

## **Samsung Reimagines the Way Moments are Captured and Shared with Gear 360**

*Easily create, view and share 360-degree videos and images to enjoy a fully connected experience*

**BARCELONA – February 21, 2016** – Samsung Electronics Co. Ltd today announced the Samsung Gear 360, a 360-degree camera that lets consumers easily create, view and share their favorite experiences through video and still image content. Gear 360 is designed for travel, festive gatherings and every activity in between to provide an all-encompassing visual experience. The new camera leverages the best of the Samsung Galaxy experience so users can become the creator of their own virtual reality content to enjoy through Gear VR.

“Samsung continues to push the boundaries of the mobile experience to extend beyond the smartphone,” said DJ Koh, President of Mobile Communications Business, Samsung Electronics. “On the heels of last year’s Gear VR release, Gear 360 continues to push the limits on immersive content – providing a visual experience that makes capturing and sharing life’s moments even easier.”

### **Compact Design with High Performance for Every Activity**

Samsung Gear 360 is equipped with dual fisheye lenses, which both have 15 megapixel image sensors, giving users the ability to capture high-resolution (3840x1920) 360-degree video that also supports 30 megapixel still images. Users are also able to shoot 180-degree wide angle video and images with only using one side of the camera lens. Built for any time of day, Gear 360 offers Bright Lens F2.0, which creates high resolution images even in low-light conditions, where users can create full panoramic videos.

With a light and compact, spherical shaped design, Gear 360 maximizes portability to film on the go or for indoor activities. Gear 360 features a user-friendly tripod and is also compatible with a wider selection of accessories and mounts currently available on the market.

### **The Galaxy 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.

When Gear 360 is synced with a Samsung smartphone, users will be able to preview content in real time when recording. Also, Gear 360 will automatically bring up filmed content for users to view and save on their smartphone or to upload and share directly on social channels including Google Street View. For a real 360 viewing experience, users can simply watch self-created content through Gear VR. All these features will be available through a dedicated mobile application for download from Galaxy Apps, Google Play and PC software for more in-depth editing capabilities.



Gear 360 is compatible with select Samsung smartphones including the newly released Galaxy S7 and Galaxy S7 edge, Galaxy S6 edge+, Galaxy Note 5, Galaxy S6 edge and Galaxy S6.

Gear 360 will be available starting Q2 2016 in select countries.

For more information, visit [www.samsungmobilepress.com](http://www.samsungmobilepress.com) or [news.samsung.com/galaxy](http://news.samsung.com/galaxy).

**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 [news.samsung.com](http://news.samsung.com).

## Samsung Gear 360 Specifications:

<b>Camera</b>	Two CMOS 15 megapixel fisheye cameras
<b>Image Processor</b>	DRIMe5s
<b>Video</b>	MP4 (H.265) - Dual Lens: 3840x1920 (30fps)
<b>Image</b>	JPEG - Dual Lens: 30M (7776x3888)
<b>Audio</b>	Codec: MP3/AAC/AAC+/eAAC+ Format: MP3, M4A, AAC, OGG
<b>Memory</b>	microSD card (Up to 128GB)
<b>Features</b>	Display - 0.5" (72 x 32) PMOLE
	Shooting mode - Video, Photo, Time Lapse Video, Looping Video
	Camera mode - Dual/Single Lens mode Camera Setting - Sharpness, White Balance, HDR, EV, ISO limit, Wind cut
	IP53 Certified Dust and Water Resistant
<b>Samsung Services</b>	Samsung Gear 360 App, PC SW (Gear 360 ActionDirector)
<b>Connectivity</b>	WiFi 802.11 a/b/g/n/ac (2.4/5GHz) WiFi Direct, BT v4.1 USB 2.0 NFC
<b>Sensor</b>	Accelerometer, Gyroscope
<b>Dimensions</b>	66.7x56.2x60 mm
<b>Weight</b>	153g (including battery)
<b>Battery</b>	1,350mAh Li-ion

\*All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, pricing, components, performance, availability, and capabilities of the product are subject to change without notice or obligation.

\*\*Battery performance may vary depending on configuration, and device usage.