VR with Controller: \$188
- Gear 360 (2017): \$348
- Samsung DeX Station: \$198
- Mobile Photo Printer: \$198

Galaxy Plus

Pushing the boundaries of innovation, the new Galaxy S8 and S8+ bring a new level of functionality and convenience to users, while opening up a galaxy of possibilities. With a range of Samsung companion devices and services that seamlessly complement the new Galaxy S8 and S8+, users can discover new ways to explore, experience and interact with their world.

- **VRtainment**

Unlocking endless entertainment and VR possibilities, the Gear VR with Controller, when paired with the Galaxy S8 and S8+, allows users to embark on immersive adventures anytime and anywhere. With over 600 apps available in the Oculus store, users will be spoilt for choice from breathtaking 360-degree video content and interactive VR education tools to the most immersive games that put one right into the heart of the action. Featuring an ergonomic, curved design for convenient one-hand control and better motion interaction, the Gear VR with Controller provides users with a more natural and intuitive experience when exploring interactive VR content. It is now easier and more comfortable than ever for consumers to enjoy their VR experiences as they explore different worlds on their Gear VR.

The Galaxy S8 and S8+, and the Galaxy Tab S3 support Vulkan API, offering better graphics and lower energy consumption when playing games developed with Vulkan API. The quad speakers on the Galaxy Tab S3, and the earphones that comes with the Galaxy S8 and S8+, are both tuned by AKG by Harman, providing users with superior sound quality to enhance their entertainment experience.

Purchase the Galaxy S8 or S8+ from 29 April to 31 May and buy the Gear VR with Controller at \$138 (UP\$188). In addition, receive US\$50 worth of selected Oculus Games to complete your VRtainment experience.

- **Live 360°**

It is now easier than ever to create beautiful memories to look back on, all with 360-degree videos and images captured in stunning 4K resolution on the Gear 360 (2017). Compatible with the Galaxy S8 and S8+, users can simply pair the devices to edit their content instantly with collages or filters, and share them with friends and loved ones on social media. Users can even share their experiences in real-time on their social networks via the new live streaming feature.

With its 4K video recording feature for immersive and realistic digital content, users can also relive life's moments and memories more vividly than before on the ultra-immersive Gear VR with Controller. For those who prefer a more traditional way of preserving their memories, they can also use the Mobile Photo Printer to print their favourite photos right from their smartphone.

Purchase the Galaxy S8 or S8+ from 29 April to 31 May and buy the Gear 360 (2017) at \$298 (UP\$348) to complete your Live 360° experience. In addition, receive \$80 off Samsung's 256GB microSD EVO Plus for purchases made at major consumer IT and electronics stores, authorised mobile retailers and Samsung Experience Stores.

- **Work X Play**

Consumers can now enjoy enhanced productivity with a desktop-like experience from their smartphones. Designed for mobile professionals, Samsung DeX Station leverages the Galaxy S8 and S8+ to instantly provide desktop-like functionality and lets users take their work onto a bigger screen, with familiar desktop features like multi-window, resizing windows, and even drag and drop. Its enhanced Android™-based desktop-like UI enables users to seamlessly access apps, edit documents, browse the web, watch videos, reply to messages and more, directly from the smartphone on a larger display.

The Secure Folder also keeps one's work and personal files separate on the device, providing users with a safe environment to work in, protected by defense-grade Samsung Knox¹ security platform. When done with work, users can easily enjoy their favourite videos on the bigger screen, by simply firing up the YouTube™ app or accessing tons of apps via Google Play™. Users can now enjoy the freedom to balance work and play seamlessly at the same time.

Purchase the Galaxy S8 or S8+ from 29 April to 31 May and buy the Samsung DeX Station at \$148 (UP\$198) to complete your Work X Play experience. In addition, receive \$150 off selected Samsung Curved Monitor and Curved Gaming Monitors for purchases made at major consumer IT and electronics stores, authorised mobile retailers and Samsung Experience Stores.

- **Secure Shopping with Samsung Pay**

With Samsung Pay on the Galaxy S8 and S8+, users can now leave their wallets at home, and enjoy the seamless convenience from making payments on-the-go. Protected by defense-grade Samsung Knox¹ security platform, consumers can pay with a peace of mind knowing that their credit/debit card information are safe while attackers, viruses, and malware are kept at bay. Transactions are also further secured with the Iris Scanner on the Galaxy S8 and S8+, making Samsung Pay even safer than physical cards. With Samsung's proprietary Magnetic Secure Transmission (MST) technology, together with Near Field Communication (NFC), consumers can also pay almost anywhere² with Samsung Pay. Users can also easily make payments on-the-go with the Gear S3 without having to bring their smartphones out with them³. By simply inputting their credit/debit, loyalty and even transit cards in Samsung Pay, they will never have to fumble to find the right card for payment again.

Purchase the Galaxy S8 or S8+ from 29 April to 31 May and buy the Gear S3 at \$498 (UP\$548) to complete your Secure Shopping experience. Customers can also buy the Gear S3 Starter Kit at \$138 (UP\$168) for purchases made at major consumer IT and electronics stores, authorised mobile retailers and Samsung Experience Stores.

Consumers are invited to experience the different elements of Galaxy Plus at various selected Samsung Experience Stores and major consumer IT and electronics stores island-wide. Consumers who complete at least four missions across all four elements of Galaxy Plus at the various curated experiential zones can stand a chance to win the monthly grand prize of a suite of Galaxy Plus products, consisting of the Galaxy S8, Galaxy Tab S3, Gear VR with Controller, Gear 360 (2017), Samsung DeX Station and Gear S3, worth a total of \$3,328.

For more information please visit www.samsung.com/sg/galaxys8 from 17 April.

The various themed Galaxy Plus zones will be available at the locations below from 29 April onwards.

- **VRtainment (VRcade)**
 - Best Denki @ Ngee Ann City (#05-01/04)
 - Challenger @ Bugis (#B1-26)
 - Courts @ Causeway Point (#04-19/20)
 - Newstead @ NEX (#04-55)
 - Samsung Experience Store @ Westgate (#03-01)
- **Live 360°(#throwback360°)**
 - Best Denki @ IMM (#03-33-47)
 - Courts Megastore @ Tampines
 - Samsung Experience Store @ Paragon (#B1-27/27A)
- **Work X Play (DeXspace)**
 - Challenger @ JEM (#04-01)
 - Samsung Experience Store @ VivoCity (#02-28/29)
- **Secure Shopping (Samsung Pay)**
 - Best Denki @ VivoCity (#02-07)
 - Digital Style @ Jurong Point (#B1-92/93)

Galaxy Studio Activities

Showcasing the best of Samsung's innovations, the Singapore leg of Galaxy Studio will comprise of themed experiential zones, each incorporating the use of the latest Samsung Galaxy products. Through a slew of delightful and immersive activities at the zones, consumers can experience for themselves how Samsung's connected suite of devices and services integrates perfectly with consumers' daily lives.

Activities at the specially curated zones include:

- **All-new 4D VR Experience**
Visitors can enjoy new thrilling 4D VR experiences, such as taking an exhilarating ride down a skeleton track in Whistler, Canada, or getting a feel of extreme aircraft stunts on the new Whiplash Pulsar 4D chair. They can even battle it out in space in VR-style, all via the Samsung Gear VR with Controller.
- **Embark on an Interactive Fitness Journey**
Visitors can get their adrenaline pumping in this zone by going for a virtual game of tennis or a swim, while also getting to try out first-hand the enhanced fitness features and capabilities of the Samsung Gear S3.
- **Gaming with Vulkan API and AKG by HARMAN**
With Quad Speakers on the Galaxy Tab S3 and high-performance in-box earphones for the Galaxy S8 and S8+, both tuned by AKG by HARMAN, consumers can now enjoy a more immersive and audio-rich combat gaming experience together with Vulkan API on the devices.
- **IP68 Canvas Drawing**
Visitors can take a selfie with the Galaxy S8's f1.7 8MP AF front camera, and transform it into an artistic canvas portrait drawing in ink, oil or liquid effect while experiencing the phone's IP68 capability. They can also bring their favourite portrait home, printed by the Mobile Photo Printer.
- **360°Globe with Gear 360 (2017)**
In the Gear 360 globe room, visitors can experience a mystical whirlwind and the different ways to capture their travel memories in 360°using the new Gear 360 (2017). They can also participate in the Photo Contest by striking their best pose and uploading their 360°video onto Instagram, to stand a chance to win⁴ a Gear 360 (2017).
- **Samsung Pay Café**
Consumers will get to experience a whole new and safe way of shopping in this zone. Using Samsung Pay on the Galaxy S8 or S8+ and its Iris Scanner for added security, visitors can enjoy a complimentary popsicle.
- **Experience Latest Innovations**
The comprehensive product showcase area at Galaxy Studio will provide visitors with the opportunity to get a hands-on experience of the latest devices and offerings including the Galaxy S8 and S8+, Galaxy Tab S3, Gear VR with Controller, Gear 360 (2017), Samsung DeX Station and Mobile Photo Printer.

Samsung Service Clinic

mySamsung consumers visiting Galaxy Studio can head down to the Samsung Service Clinic to run a quick check on their Samsung Galaxy devices! Held exclusively for them, they simply need to flash or download the mySamsung app on their Galaxy device to enjoy the services, including:

- Five-point diagnostic test to ensure their devices are operating at the optimal level
- Free Screen Protector⁵

Get Knowledgeable with Samsung

Visitors can now enrol in the Samsung Smart Academy at Galaxy Studio to learn how to use a Galaxy S8 and S8+ from 27 April onwards⁶.

Bi-weekly Galaxy S8+ Giveaway

Consumers visiting Galaxy Studio can also stand a chance to win⁴ attractive prizes in the bi-weekly giveaway! They can stand to win a Galaxy S8 or S8+ worth \$1,148 and \$1,298 respectively, as well as a Gear VR with Controller, with a total of 12 sets of the prizes to be won! To be eligible for the draw, they will simply need to experience and complete at least three different missions at the experiential zones, where they can also get complimentary unique Bag Patches, available in eight designs⁷. They can also redeem a complimentary⁷ exclusive Eco-bag when they take a photo at Galaxy Studio and upload it on Facebook or Instagram with the hashtag #GalaxyStudioSG.

Galaxy Studio will be open from 14 April to 29 June, 11am to 9pm daily, with the exception of 22 April to 24 April, where it will be opened at 9.30am to 11pm.

For more information, please visit www.samsung.com/sg/galaxys8.

Gear VR with Controller Product Specifications:

Gear VR with Controller	
Dimension/ Weight	207.8 x 122.5 x 98.6mm / 345g
Optical Lens	Φ42, FOV 101° x6.25
Sensor	Accelerometer, Gyrometer, Proximity
Compatibility	Galaxy S8 and S8+, Galaxy S7 and S7 edge, Galaxy Note 5, Galaxy S6 edge+, Galaxy S6, Galaxy S6 edge

Controller	
Dimension/ Weight	108.1 x 48.1 x 38.2mm / 64.3g
Control & Function	Touchpad (Clickable), Trigger, Home Key, Back Key, Volume Key
Sensor	Accelerometer, Gyrometer, Magnetic
Battery	AAA Battery * 2ea (1000mAh, average 2 hours of daily use will last for up to 40 days ⁸)

Gear 360 (2017) Product Specifications:

Gear 360 (2017)	
Camera	Two CMOS 8.4-megapixel fish-eye cameras
Image Processor	DRIMe5s
Video	MP4 (H.265) – Dual Lens: 4096x2048 (24fps)
Image	JPEG – Dual Lens: 15MP
Audio	Codec: ACC Format: MP3, M4A, AAC, OGG
Memory	microSD card ⁹ (Up to 256GB)
Features	Shooting mode Video, Photo, Time Lapse Video, Looping Video, Landscape HDR IP53 Certified Dust and Splash Resistant ¹⁰ Camera mode Dual/Single Lens mode
Connectivity	Wi-Fi® 802.11 a/b/g/n/ac (2.4/5GHz) Wi-Fi® Direct Bluetooth® 4.1 USB 2.0 (Type-C)
Dimension/ Weight	100.6x46.3x45.1 mm / 130g
Battery	1,160mAh Li-ion
Compatibility	Galaxy S8 and S8+, Galaxy S7 and S7 edge, Galaxy Note5, Galaxy S6 edge+, Galaxy S6, Galaxy S6 edge, Galaxy A5 (2017), Galaxy A7 (2017) Android™ 5.0 or later, iPhone 7, 7 Plus, 6S, 6s Plus, SE, iOS 10.0 or later, Windows, macOS

¹ Samsung Knox received the most 'Strong' ratings of any mobile security platform in the report "Mobile Device Security: A Comparison of Platforms" from Gartner, Inc. The report, published on April 6, 2016, compared the core of security features built into twelve mobile device platforms as well as enterprise management capabilities. Source of data: <https://news.samsung.com/global/samsung-knox-receives-most-strong-ratings-of-anysecurity-platform-in-gartner-report-mobile-device-security-a-comparison-of-platforms>.

² Availability almost anywhere is based on compatibility of Samsung Pay on MST and/or NFC payment terminals, with some supported for use only after software upgrades. Samsung Pay is exclusive to selected Samsung Galaxy smartphones and smartwatches only, and available across all participating payment networks, banks, and merchants. Availability may vary, please check www.samsung.com/sg/samsungpay for updates.

³ Use of Samsung Pay on Gear requires installation of Samsung Gear app on compatible smartphone, and certain features may require Bluetooth® connectivity to the smartphone and network connectivity of the connected smartphone. Samsung Pay on Gear does not support all functionality available on Samsung Pay for smartphones.

⁴ Contest terms & conditions apply, please visit <http://www.samsung.com/sg/galaxys8/galaxystudio/> for details.

⁵ Only available on 14-16 April, 22-24 April, 29-30 April, 1 May, 6-7 May, 12-14 May, 20-21 May, 27-28 May, 3-4 June, 10-11 June, 17-18 June and 24-26 June. Available for Galaxy S4, Galaxy S5, Galaxy S6, Galaxy S6 edge, Galaxy S6 edge+, Galaxy S7, Galaxy S7 edge, Galaxy Note 3, Galaxy Note 4, Galaxy Note Edge, Galaxy Note 5, Galaxy A3, Galaxy A5, Galaxy A7, Galaxy A8, Galaxy A3 (2016), Galaxy A5 (2016), Galaxy A7 (2016), Galaxy A5 (2017), Galaxy S7 (2017), Galaxy Tab S (8.4"), Galaxy Tab S (10.5"), Galaxy Tab Pro (8.4" Display), Galaxy Tab Pro (10.1" Display), Galaxy Note Pro (12.2"), Galaxy Tab A with S Pen (8.0"), Galaxy Tab A with S Pen (9.7"), Galaxy Tab S2 (8.0"), Galaxy Tab S2 (9.7") and Galaxy TabPro S. Limited to one redemption per person. While stocks last and not exchangeable for cash or other items.

⁶ Enrollments have to be made on the Smart Academy website (<http://www.samsung.com/sg/smartacademy/>) and are based on first-come-first-served basis.

⁷ Limited to 1 redemption per visitor. Free gifts are while stocks last and are not exchangeable for cash or other items.

⁸ Based on Samsung's internal test results. Individual results may vary, depending on actual usage, battery condition and other surrounding factors and conditions.

⁹ MicroSD card sold separately.

¹⁰ Splash and Dust Resistant (IP53 rating) means that the device is protected against harmful deposits of dust and water falling as a spray at least 300-500mm from device and up to 60° angle from vertical for up to 5 minutes, under certain defined test conditions. According to accredited test results; individual results may vary. Note: IP53 rating does not mean that the device is waterproof or water resistant.

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