

Samsung Launches Galaxy S7 4G+ and S7 edge 4G+ at the Core of Connected Galaxy Experience

The Samsung Galaxy S7 4G+ and S7 edge 4G+ couple sleek design with powerful performance including advanced camera features, water and dust resistant capabilities, choice of extended memory or dual SIM, and the gateway to a galaxy of connected devices and experiences.

Singapore – 2 March, 2016 – Samsung Electronics Singapore today showcased the latest additions to the Galaxy family of products, Samsung Galaxy S7 4G+ and S7 edge 4G+ at the consumer carnival, *S7 Delights*, at VivoCity. Created for today's consumer lifestyle, Galaxy S7 4G+ and S7 edge 4G+ lead the industry with a refined design, more advanced camera, streamlined software functionality and unparalleled connectivity to a galaxy of products, services, and experiences.

“Today, the innovation and excitement around smartphones is no longer just about the hardware, but also about the overall experience. With smartphones being an integral part of our daily lives, we are focused on building an ecosystem of devices and services that will redefine the experiences that consumers can have. The Galaxy S7 4G+ and S7 edge 4G+ are at the core of this ecosystem and are designed to enhance the way you experience life and your phone,” said Eugene Goh, Vice President, IT & Mobile, Samsung Electronics Singapore.

Advanced Camera: High Quality Images No Matter the Time of Day or Location

Galaxy S7 4G+ and S7 edge 4G+ introduce the first Dual Pixel camera on a smartphone, ensuring super fast and accurate autofocus so users will not miss a moment again. Thanks to the brighter f1.7 aperture and bigger 1.4µm pixel, the camera now takes brighter and clearer images even under low light conditions. Motion Panorama, a new camera mode, brings movement to traditional panoramic photos, giving the user a completely immersive visual experience.

Refined Design and Function

The 5.1-inch Galaxy S7 4G+ and 5.5-inch S7 edge 4G+ are constructed with 3D curved glass and metal – all in a sleek design with durability and ergonomic curves for a firm and comfortable grip. From work to play, the device's new Always-On Display, gives users a simplified, zero touch experience where they don't need to worry about missing a call or important notification even when the screen is off.

Without compromising design, Galaxy S7 4G+ and Galaxy S7 edge 4G+ both have increased utility with IP68¹-certified water and dust resistant capabilities. Edge UX, the advanced edge experience available on Galaxy S7 edge 4G+, provides convenience and increased efficiency by creating easy shortcuts to users' most loved functions such as email, selfie mode, panorama mode or third party applications.

¹ Dust and Water Resistant (IP68 rating) means that 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 device is waterproof.

Enhanced Performance: From Charging to Gaming

Galaxy S7 4G+ and S7 edge 4G+ deliver fast wired and wireless charging technology. Additionally, the hybrid SIM card tray allows users to insert either a microSD card for up to 200GB of additional storage, or a dual SIM card to save the hassle of carrying multiple devices when they travel overseas or toggle between personal and work.

Samsung also made significant hardware and software updates to optimise gaming performance on Galaxy S7 4G+ and S7 edge 4G+. The powerful processor and bigger battery capacity ensure longer playing time, and the internal cooling system helps to prevent the device from overheating. Game Launcher, a new add-on for gamers, allows users to manage battery consumption and minimize notifications. Additionally, users can record their gaming experience or share their screen to play with others. Paired with Galaxy S7 4G+ and S7 edge 4G+, Vulkan API gives users the ability to play high-performance graphic games with lower battery consumption.

The Samsung Connected Ecosystem Experience

Samsung continues to push the boundaries of hardware, software and services to create devices that are designed to improve how consumers connect, share, organize and get more out of life. The company is redefining what is possible, beyond the limits of today's technology, by introducing a constellation of seamless mobile experiences.

- **S7 Delights**

The S7 Delights consumer carnival celebrates the launch of #TheNextGalaxy smartphones – the Galaxy S7 4G+ and S7 edge 4G+, and is held at VivoCity Central Court A and B, from 7pm to 10pm on 2 March 2016, and 10am to 10pm from 3 – 6 March 2016. Featuring several themed product experiential zones, consumers can enjoy a slew of interactive and immersive activities including Immersive Experience with Gear VR and Gear 360, Smart Control with BMW i8 and Smart Shopping with Samsung Pay.

The various zones are a showcase of how Samsung's portfolio of innovative products play a role in a wider ecosystem of devices and services that offer an elevated mobile experience for consumers.

- **Galaxy Life**

Galaxy Life is a loyalty mobile application by Samsung that seeks to reward its customers with curated and exclusive content deals, such as for dining, shopping, entertainment and more. Consumers can also enjoy shopping on the move with cash rebates powered by Shopback – an exclusive mobile shopping cashback programme from Galaxy Life.

- **mySamsung**

An ownership programme for Samsung customers, the mySamsung programme provides assistance to customers via a mobile application. Whether they are new to Samsung or upgrading from another device, mySamsung helps to recommend the right tool for easy onboarding. Customers can also look forward to enjoying privileges

and experiences through mySamsung such as anniversary treats, exclusive event invites and be the first to learn about Samsung promotions.

- **Samsung Concierge**

Samsung Concierge is specially conceived to fulfil the needs of local consumers seeking to get more out of their Galaxy smartphones, through value-added smartphone services offering added assurance, stronger protection and all-round convenience. This service which includes benefits such as yearly device upgrade, on-site servicing or repair, discounted out-of-warranty repair and data switching assistance, is a key part of Samsung's ongoing strategy to build a holistic ecosystem of services for consumers on top of its portfolio of innovative products.

- **Samsung Pay**

Outside of hardware, consumers can also get the best mobile payment service with Samsung Pay. Compatible with NFC (Near Field Communication), MST (Magnetic Secure Transmission) and Barcode technology, mobile payments will be available to more merchants and consumers than ever before. Samsung is partnering with the three payment networks American Express, MasterCard and Visa, and major banks including DBS, OCBC Bank and Standard Chartered Bank to bring Samsung Pay to Singapore consumers in 2016.

- **Samsung Gear 360, Gear S2 and Gear VR**

Beyond these offerings, Samsung continues to push the boundaries of hardware, software and services to create devices that change how consumers use them. Whether it is capturing memories with the Gear 360 camera, tracking fitness levels with the Gear S2 or "traveling" the world with the Gear VR – Samsung aims to redefine the mobile experience of consumers.

Local Pricing and Availability

The Galaxy S7 4G+ and S7 edge 4G+ will be available at \$998 and \$1,098 respectively. Both models will launch in Black Onyx, Gold Platinum, Silver Titanium, with built-in memory of 32GB² from 12 March 2016 at all local telecommunication operators, major consumer electronics stores, authorised retailers and Samsung Experience Stores.

The following Galaxy S7 4G+ and S7 edge 4G+ accessories will be available to complement the devices:

- LED View Cover in Black, Gold and Silver, RRP \$98
- Wireless Charging Battery Pack in Black and Silver, RRP \$138
- Wireless Charging Stand in Black and White, RRP \$98

To help consumers build seamless experiences with Samsung devices, Samsung will be providing purchase with purchase promotions with the purchase of Galaxy S7 4G+ and S7 edge 4G+ from launch until end March 2016:

²Actual 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.

SAMSUNG

- 20% off RRP of Samsung Accessories³
- \$50 off RRP of Gear S2 in Dark Gray and Silver, Gear S2 classic in Black

For more product information, please visit <http://www.samsungmobilepress.com>, news.samsung.com/galaxy or www.samsung.com/galaxy.

³ Not valid for purchase of Samsung MicroSD cards, Samsung Solid State Drive, Samsung Premium Care, Samsung Camera Accessories, Mont Blanc Accessories Premium Handcrafted Leather Strap, Samsung Gear VR, Samsung Gear S2 and Gear S2 classic. Other terms & conditions apply.

Galaxy S7 4G+ and S7 edge 4G+ Product Specifications:

	Galaxy S7 4G+	Galaxy S7 edge 4G+
Display	5.1" Quad HD SUPER AMOLED	5.5" Quad HD SUPER AMOLED
Dimension	142.4 x 69.6 x 7.9mm, 152g 2.5D Glass (Front)/ 3D Glass (Rear)	150.9 x 72.6 x 7.7mm, 157g Dual Edge Curved Glass (Front)/ 3D Glass (Rear)
Camera	Rear: Dual Pixel 12MP OIS (f1.7), 1.4µm Pixel Sensor Front: 5MP (f1.7)	
Processor	Octa Core [2.3GHz Quad Core + 1.6GHz Quad Core]	
Platform	Android™ 6.0 (Marshmallow)	
Memory²	RAM: 4GB LPDDR4, Internal Memory: 32GB, External Memory: microSD up to 200GB (Hybrid Slot for Dual SIM)	
Battery	3,000mAh	3,600mAh
Charging	Ultra Fast Charging, Fast Wireless Charging ⁴ (Built-in)	
Network	LTE Cat 9 (up to 450Mbps)	
Connectivity	Wi-Fi® 802.11 a/b/g/n/ac (2.4/5GHz), MU-MIMO, Bluetooth® 4.2 LE, ANT+, USB 2.0, NFC	
Sensors	Accelerometer, Proximity, RGB Light, Geo-magnetic, Gyro, Fingerprint, Barometer, Hall, HRM	
IP Code	IP68 ⁵ certified	
Audio	MP3, M4A, 3GA, AAC, OGG, OGA, WAV, WMA, AMR, AWB, FLAC, MID, MIDI, XMF, MXMF, IMY, RTTTL, RTX, OTA	
Video	MP4, M4V, 3GP, 3G2, WMV, ASF, AVI, FLV, MKV, WEBM	

⁴Fast Wireless Charging Pad to be purchased separately.

⁵Dust 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.

Note: Certain features, services and applications (including 4G+ LTE) are dependent on network connectivity and may not be available in all coverage areas. Additional data charges may apply. Specifications are accurate as at time of print and are subject to change without prior notice.

Bluetooth® is a registered trademark of Bluetooth SIG, Inc., and any use of such marks herein is under license.

Wi-Fi® and Wi-Fi Direct® are registered trademarks of Wi-Fi Alliance.

All other company, product and service names mentioned herein are marks, trademarks, registered trademarks or service marks of the respective owners.

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>.

Media Contact:

Germaine Pereira

Edelman for Samsung

samsungsapl@edelman.com

6494 1587