

Samsung and Oculus Introduce the First Consumer Version of Gear VR

With a new and refined design, Samsung and Oculus deliver the most enjoyable and comfortable mobile VR experience to consumers



Singapore, 25 November 2015 – Samsung Electronics Singapore today announced the availability of the Samsung Gear VR, the first consumer version of the Gear VR device. Powered by Oculus technology, this new headset is fully optimised and compatible with more Samsung Galaxy smartphones than the previous Innovator Edition.

"Samsung strives to be at the forefront of technology and innovation, and our improvements to the Samsung Gear VR is a testament to that. From the 'Samsung Gear VR Innovator Edition for S6' launched earlier this year, we want to continue to push boundaries and bring the future of mobile technology to our customers with the new Samsung Gear VR headset for consumers," said Eugene Goh, Vice President, IT & Mobile, Samsung Electronics Singapore.

The Samsung Gear VR is compatible with the latest Samsung flagship smartphones, including the Galaxy Note 5 4G+, Galaxy S6 edge+ 4G+, Galaxy S6 edge 4G+ and Galaxy S6 4G+, leveraging each device's SUPER AMOLED display to provide the colour, clarity and performance needed for an amazing virtual reality experience. Along with access to an ecosystem of content options, the ergonomic design and ultra-high resolution display of the Gear VR allow users to enjoy a truly immersive and cinematic virtual reality experience.

An improved and refined version targeted at the everyday consumer, the Samsung Gear VR is 19 percent lighter than its predecessor. This new edition also includes a new foam cushioning that makes the device more comfortable to wear. It features an improved cross-shaped touchpad which provides users with greater ease of control while enjoying the extensive selection of film, gaming, 360-degree video and experiential content available on the Samsung Gear VR.

"Together with Oculus, the Samsung Gear VR reinforces Samsung's goal to bring innovative mobile entertainment for consumers to the next level. Whether it's sharing 360-degree video

SAMSUNG Gear VR

experiences, or teleporting around the world through photos and videos, the Samsung Gear VR is truly opening up a world of possibilities,” added Goh.

Step onto the stage and immerse in a 360-degree performance from Cirque du Soleil, experience the Jurassic World in close proximity of a living dinosaur with awe, or solve a mystery with Sherlock Holmes - Consumers can experience another world in an instant with the Samsung Gear VR.

The Samsung Gear VR also brings the next-level of gaming experience. Watch spaceships and enemies come alive in a series of intense combat games specially developed for the Samsung Gear VR. With the Samsung Gear VR, consumers can enjoy virtual reality with more depth.

Local Availability and Pricing

The Samsung Gear VR in Frost White will be available from **28 November 2015** at a recommended retail price of \$148 at SITEX, local telecommunication operators, major consumer electronics stores and Samsung Experience Stores.

To thank loyal customers for their continuous support, Samsung will be offering consumers a series of promotions:

- Samsung Experience Stores and Consumer Electronics Stores
 - With every purchase of the Samsung Gear VR, consumers can enjoy the Samsung Gear Circle at \$98 (RRP \$168). Promotion valid until 3 January 2016.
- SITEX Promotion
 - Consumers can enjoy the Gear VR at \$98 (RRP \$148) with every purchase of the Samsung Galaxy Note 5 4G+, Galaxy S6 edge+ 4G+, Galaxy S6 edge 4G+ or Galaxy S6 4G+. Promotion is available at SITEX from 28 to 29 November 2015.

Full details and product images are available at:

<https://edelmanftp.box.com/s/91992siz9uevww9k0obbio4w72na5xc6>

Not recommended for children under 13 years, please see doctor before use if pregnant, elderly and/or with heart, epileptic or medical conditions. Detailed health and safety warnings apply, please see <https://oculus.com/warnings>.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining 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 through, among others, our Smart Home and Digital Health initiatives. We employ 307,000 people across 84 countries with annual sales of US \$196 billion. To discover more, please visit our official website at www.samsung.com and our official blog at global.samsungtomorrow.com.

Note to Editors:

Samsung Gear VR Product Specifications:

Dimension/Weight	201.9 x 116.4 x 92.6 mm / 318g
Sensor	Accelerator, Gyrometer, Proximity (Mount/Unmount Detection)
Field of View (FOV)	96 degree
IPD Coverage	54 ~ 70 mm (Fixed Lenses)
Colour	Frost White
Connectivity	Micro USB connection to the Galaxy Note 5 4G+, Galaxy S6 edge+ 4G+, Galaxy S6 4G+, Galaxy S6 edge 4G+

Note: Certain features, services and applications are dependent on network connectivity of the Galaxy Note 5 4G+, Galaxy S6 edge+ 4G+, Galaxy S6 edge 4G+ and Galaxy S6 4G+ 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.

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