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**EMBARGOED UNTIL 3:00PM ET ON APRIL 2, 2015**

**Samsung Recreates the Listening Experience with the Launch of an Entirely New Wireless Speaker**

*Samsung’s New Speaker Emits Sound In All Directions Filling The Room With Rich Audio no matter where its positioned*

**RIDGEFIELD PARK, N.J. – April 2, 2015** – Samsung Electronics America, Inc., today unveiled its Wireless Audio Radiant 360 R7 Samsung’s first omnidirectional speaker that redefines the audio experience with crisp and clear sound quality in a completely sleek new and totally unique design. This radical new design allows users to experience great sound without the traditional placement requirements.

The R7 uses Samsung’s “Ring Radiator” technology delivering a rich audio experience with balanced room-filling sound, more so than any other conventional speaker. Featuring a sleek oval shaped sculptured design, R7 delivers 360 degrees of premium, omnidirectional sound. Designed to fit virtually any space, it features wireless connectivity, and is an innovative way for consumers to listen to their favorite content.

“Developed in Samsung’s new state-of-the-art Audio Lab in Valencia, CA, the R7 combines revolutionary technology with elegant design that will redefine and enhance the home audio category in 2015,” said Jim Kiczek, Vice President of Audio Group, Samsung Electronics America. Unlike traditional speakers, which require specific placement and the listener to sit in a “sweet spot” for full enjoyment, The R7 envelopes any listener in full auditory bliss regardless of their position creating a truly immersive entertainment experience.”

The R7 also works with Samsung’s new Multiroom App 2.0, which makes it possible to share music across connected devices in the home, while its user interface both simplifies and transforms the listening experience. The new and upgraded version of the Multiroom App is available on both Android and iOS, so that users can enjoy their favorite music on multiple Wi-Fi-connected devices. The new App boasts an improved user interface with a new central wheel dial for a more intuitive navigation. Custom queue lists can now be browsed easily with just the touch of a finger. The Multiroom App 2.0 makes it possible to easily control speakers, music sources and playlists, while simultaneously browsing your music library– all in one place.

The R7 an seamlessly connect to select Samsung TVs, select soundbars and mobile devices and offers a stylish build that captures the style and elegance of virtually any home décor. The R7 is truly a location free speaker that delivers unmatched sound balance and quality inside and outside the home. With Multiroom Link, the R7can connect to Samsung’s eco-system of multi-room audio products all controlled by your mobile device. The R7 will be available this month at a retail price of $499.99

**About Samsung Electronics America, Inc.**

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), is a recognized innovation leader in consumer electronics design and technology. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA delivers a broad range of digital consumer electronics, mobile and wearable, IT and home appliance products. Samsung is the market leader for HDTVs in the U.S and America’s fastest growing home appliance brand. To discover more of the award-winning products you love with Samsung, please visit [www.samsung.com](http://www.samsung.com).

**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 236,000 people across 79 countries with annual sales of US$187.8 billion.

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