



Samsung Introduces GALAXY Gear, a Wearable Device to Enhance the Freedom of Mobile Communications

Samsung GALAXY experience is now extended through GALAXY Gear

Berlin, Germany – September 4, 2013 – Samsung Electronics Co., Ltd. today introduced the GALAXY Gear, a perfect companion device that further integrates the Samsung GALAXY experience into everyday life. Samsung GALAXY Gear combines smart device connectivity, tailored technological features, and stylish design as a single premium accessory.

“Samsung’s ongoing smart device innovation leadership reflects our commitment to listen to our consumers, who want their daily lives to be easier and more enjoyable. Samsung GALAXY Gear benefits consumers by integrating smart device technology even deeper into their everyday lives, and bridges the gap between the mobile device and fashion worlds to create truly wearable technology,” said JK Shin, CEO and President of IT & Mobile Division, Samsung Electronics. “Samsung GALAXY Gear frees users from the need to constantly check their smart devices while maintaining connections. It provides what we call ‘smart freedom,’ by allowing users to choose how, why, when and where they are connected.”

Experience new mobile communications freedoms

Samsung GALAXY Gear lets users to live in the moment while staying connected to their Samsung GALAXY devices. It **notifies** users of incoming messages, such as calls, texts, emails and alerts, delivers a preview of those messages and creates the opportunity for users to accept or discreetly ignore those messages. When an incoming message requires more than a **quick glance**, users can simply pick up their Samsung GALAXY devices and the **Smart Relay** feature will instantly reveal the full content on the screen.

Voice operation

The built-in speaker allows users to conduct **hands-free calls** directly from the Gear, maintaining connections to their mobile communications without disrupting their daily routines. For example, a user leaving the grocery store, whose hands are full with shopping bags, could still make a call by speaking into the GALAXY Gear without touching the screen. Users can also draft messages, create new calendar entries, set alarms, and check the weather on the GALAXY Gear with **S Voice**.

Capture daily life from your wrist

In addition to enabling smart device controls, Samsung GALAXY Gear introduces several features that help users easily capture **life’s meaningful moments** which otherwise might be missed. With the **Memographer** feature, a 1.9 Megapixel camera, users who are on the move or participating in physical activities can record both photos and video to create quick, visual records of important information or events from their daily lives, as well as share them on their social networks. Extending the quick-record concept, **Voice Memo** lets users capture important thoughts or conversations from their wrists and save those voice recordings into texts on their Samsung GALAXY devices.

A growing list of controls for favorite features

With the GALAXY Gear, users gain a wide range of favorite features that further increase the benefits of this new accessory. New security enhancement **Auto Lock** automatically secures the companion

smartphone screen any time that GALAXY Gear is more than 1.5 meters away from the smartphone, and then unlocks the smartphone when the companion devices are near each other again. **Find My Device** helps users find the location of their smart devices when they have been misplaced by making them beep, illuminate and vibrate. With Samsung GALAXY Gear, users can also **control the music** played on their Samsung GALAXY devices. As with traditional music players, it helps users browse, play and pause songs even when their smart device is not within reach. Finally, the GALAXY Gear also works like a **Pedometer** to track physical activity via enhanced, built-in sensor technology. This feature systematically and automatically monitors users so they can track key personal data such as calories burned, steps taken and distance covered.

Standalone Watch and Iconic Fashion Accessory

Samsung GALAXY Gear embodies understated elegance. Its refined design, executed in, high-quality finishes, conjures images of luxury jewelry while still being understated enough to go well with any outfit. A rounded and simple flowing form wraps around the body, integrating with the user's personal environment, and maintaining comfort at all times. The GALAXY Gear also serves as a wristwatch and includes several face options that create the opportunity for users to personalize their watch face. It will come preloaded with 10 different clock options and more choices will be downloadable via Samsung Apps. The GALAXY Gear experience can be further personalized by selecting from six colors that will be available at launch: Jet Black, Mocha Gray, Wild Orange, Oatmeal Beige, Rose Gold, and Lime Green.

Samsung GALAXY Gear will be launched with the GALAXY Note 3 in more than 140 countries around the world starting from September 25.

Samsung GALAXY Gear will be on display at the Samsung booth # 20 at IFA 2013, September 6 through September 11, 2013. Full details and product images are available at www.samsungmobilepress.com or m.samsungmobilepress.com.

Note to Editors:

Endorsement by featured application partners:

[Evernote] Phil Libin, CEO

"The potential for wearable devices is incredibly exciting. Evernote strives to be a second brain, providing information to people when and how they need it, so they can lead better, smarter lives. It is important for us to be involved with products like the Samsung GALAXY Gear so we can start delivering on that promise, and better understand how and when people want to consume information through these new, innovative devices." Phil Libin, CEO, Evernote

[Glympse] Bryan Trussel, Co-founder & CEO

"Samsung is setting a very high bar for wearable technology with this stylized and incredibly functional device. Location sharing is a natural fit with the watch, and we are thrilled to partner with a smart, innovative company like Samsung to provide their users with Glympse location technology."

[Path] Dave Morin, CEO

"Path's intimate social graph lends itself perfectly to wearable devices like the Samsung GALAXY Gear, sharing only relevant notifications from the people who matter most," said Path CEO Dave Morin. "Taking advantage of the built-in camera and touchscreen, Path on GALAXY Gear lets users to easily take photos, give feedback to friends, and post their location. We're excited to evolve the Path experience on this breakthrough wearable device as well as our partnership with Samsung."

Samsung GALAXY Gear Product Specifications

Processor	800 MHz processor
Display	1.63 inch (41.4mm) Super AMOLED (320 x 320)
Camera	1.9 Megapixel BSI Sensor, Auto Focus Camera / Sound & Shot
Video	Codec: H.264 Format: MP4 HD(720p) Playback & Recording
Audio	Codec: AAC Format : M4A
Featured Apps	Atooma is a contextually aware horizontal intelligence platform that makes your GALAXY Gear smarter.
	Banjo gives you the power to see what's happening right now, anywhere in the world.
	Evernote watch app makes it easy to remember things by quickly capturing images and memories and bringing important reminders right to GALAXY Gear.
	Glympse allows people to easily share their location temporarily and in real-time, letting recipients see their movements on a dynamic map.
	eBay app allows you to complete all your transactions on eBay with ease and in real-time.
	Line is a global messaging service available in over 230 countries worldwide.
	MyFitnessPal tracks your nutrition and exercise, empowering you to achieve your personal health and fitness goals.
	Path is the personal network designed to bring you closer to your friends and family.
	Pocket, the leading way to save web content to view later on any device, brings text-to-speech article playback to GALAXY Gear.
	RunKeeper is the personal trainer in your pocket, helping you track your runs, set your goals, and stay motivated.
	TriplT from Concur makes it easy to organize travel plans in one place.
	Vivino Wine Scanner allows you to take a photo of any wine and get to know all about it instantly.
Samsung Services	Samsung Apps
	ChatON: mobile communication service
Additional Features	Smart Relay, S Voice, Memographer, Voice Memo
	Auto Lock, Find My Device, Media Controller, Pedometer, Stopwatch, Timer
	Safety assistance: In case of emergency, press a power button 3 times continuously, and then user's location information is transferred to the saved contacts with message.
	2 Microphones (Noise Cancellation), 1 Speaker
Connectivity	Bluetooth® v 4.0 + BLE
Sensor	Accelerometer, Gyroscope
Memory	4GB Internal memory + 512 MB (RAM)
Dimension	36.8 x 56.6 x 11.1 mm, 73.8g
Battery	Standard battery, Li-ion 315mAh

* The availability of each Samsung Hub and Google service may differ by country.

* 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.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of televisions, smartphones, personal computers, printers, cameras, home appliances, LTE systems, medical devices, semiconductors and LED solutions. We employ 270,000 people across 79 countries with annual sales of US\$187.8 billion. To discover more, please visit www.samsung.com.