

Samsung Unveils Next Generation Smartphones at the Core of its Connected Galaxy Experience

The Samsung Galaxy S7 and Galaxy S7 edge couple sleek design with powerful performance including advanced camera features, water resistance, and external memory

BARCELONA – February 21, 2016 – Samsung Electronics Co. Ltd today announced the newest additions to the Galaxy family of products, Samsung Galaxy S7 and Galaxy S7 edge. Created for today's consumer lifestyle, Galaxy S7 and Galaxy S7 edge lead the industry with a refined design, more advanced camera, streamlined software functionality and unparalleled connectivity to a galaxy of products, services, and experiences.

“We believe in a world that is brighter, sharper, more convenient, and more fun. We strive to deliver on that vision with the Galaxy S7 and Galaxy S7 edge by marrying elegant design with functionality and providing a seamless mobile experience,” said DJ Koh, President of Mobile Communications Business, Samsung Electronics. “We empower consumers with technology to help them get more out of life and will continue to push the frontier of what’s possible.”

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

Galaxy S7 and Galaxy S7 edge introduce the first Dual Pixel camera on a smartphone, delivering brighter and sharper images, even in low light. Thanks to the revolutionary Dual Pixel technology, brighter lens with wider aperture, and bigger pixel, the camera has a faster shutter speed and a more accurate autofocus even in 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 and 5.5-inch Galaxy S7 edge are constructed with 3D glass and metal – all in a sleek design with durability and ergonomic curves for a 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.

Without compromising design, Galaxy S7 and Galaxy S7 edge both have increased utility with IP68 water and dust resistance. Edge UX, the advanced edge experience available on Galaxy S7 edge, 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.

Enhanced Performance: From Charging to Gaming

Galaxy S7 and Galaxy S7 edge deliver fast wired and wireless charging technology. Additionally, the hybrid SIM card tray allows users to insert a microSD card for up to 200GB of additional storage and in some select countries, the tray can be used with a dual SIM card.

Samsung also made significant hardware and software updates to optimize gaming performance on Galaxy S7 and Galaxy S7 edge. The powerful processor and bigger battery

capacity ensure longer playing time, and the internal cooling system keeps 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 and Galaxy S7 edge, Vulkan API gives users the ability to play high-performance graphic games with lower battery consumption.

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.

Whether it's the seamless connection between Galaxy S7 and Galaxy S7 edge and the new Gear S2 Classic to monitor fitness, or connecting with Gear VR to "travel" the world – Samsung redefines what's possible for the mobile experience and beyond.

Beyond the phone, Galaxy S7 and Galaxy S7 edge users can also get the best mobile payment service with Samsung Pay; it's secure, easy-to-use and accepted almost anywhere. Protected by Samsung KNOX, fingerprint scanning and advanced tokenization, Samsung Pay works with NFC (Near Field Communication), MST (Magnetic Secure Transmission) and Barcode technology, making mobile payments available to more merchants and consumers than ever before.

Galaxy S7 and Galaxy S7 edge will be available starting mid-March 2016.

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

Galaxy S7 and Galaxy S7 edge Product Specifications:

| | Galaxy S7 | Galaxy S7 edge |
|---------------------|---|---|
| OS | Android 6.0 (Marshmallow) | |
| Network | LTE Cat.9(450/50Mbps) * May differ by markets and mobile operators | |
| Dimension | 142.4 x 69.6 x 7.9mm, 152g | 150.9 x 72.6 x 7.7mm, 157g |
| AP | Octa core (2.3GHz Quad + 1.6GHz Quad), 64 bit, 14 nm process Quad core (2.15GHz Dual + 1.6GHz Dual), 64 bit, 14 nm process * May differ by markets and mobile operators | |
| Memory | 4GB RAM (LPDDR4), 32/64GB (UFS 2.0) + microSD (up to 200GB) | |
| Display | 5.1" Quad HD Super AMOLED 2560 X 1440 (577ppi) | 5.5" Quad HD Super AMOLED 2560 X 1440 (534ppi) Edge Screen |
| Camera | Rear: Dual Pixel 12MP (F1.7), Smart OIS Front: 5MP (F1.7) | |
| Battery | 3,000mAh | 3,600mAh |
| | Fast Charging both on wired and wireless Wireless Charging compatible with WPC and PMA | |
| Payment | NFC, MST | |
| Connectivity | WiFi 802.11 a/b/g/n/ac (2.4/5GHz), MIMO, Bluetooth® v 4.2 LE, ANT+, USB 2.0, NFC, Location | |
| Sensors | Accelerometer, Proximity, RGB Light, Geo-magnetic, Gyro, Fingerprint, Barometer, Hall, HRM | |
| IP Code | IP68 | |
| 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 | |

*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.

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