

Samsung Unveils the New Gear Fit2 and IconX – the Latest Wearables Blending Fitness and Fun for Any Lifestyle

- *The new Gear Fit2 sports band and Gear IconX cord-free earbuds offer users advanced features and capabilities that make it easier to incorporate fitness into their lifestyles*
- *The limited edition Galaxy S7 edge 4G+ Injustice edition, will also be showcased and made available for pre-order at Galaxy Studio from 4 June, 11am*



Singapore, 3 June 2016 – Samsung Electronics Singapore today announced the launch of the Samsung Gear Fit2 and the Gear IconX – the latest innovations in its wearables line that are a perfect blend of style, fitness and convenience, marking Samsung’s continued expansion in the fitness wearable category. Samsung also announced the Galaxy S7 edge 4G+ Injustice edition, which will be exclusively showcased at its Galaxy Studio consumer event, held at Civic Plaza, Ngee Ann City from 3 to 27 June 2016.

Designed with consumers’ fitness needs in mind, the Gear Fit2 and the Gear IconX come with enhanced features including precise tracking technology and a standalone music player to provide users with the optimal fitness experience.

“Keeping an active and healthy lifestyle has become a bigger priority for consumers, and there is now a growing appetite for practical and smart wearables that can allow them to get more out of their fitness experiences and everyday activities,” said Eugene Goh, Vice President, IT & Mobile, Samsung Electronics Singapore. “The Gear Fit2 and the Gear IconX were created uniquely to address these desires, offering a variety of fun and enhanced fitness features, without compromising on connectivity.”

Gear Fit2: Advanced Features for Fitness and Fun

Equipped with an embedded GPS and built-in heart rate monitor (HRM), the Gear Fit2 offers users accurate auto-tracking and measurement of their fitness and lifestyle activities, from running, walking, cycling, yoga, to even utilising rowing or elliptical machines. Users can monitor their fitness on the sports band and get real-time audio feedback on their workout, without having to manually activate it. For further fitness monitoring and fun, users can also

easily transfer their workout data to S Health¹, and engage in 'Step Goal Challenges' with their friends, family and co-workers.

The Gear Fit2 brings an ergonomic, slim and sleek design to users' wrists, where they can also stay connected by checking their fitness updates and real-time notifications, such as messages and email, on its high-resolution colour SUPER AMOLED 1.5-inch curved touchscreen display. The sports band also comes with a standalone music player, providing users with additional audio entertainment and 4GB internal memory² to motivate them to adhere to their fitness goals.

Gear IconX: Simple and Wireless Experience

Available in three different sizes of eartips and wingtips, the Gear IconX cord-free earbuds provide a lightweight, secure and comfortable fit for users without the hassle of entangling wires, and can be activated by simply placing them in their ears. It syncs easily with S Health¹, allowing users to track their fitness data such as distance, speed, duration, heart rate and calories burned. The Gear IconX also includes a Voice Guide feature that provides users with instant voice feedback on the progress of their workout. Equipped with Bluetooth® capability and 4GB² of internal memory, users can store their music easily, and control the playlist with a simple tap or swipe.

Both devices are compatible with most Android™ smartphones operating with Android™ 4.4 and 1.5GB RAM, and above.

Local Pricing and Availability

The Samsung Gear Fit2 will be available from **10 June 2016**, in colour options of Black, Blue and Pink while the Samsung Gear IconX will be available from **Q3 2016**, in colour options of Black, Blue and White. Both devices will be available at local telecommunication operators, major consumer electronics stores, Samsung Experience Stores and Lazada Singapore, at the recommended retail price of \$298 each.

Galaxy S7 edge 4G+ Injustice edition

Samsung today also announced the Galaxy S7 edge 4G+ Injustice edition, which will be exclusively showcased at Galaxy Studio. Commemorating the third anniversary of the popular mobile game, *Injustice: Gods Among Us*™, and in collaboration with Warner Bros. Interactive Entertainment™ and DC Entertainment™, the Galaxy S7 edge 4G+ Injustice edition comes in a deep black hue accentuated by gold detailing, alongside its original sleek design. The limited edition of the Galaxy S7 edge 4G+ also features an iconic Batman-inspired seal on the back, bringing together Samsung's innovative technology and one of the game's central characters in a sleek and high-performance smartphone.

The Samsung Galaxy S7 edge 4G+ Injustice edition will be available for pre-order at Galaxy Studio from **4 June 2016, 11am**, on a while stocks last basis, at the recommended retail price of \$1,688. The limited edition, with built-in memory of 32GB², will launch in Singapore from **17 June 2016** at local telecommunication operators and Samsung Experience Stores with limited quantities available, while stocks last.

Galaxy Studio

Samsung will be hosting its Galaxy Studio consumer event at Civic Plaza, Ngee Ann City from 3 to 27 June 2016, 11am to 9pm daily (except between 6pm to 9pm, 3 June and 5pm to 9pm, 10 June). Comprising specially curated experiential zones, visitors can enjoy and experience the all-round multimedia features of Samsung's connected suite of devices and services through a range of fun and immersive activities. Activities at the various themed zones include:

- **Embark on an Interactive Fitness Journey**

In the curated experiential zones for the Gear Fit2 and Gear IconX, visitors can get their adrenaline pumping and try out first-hand their enhanced fitness features and capabilities, through interactive exercises like running on a treadmill and mountain biking.

- **Go Superhero-style or Get Pretty in Pink**

Visitors can get into some superhero fun in this zone! They can have their coolest photo taken with the life-sized Batman figurine and also say hi to the cosplayers dressing up as characters from *Injustice: Gods Among Us™* such as Batman, happening every weekend from 3 to 19 June, at 2pm and 5pm. Attendees can also challenge others in combat gaming, with the *Injustice: Gods Among Us™* game on the Galaxy S7 edge 4G+.

From 3 to 24 June, visitors participating in our Gear 360 Superhero Photo Contest can stand to win³ a Galaxy S7 edge 4G+ Injustice edition worth \$1,688 weekly. Visitors who hope to stand a higher chance of winning can come dressed up in superhero costumes or strike their best pose with the superhero props available at Galaxy Studio. In this zone, they can check out the latest colour variant for the Galaxy S7 4G+ and S7 edge 4G+ – Pink Gold. They will also be able to sweeten up their weekend by completing their style with a free makeover.

- **4D VR and VR Gaming Experience**

Visitors can enjoy vivid and thrilling Six-Flags® roller coaster rides or unleash their wild side and take a road trip with Harley-Davidson®. They can even try out surfing in the beautiful waters of Tahiti in 4D VR, all via the Samsung Gear VR.

- **Smart Shopping with Samsung Pay**

In this zone, consumers can experience a whole new way of shopping with Samsung Pay using the Galaxy S7 4G+ and S7 edge 4G+, where they can enjoy free ice-cream or coffee of choice from the in-house café.

- **Connected Galaxy Experience**

Visitors at Galaxy Studio will also have the opportunity to get a hands-on experience of the latest devices and offerings in the Galaxy ecosystem – the Galaxy S7 4G+ and S7 edge 4G+, Gear 360, as well as Samsung Concierge and Samsung Pay – at the comprehensive product showcase area.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US\$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at <http://news.samsung.com>.

Samsung Gear Fit2 Product Specifications

Platform	Tizen™
Compatibility	Android™ 4.4, 1.5GB RAM
Processor	Dual Core 1GHz
Display	1.5", Curved SUPER AMOLED (216 x 432)
Battery	200mAh
Connectivity	Bluetooth® 4.2
Additional Features	Notifications (SMS, calls, emails, applications, schedule) IP68 ⁴ certified Standalone music player
Sensor	Accelerometer, Gyro, HRM, Built-in GPS, Barometer
Memory	4GB ² with 512MB RAM
Dimension	24.5 x 51.2mm Small: 125mm/170mm (wrist size) Large: 155mm/210mm (wrist size)
In-Box Items	Body, Strap, Charging Dock

Samsung Gear IconX Product Specifications

Compatibility	Android™ 4.4, 1.5GB RAM
Battery	Earbud: 47mAh Charging Case: 315mAh
Connectivity	Bluetooth® 4.1
Additional Features	Splash resistant, P2i Nano Coating Standalone music player Voice guide (Available in 15 languages)
Sensor	Accelerometer, HR, HRM, Capacitive Touch
Memory	4GB ²
Dimension/Weight	Earbud: 18.9 x 26.0mm, 6.3g Charging Case: 92.0 x 35.3mm, 52g
Audio	MP3, WMA v9, WAV, AAC, M4A
Microphone	2ea per earbud
Speaker	Dynamic Driver
In-Box Items	Earbuds, Wingtip (Small, Medium, Large), Eartip (Small, Medium, Large), Charging Case, USB Cable, USB Connector

¹ 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.

² 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.

³ Contest terms and conditions apply, please check www.samsung.com/sg/galaxystudio for details.

⁴ Dust and Water Resistant (IP68 rating) means that the device is protected against entry of solid foreign objects and harmful ingress of water at up to 1.5 metres, for up to 30 minutes, under certain defined test conditions. According to accredited test results; individual results may vary. Note: IP68 rating does not mean that the device is waterproof.

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