

## Press Kit

# Innsbruck 2012 Winter Youth Olympic Games

## “Wake up – it’s everyone’s Youth Olympic Games!”



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## 1. Samsung and the 1st Winter Youth Olympic Games

Samsung, the local sponsor of the Seoul Olympic Games in 1988, and Worldwide Olympic Partner in the Wireless Telecommunications Equipment category since the Nagano Games in 1998, has put together a large and varied programme to accompany the 1st Winter Youth Olympic Games. Inspired by the slogan “Wake up – it’s everyone’s Youth Olympic Games”, all of the activities will support the overarching aim of bringing both the fun and learning aspects of the Games to life, and encouraging young people to share their experiences with as many friends as possible.

### **www.samsungwakeup.com online platform**

The [www.samsungwakeup.com](http://www.samsungwakeup.com) online platform is packed with features for journalists and fans of the Olympic Games, including continuously updated news and a host of games, videos, live reports and attractive competitions centred on the Innsbruck 2012 Winter Youth Olympic Games.

### 1st Winter Youth Olympic Games

+ 2,012 Torchbearers  
+ 1,200 volunteers  
+ 1,059 athletes  
+ 67 nations  
+ 15 disciplines  
+ 10 days  
(13–22 Jan. 2012)

### **355 Samsung Torchbearers fired up for Olympic Games**

In its capacity as Presenting Partner of the Youth Olympic Torch Relay, Samsung has nominated 355 of the Torchbearers, and sent a 15-metre-long truck to accompany the Olympic Flame across Austria. On board was a team of over 30 staff, including drummers and a DJ.

### **Samsung Mobile Explorers (SMEs) – 20 young reporters to post live updates daily**

The Samsung Mobile Explorers (SMEs) are ambassadors of the Innsbruck 2012 Winter Youth Olympic Games. Twenty young people from Austria, Britain, Slovenia and Switzerland – equipped with Samsung Galaxy S II Smartphones and Galaxy Tabs – are posting daily reports on their experiences in the host city Innsbruck and the other venues throughout the Games. The SME programme has long been one of Samsung’s key activities during Olympic Games, as it promotes the Olympic values of excellence, respect and friendship.

### **The Innsbruck 2012 Smart Cube – a mobile exhibition**

Samsung’s *Youth Olympic Games Smart Cube* is a mobile exhibition that will bring the Olympic spirit to visitors in the run-up to and during the 1st Winter Youth Olympic Games. It features photographs of past Games, and explores the 15 disciplines that will make up the Innsbruck 2012 Youth Olympic Games.

### **The Smart Cube exhibition dates & venues are :**

**Vienna** (December 31, 2011~January 1, 2012) @ Rathaus Platz

**Salzburg** (January 6) @ Schloss Kessheim,

**Innsbruck** (January 13~January 22) @ Medal Plaza in Maria-Theresien Strasse



### **Sport and culture in perfect harmony**

Samsung will present the Samsung Media Art Exhibition alongside the music festival organised by the Innsbruck Youth Olympic Games Organizing Committee. Live performances, accompanied by videos by international media artists, will form the highlights of the programme. The two events will combine to create a rich cultural offering, which can be experienced every day from 14–21 January, before and after the medals ceremonies at Medals Plaza in Innsbruck.

## 1.1 Innsbruck 2012 Youth Olympic Torch Relay

2,012 Torchbearers – including 355 runners from 17 countries, nominated by Samsung – 65 towns and 18 days: the Youth Olympic Torch Relay got underway on 27 December, and saw the flame carried across the whole of Austria. The Relay took in all nine of Austria's provincial capitals, as well as the country's most famous winter resorts.

### 355 Samsung Torchbearers fired up for Olympic Games

Presenting Partner Samsung has nominated 355 young people from 17 countries to run in the Youth Olympic Torch Relay – a once-in-a-lifetime opportunity to bear the Olympic Flame. A 15-metre-long truck, a fleet of escort vehicles and a team of over 30 people including drummers and a DJ travelled with the runners and make the Relay an unforgettable event for everyone who turned out to view the Torch relay.

**Youth Olympic Torch Relay**

- + 27 Dec. 2011 to 13 Jan. 2012
- + 2,012 Torchbearers
- + 355 Torchbearers nominated by Samsung
- + 3,200 kilometres
- + 65 towns
- + Samsung is Presenting Partner



Runners from Austria, Belgium, Cameroon, Croatia, Denmark, Estonia, Finland, Germany, Great Britain, Lithuania, the Netherlands, Poland, Serbia, Slovenia, South Korea, Switzerland and Turkey, selected from the many applicants, took part. Whether "being there" is about fulfilling a lifelong dream, celebrating recovery from an injury, or the pinnacle of a youthful sporting career, there is a unique story behind each Torchbearer's role in the Youth Olympic Torch Relay.

### Support for the Youth Olympic Torchbearers from famous names

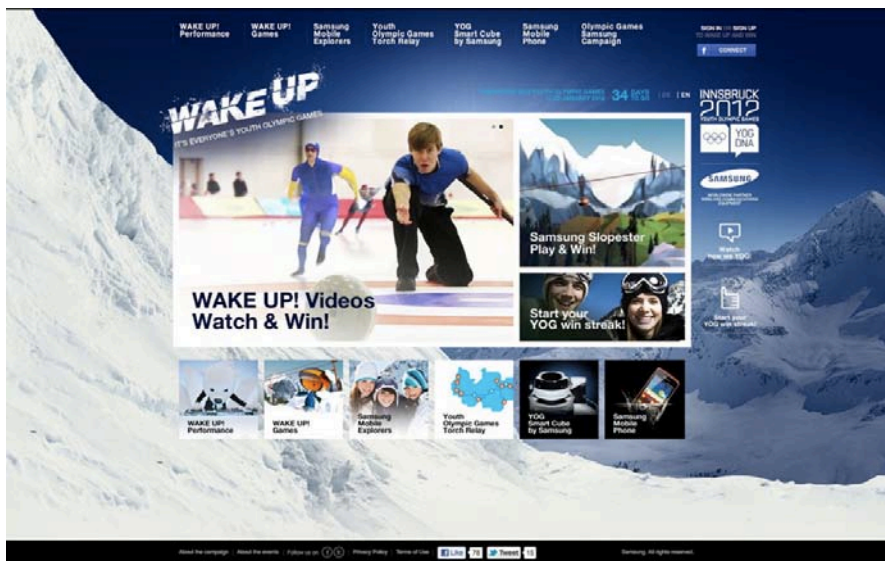
Taking the Olympic creed, "It's not the winning, but the taking part that counts" to heart, many well-known personalities helped carry the Youth Olympic Flame to Innsbruck along with the 2,012 young runners. Chart-topping singer-songwriter James Cottrill and ex-Miss Austria Tanja Duhovich did their bit in Vienna (31 December), as did Sturm Graz captain Mario Haas in Graz (2 January), top wine grower Leo Hillinger in Eisenstadt (3 January) and beach volleyball ace Oliver Stamm in Vösendorf (4 January). None of these famous names missed the experience of taking part in the Youth Olympic Torch Relay, and all took up their positions along the way.

## 1.2 Interactive online platform: [www.samsungwakeup.com](http://www.samsungwakeup.com)

It's the taking part that counts – that is the spirit of the Olympic Games. But of course, not everyone who wants to will be able to attend the Games. At [www.samsungwakeup.com](http://www.samsungwakeup.com), fans of the Olympic Games from all over the world have a chance to savour the amazing Olympic atmosphere and be part of the 1st Winter Youth Olympic Games. Videos, games, live reports, sensational prizes and media information – it's all there on [www.samsungwakeup.com](http://www.samsungwakeup.com). The site is packed with news, action and fun, with plenty of opportunities to join in, by yourself or with friends. And there are lots of great prizes to be won. It goes without saying that the games – as well as the site – are available for mobile phones, as Android apps that can be downloaded free of charge.

[www.samsungwakeup.com](http://www.samsungwakeup.com)

- + Wake Up! games
- + Wake Up! performances
- + Two fun videos
- + Samsung Mobile Explorers
- + Youth Olympic Torch Relay
- + Youth Olympic Games Smart Cube
- + Press archive



Online platform for the Innsbruck 2012 Winter Youth Olympic Games – [www.samsungwakeup.com](http://www.samsungwakeup.com)

## Samsung Slopester Snowboard Challenge – become a star!

Snowy downhill slopes, breakneck speeds and stunning tricks – an experience that was previously the preserve of the world's best snowboarders. But now everyone can get a taste of a spectacular snowboarding competition. In the Samsung Slopester Snowboard Challenge, online players from all over the world compete for the best times and highest scores. Because top performance deserves top prizes the best players each week will be rewarded with premium mobile phones from Samsung, including the Galaxy S II. So that everyone has a chance to win, personal best times will be reset to zero every week. And all players will be entered to win MP3 vouchers.



Samsung Slopester Snowboard Challenge – become a star!

### **Giant leaps – ski jumping champion wanted**

Ski Jump Giants is all about the best distance, style points and perfect landings – online. A place on the winners' podium will be justly rewarded, with a ticket to a Chelsea FC match going to the ski jumping champion. Travel to Chelsea's Stamford Bridge stadium is paid for, as the prize includes a flight to London. The second and third-placed players will each win a premium Samsung mobile phone (e.g. a Galaxy S II).

### **Get in the groove – and don't forget that sport is fun**

WAKE UP! Performance gives five Olympic Games fans a chance to star in their own dance video. Simply use your Facebook login to access the website or mobile app, select two friends, save your video to the pinboard and become a star performer. The user who has the most videos posted after eight weeks will win a ticket to a Chelsea home fixture, including a London flight. The second-placed user will receive a premium Samsung mobile phone (e.g. a Galaxy S II). And all of our online dancers go into the hat for the MP3 voucher prize draw.

### **Live reports from the Samsung Mobile Explorers**

Twenty young journalists from Austria, Britain, Slovenia and Switzerland will keep Olympic Games fans up to date with the Games by sending in reports, photos and videos. News on the sporting contests will feature alongside coverage of the countless fringe events and parties, and interviews with VIPs and spectators. And users will be able to get involved and rate the best posts. Everyone who votes will have a chance to win one of four tickets to ÖFB (Austrian Football Association) Samsung Cup matches.

### **And the winner is...**

As is the tradition in winter sports, besides the winners in individual disciplines an overall champion will be crowned at the end of the Winter Youth Olympic Games. It won't only be outstanding performances that matter here – taking part regularly and sharing posts with friends will count even more. The most hard-working and successful participants will be picked, using a points system. The user with the highest points total will receive a ticket for a Chelsea FC home fixture, including a flight to London. And the second and third-placed user will receive a premium Samsung mobile phone (e.g. a Galaxy S II).

### 1.3 Samsung Mobile Explorers

The Samsung Mobile Explorers (SMEs) are ambassadors of the Innsbruck 2012 Winter Youth Olympic Games. Twenty young people from Austria, Britain, Slovenia and Switzerland will post daily reports on their experiences in the host city Innsbruck and the other venues throughout the Games. Equipped with Samsung Galaxy S II smartphones and Galaxy Tabs, the SMEs will make sure that everyone can experience Innsbruck 2012 Youth Olympic Games including those who are unable to attend.

The SME programme has long been one of Samsung's key activities during Olympic Games, as it promotes the Olympic values of excellence, respect and friendship.

The SMEs' work will provide an insight into young people's perspective on this massive sporting event. They will tell their own unique stories about the 1st Winter Youth Olympic Games with the help of photos, videos and reports. They will cover all the highlights, from the Youth Olympic Torch Relay to the sporting competitions and the closing ceremony. Personal impressions of the sporting contests, and the latest on parties, fashion, art and events – it will all be there on at Samsung's Olympics portal [www.samsungwakeup.com](http://www.samsungwakeup.com).

#### Samsung Mobile Explorers

- + Ambassadors of the first Winter Youth Olympic Games
- + 20 young people
- + 4 countries: Austria, Slovenia, Switzerland, UK
- + Photos, videos and reports at [www.samsungwakeup.com](http://www.samsungwakeup.com)



The Samsung Mobile Explorers at Nordkette

## 1.4 Youth Olympic Games Smart Cube, presented by Samsung – a mobile exhibition

Samsung has put together a mobile exhibition that will bring the Olympic spirit to the public in the run-up to and during the 1st Winter Youth Olympic Games. The Youth Olympic Games Smart Cube exhibition features photographs from past Games, as well as explanations and highlights of the 15 disciplines that will make up the Innsbruck 2012 Winter Youth Olympic Games.

Visitors can sign the digital guestbook to express their support for the 1st Winter Youth Olympic Games.

An Olympic quiz in which visitors can test their knowledge of Olympic history means that there's a fun side to the exhibition, too.

The Youth Olympic Games Smart Cube is rounded off by an exhibition of Samsung's latest devices.

The exhibition can be visited in Vienna (31 Dec. 2011 to 1 Jan. 2012), Salzburg (6 Jan. 2012) and Innsbruck (13–22 Jan. 2012). Highlights of the exhibition can be viewed online at [www.samsungwakeup.com](http://www.samsungwakeup.com).

### Youth Olympic Games Smart Cube

- + Mobile exhibition
- + Highlights of Olympic history
- + Vienna:  
31 Dec. 2011 to 1 Jan. 2012
- + Salzburg: 6 Jan. 2012
- + Innsbruck:  
13–22 Jan. 2012
- + [www.samsungwakeup.com](http://www.samsungwakeup.com)



Youth Olympic Games Smart Cube, presented by Samsung:  
an exhibition that comes to its visitors

## 1.5 Music festival & Samsung Media Art Exhibition

Samsung is staging a music festival in conjunction with the Innsbruck Youth Olympic Games Organising Committee (IYOGOC). The music festival and the Samsung Media Art Exhibition add up to a rich cultural programme for Innsbruck 2012.

The music festival and the Samsung Media Art Exhibition can take place every day during the 1st Winter Youth Olympic Games, from 14–21 January, before and after the medals ceremonies at Medals Plaza in Innsbruck. Admission is free of charge.

Live performances by well-known Austrian musicians and bands, accompanied by videos by media artists from around the world, will light up the whole of Innsbruck. These two elements will combine to form a fantastic related programme around the medals ceremonies in the centre of Innsbruck.

### Music Festival & Samsung Media Art Exhibition

- + 14–21 Jan. 2012
- + Daily from 17:30
- + Free admission
- + Medals Plaza  
(Maria-Theresien-Strasse)
- + Live performances with videos by media artists from around the world

### Daily schedule

Time	Programme
17:30–18:30	Live performances
18:30–19:00	Samsung Media Art
19:15–20:35	Official medals ceremony
20:45–22:00	Concerts/live performances



## 1.6 Samsung advertising campaign for Innsbruck 2012

Samsung, sponsor of the 1st Winter Youth Olympic Games, will spotlight this major sporting event with a large-scale advertising campaign in Innsbruck. The “Wake up – it’s everyone’s Youth Olympic Games” slogan will be on view all over Innsbruck, in three different executions, on a variety of advertising platforms.

The poster executions will be on view in the central Innsbruck, at a total of 70 backlit transit sites, and on five LED screens and three prism displays. Samsung will also draw attention to the Games on the local public transport network, with 12 branded buses. The media barrage also includes three super size posters at Innsbruck’s central railway station, as well as one super size and six banners at the host city’s airport..

### Samsung advertising campaign

- + 3 executions
- + 70 backlit transit posters
- + 5 LED screens
- + 3 prism displays
- + 12 branded buses
- + 4 super size posters
- + 6 banners





## 2. Samsung and the Olympic Games

Samsung's first involvement with the Olympic Games was in 1988, when the company was a local sponsor of the Seoul Games.

Samsung has been a Worldwide Olympic Partner in the wireless telecommunications equipment category since the Nagano Games in 1998 – a commitment that is due to run until 2016.

Samsung also supported the Olympic Torch Relay in Athens in 2004, Turin in 2006, Beijing in 2008 and, as Presenting Partner, the Singapore 2010 Journey of the Youth Olympic Flame. Samsung is once again Presenting Partner of the Relay for the 1st Winter Youth Olympic Games in Innsbruck.

### Samsung and the Olympic Games

- + Seoul 1988: local sponsor
- + Since 1998: Worldwide Olympic Partner in the wireless telecommunications equipment category
- + Commitment confirmed up to 2016

### 3. Samsung and sport

Samsung is proud to be the sponsor of a number of leading sporting events around the world. These include the Olympic Games as well as the Asian Games (Asiad) and the IAAF Athletics Championships. Football is also important to Samsung. The company sponsors English Premier League club Chelsea, the Asian Football Confederation (AFC), the Africa Cup of Nations (CAN) and the ÖFB (Austrian Football Association) Samsung Cup, and supports various local football clubs in Europe and South America. Sports sponsorship links together Samsung's worldwide presence, enabling Samsung to communicate its corporate values and vision.

#### Samsung and sport

- + Olympic Games
- + Asian Games (Asiad)
- + IAAF Athletics Championships
- + Chelsea FC
- + Asian Football Confederation (AFC)
- + Africa Cup of Nations
- + ÖFB Samsung Cup

#### 4. Quotations

“We want as many people as possible to share in the delight and excitement of the 1st Winter Youth Olympic Games.”

Sunny Hwang, Vice President and Head of Global Sports Marketing at Samsung

“For many young people, being part of the Youth Olympic Torch Relay is a dream come true. The countless applications show how special this event is. I am thrilled that, by acting as Presenting Partner, Samsung will once again be giving young athletes a once-in-a-lifetime chance to bear the Olympic Flame.”

Sunny Hwang, Vice President and Head of Global Sports Marketing at Samsung

## 5. Press photographs

We are happy to provide you press pictures for free usage. Write us an E-Mail to [samsung2012@skills.at](mailto:samsung2012@skills.at), or have a look at [www.samsungwakeup.com](http://www.samsungwakeup.com)

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## 6. Press releases



## **Samsung seeking 355 Youth Olympic Torchbearers**

### **Teenagers can apply till October 30 – 14 nations joining**

**Vienna, October 21, 2011 – In 84 days the first Winter Youth Olympic Games will be inaugurated in Tyrol / Austria. Already on December 17 the Youth Olympic Flame arrives in Austria. Teenagers from all over Europe will carry the symbol of the Olympic spirit 3.500 km through the entire country. Samsung offers 355 young people – half of it Austrians – the chance to be part of this event.**

In January 2012, the first Winter Youth Olympic Games will take place in Austria. But before the Youth Olympic Flame will glow in Innsbruck on January 13<sup>th</sup>, the Torch Relay will start its 18 days journey throughout the entire country. Samsung as Presenting Partner of the Innsbruck 2012 Youth Olympic Torch Relay offers a unique opportunity to 355 young people from all over Europe to be part at this event as torchbearers. 192 of them, more than 50 percent, will be Austrians.

### **Becoming an Youth Olympic Torchbearer**

It's the taking part that matters. But not everyone can reach for a medal as an athlete within any of the 16 Youth Olympic disciplines. But every teenager between 12 and 25 years old now has the chance to become a Youth Olympic Torchbearer and secure an unforgettable experience for his lifetime. Application – single or as a team – is opened on [www.samsung.com/innsbruck2012](http://www.samsung.com/innsbruck2012) till October 30th.

### **Samsung and the Olympic Games**

Samsung supported the Olympic Torch Relay in Athens 2004, Turin (Torino) 2006, Beijing 2008 and the Journey of the Youth Olympic Flame in Singapore 2010, as a “Presenting Partner”. The company will take on a key role at the first Winter Youth Olympic Games, conveying the enthusiasm for the Youth Olympic Torch Relay and encouraging all participants to share the fun, as well as experience an inspirational journey.

### **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2010 consolidated sales of US\$135.8 billion. Employing approximately 190,500 people in 206 offices across 68 countries, the company consists of nine independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Memory, System LSI and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of semiconductor chips, mobile phones and TFT-LCDs. For more information, please visit [www.samsung.com](http://www.samsung.com).

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## **Samsung launches interactive online platform in build-up to the 1<sup>st</sup> Winter Youth Olympic Games**

Samsung is gearing up for the inaugural Winter Youth Olympic Games in Austria with the slogan “Wake up – it’s everyone’s Youth Olympic Games”. The campaign starts today with the official launch of Samsung’s interactive platform, [www.samsungwakeup.com](http://www.samsungwakeup.com). The site will feature online games, videos and information on all of this Olympic sponsor’s activities for the 2012 event. Samsung will support the Youth Olympic Torch Relay with 355 Samsung Torchbearers from 12 countries, a Samsung Olympics Caravan and much more. Besides 20 young people (Samsung Mobile Explorers) will post reports from Innsbruck throughout the Games. A mobile exhibition (Youth Olympic Games Smart Cube) will tour Austria from 31 December 2011. During the Games, a varied daily programme of music and video art performances will entertain the public in the Tyrolean capital.

All of these activities will support the overarching aims of bringing both the fun and educational aspects of the Games to life, and encouraging young people to share their experiences with as many friends as possible. And there are fantastic prizes on offer for visitors to the [www.samsungwakeup.com](http://www.samsungwakeup.com) platform.

13 December 2011 – Samsung today officially launched its promotional campaign surrounding the 1<sup>st</sup> Winter Youth Olympic Games, which will take place from 13–22 January 2012 in Innsbruck. Samsung, as a local sponsor of the Seoul 1988 Olympic Games and as the Worldwide Olympic Partner in the Wireless Communications Equipment category since Nagano 1998 Olympic Winter Games, has put together an exciting and varied programme to accompany the Games. All of the activities will support the broader aim of bringing both the fun and learning aspects of the Games to life, and encouraging young people to share their experiences with as many friends as possible. The campaign starts with the launch of the [www.samsungwakeup.com](http://www.samsungwakeup.com) portal, which offers extensive coverage of the event and numerous interactive features.

### **Great prizes up for grabs at [www.samsungwakeup.com](http://www.samsungwakeup.com)**

It’s the taking part that counts – this is the idea behind the Olympic Games. But, of course, not everyone will have the opportunity to experience the Games live. At [www.samsungwakeup.com](http://www.samsungwakeup.com) Olympics fans from all over the world can experience the unforgettable atmosphere of the Olympics and be part of Innsbruck 2012. Videos, games, live reports, sensational prizes and media information: [www.samsungwakeup.com](http://www.samsungwakeup.com) offers the latest news and non-stop action, as well as plenty of opportunities to join in, either by yourself or with friends. And there are some great prizes to be won! It goes without saying that the games – as well as the site – are available for mobile phones as Android apps.

### **Samsung Slopester Snowboard Challenge – become a star!**

Powder-covered slopes, breakneck speeds and stunning tricks: now you don’t have to be one of the world’s top boarders to take part in a spectacular snowboarding competition. In the Samsung Slopester Snowboard Challenge, online players from all over the world compete to clock the fastest times and rack up the highest scores. And top performance deserves top prizes: the best players each week will win a Samsung premium phone (e.g. Galaxy S II). So that everyone has a chance to win, best times will be reset to zero each week. In addition, lucky players will receive MP3 vouchers.

### **Giant leaps: ski jumping champion wanted**

A mobile game, Ski Jump Giants, is all about the best distance, style points and landing. A place on the winners’ podium will be justly rewarded, with a ticket to a Chelsea FC match going to the ski jumping champion. Travel to Chelsea’s Stamford Bridge stadium is covered, as the prize includes a flight to London. The second and third placed players will win Samsung premium phones (e.g. Galaxy S II).



### **Get in the groove – and don't forget that sport is fun**

If you want to share the fun of the Winter Youth Olympic Games with your friends, you'll have the perfect opportunity. WAKE UP! Performance gives three Olympics fans to star in their own dance video. Simply use your Facebook login to access the website, select photos of you and two of your friends, share your video on your Facebook wall and become a star performer. The user who has the most videos posted after seven weeks will win a ticket to a Chelsea FC home fixture, including return flight to London. The second placed user will receive a Samsung premium phone (e.g. Galaxy S II). And MP3 vouchers will be given out by prize draw to our online dancers.

*(See the attached factsheet for further details of the online games and prizes)*

### **Over 2,000 runners: drum roll for the Youth Olympic Torch Relay**

18 days, 65 towns and 2,012 Torchbearers, including 355 runners from 12 countries nominated by Samsung: the Youth Olympic Torch Relay gets underway on 27 December, and will see the Flame carried across Austria. The Relay will take in all nine of Austria's provincial capitals, as well as the country's most famous winter sports locations. A 15-metre-long truck – the "Samsung Caravan", a fleet of escort vehicles and a team of over 30 people including drummers and a DJ will make the Relay an unforgettable event for everyone who turns out to see the spectacle. "We want as many people as possible to feel the anticipation and excitement in the lead-up to the 1<sup>st</sup> Winter Youth Olympic Games, and we are looking forward to lots of great moments during the tour", Gyehyun Kwon, Vice President & Head of Worldwide Sports Marketing Samsung Electronics Co., Ltd. says.

### **Samsung Mobile Explorer (SME): daily live updates from Innsbruck, Seefeld und Kühtai**

The "Samsung Mobile Explorers" (SMEs) are ambassadors of Innsbruck 2012 Winter Youth Olympic Games. 20 young people from Austria, Switzerland, Slovenia and the UK will post reports from Innsbruck and the other venues every day throughout the Games. Equipped with smartphone "Samsung Galaxy S II" and Galaxy Tab, the SMEs will make sure that everyone can experience Innsbruck 2012 – including fans who can't be there in person. They will also provide an insight into how young people perceive the event. SMEs will generate diverse and unique stories with photos, videos and articles. The latest on parties, fashion, art and events in Innsbruck will count just as much as personal impressions of the sports competitions. You can find all of these at Samsung's Interactive platform [www.samsungwakeup.com](http://www.samsungwakeup.com).

The SME program has been one of the key programs at the Olympic Games for Samsung, as it promotes the Olympic values of Excellence, Respect and Friendship.

### **The Innsbruck 2012 Youth Olympic Games Smart Cube: an exhibition that comes to its visitors**

Samsung has put together a mobile exhibition that will bring the Olympic ideals to the public in the run-up to and during the Winter Youth Olympic Games. The exhibition in the specially adapted trailer features photographs and other mementos from past Olympics, as well as explanations and highlights of the 15 disciplines that will make up the Innsbruck Games. A digital guest book and an Olympic quiz mean that there's a fun side to the exhibition, too.

The highlights of the exhibition "Youth Olympic Games Smart Cube" can be viewed online at [www.samsungwakeup.com](http://www.samsungwakeup.com).

### **Sport and culture in perfect harmony**

Samsung will present the Samsung Media Art Exhibition alongside the music festival organised by the Innsbruck Youth Olympic Games Organising Committee. The two events will combine to create a rich cultural programme, which can be enjoyed every day from 14–22 January before and after the Victory Ceremonies at Medals Plaza in Innsbruck. Live performances will be accompanied by videos from international media artists that will light up the whole of Innsbruck.



### **Samsung and the Olympic Games**

Samsung's first involvement with the Olympics came in 1988, when the company was a local sponsor of Olympic Games in Seoul. It has been a Worldwide Olympic Partner for wireless communications since the Nagano Games in 1998, a commitment that is due to run until 2016. Samsung also supported the Olympic Torch Relay in Athens in 2004, Turin in 2006, Beijing in 2008 and, as Presenting Partner, the Singapore 2010 Journey of the Youth Olympic Flame. Samsung is once again a Presenting Partner of the Youth Olympic Torch Relay for the First Winter Youth Olympic Games in Innsbruck in 2012.

### **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2010 consolidated sales of US\$135.8 billion. Employing approximately 190,500 people in 206 offices across 68 countries, the company consists of nine independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Memory, System LSI and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of semiconductor chips, mobile phones and TFT-LCDs. For more information, please visit [www.samsung.com](http://www.samsung.com).

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[www.samsungwakeup.com](http://www.samsungwakeup.com)

**Be part of it!**

**Samsung launches interactive online platform for fans of the Innsbruck 2012 Winter Youth Olympic Games.**

**Glory and great prizes await!**

**Just like at the Olympic Games, determination is the key to success. Numerous prizes will be awarded to the best players every week. What's more, active users will be entered into regular prize draws, and at the end of the Games, three overall champions will be announced based on a points system which will identify the most avid and successful participants.**

**Prizes include tickets for matches at Chelsea FC, including flights to London, tickets for the "Austrian Samsung Cup" and Samsung premium phones (e.g. Galaxy S II). All participants will also have a chance to win Amazon MP3 vouchers.**



“We want as many people as possible to feel the anticipation and excitement in the lead-up to the 1<sup>st</sup> Winter Youth Olympic Games“

Sunny Hwang, Vice President & Head of Global Sports Marketing Samsung Electronics Co., Ltd.



## Samsung Slopester Snowboard Challenge

The best player each week will win a Samsung premium phone (e.g. Galaxy S II). So that everyone has a chance to win, best times will be reset to zero each week. In addition, some lucky players will receive MP3 vouchers.



## Ski Jump Giants

It's all about the best distance, style points and landing. A place on the winners' podium will be justly rewarded, with a ticket to a Chelsea FC match going to the ski jumping champion. Travel to Chelsea's Stamford Bridge stadium is covered, as the prize includes a flight to London. The second and third-placed players will win Samsung premium phones (e.g. Galaxy S II).



## WAKE UP! Performance



Simply use your Facebook login to access the website, select photos of you and your friends, share your video on your Facebook wall and become a star performer. The user who has the most videos posted within seven weeks will win a ticket to a Chelsea FC home fixture, including return flight to London. The second placed user will receive a Samsung premium phone (e.g. Galaxy S II). Furthermore, MP3 vouchers will be given out by prize draw to our online dancers.

## Live reports by Samsung Mobile Explorers

A group of 20 young people from Austria, Switzerland, Slovenia and Britain will provide a wealth of individual reports, pictures and audio and video coverage for Olympics enthusiasts – not just about the sporting contests, but also about the countless fringe events and parties, interviews with VIPs and ordinary spectators, and much more. Users can also get involved and judge the best posts. Everyone who votes will have a chance to win a ticket for Austrian Samsung Cup matches.





## Sport is also fun

Two fun videos show scenes that even aficionados of curling and speed skating won't have seen. Everyone who shares these videos will be entered into a prize draw for MP3 vouchers.



## And the winner is...

As is the tradition in winter sports, as well as prizes for the winners in individual disciplines, the overall champion will be crowned at the end of the Winter Youth Olympic Games. It isn't only outstanding performance that matters here – taking part regularly and sharing posts with friends count even more. The user with the highest number of points will receive a ticket for a Chelsea FC home fixture, including flight to London. The second and third placed champions will win Samsung premium phones (e.g. Galaxy S II).





## **1<sup>st</sup> Winter Youth Olympic Games: Every Torch Bearer has a story to tell 355 Samsung Torch Bearers fired up for Olympics – with support from famous names**

*Every athlete dreams of an Olympic medal. As Austrian giant slalom gold medal winner Stephan Eberharter (Salt Lake City 2002) recently said: “You are an Olympic champion for life”. For the Torch Bearers, too, their part in the games will always be a once-in-a-lifetime experience. Torch Relay Presenting Partner Samsung has nominated 355 young people from 17 countries as starters. They are being supported by a host of Austrian celebrities including football star Mario Haas, beach volleyball ace Oliver Stamm, acclaimed wine grower Leo Hillinger, chart topping singer-songwriter James Cottrill, and ex-Miss Austria Tanja Duhovich. None of these well-known personalities want to miss out on the honour of carrying the Olympic Flame.*

Vienna, 20 December 2011 – What do a Finnish runner, an artistic gymnast from Linz, three girls from Burgenland and an heir to the Danish throne have in common? They all have their own reasons for taking up Samsung’s invitation to accompany the Olympic Torch along part of its route. Whether being there is about fulfilling a lifelong dream, celebrating recovery from an injury, or the pinnacle of a sporting career, there is a unique story behind each Torch Bearer’s role in the Torch Relay. In the words of Sunny Hwang Vice President and head of worldwide sports marketing at Samsung: “For many young people, being part of the Youth Olympics Torch Relay is a dream come true. The countless applications show how special this event is. I am thrilled that, by acting as a Presenting Partner, Samsung will once again be giving young athletes out of 17 nations a once-in-a-lifetime chance to bear the Olympic Flame.” The participating nations are Austria, Belgium, Switzerland, Cameroon, Germany, Denmark, Estonia, Finland, United Kingdom, Croatia, South Korea, Lithuania, The Netherlands, Poland, Serbia, Slovenia and Turkey.

### **Dream come true for 15-year-old from Linz**

Talented 15-year-old artistic gymnast Nicole Krabb from Linz worked towards her goal of competing in the Olympics for several years. She was on the verge of breaking into the big time when a severe ankle injury required an operation, and the doctors told her that her hopes of a career as a professional sportswoman were at an end. For eight months Nicole fought to train her way back to the level she had reached before the injury, but in the end she was forced to accept that she would never be an Olympic athlete. Because of this, taking part in the Winter Youth Olympics Torch Relay as a Samsung runner is especially important to her. “It’s a dream come true for me – though not what I was originally hoping for.”

### **SOS Children’s Villages sending three runners from Burgenland**

Samsung has reserved three places in the Torch Relay for SOS Children’s Villages. Sara (14), Katharina (13) and Nadine (14), will be helping the Flame along its way to Innsbruck on behalf of the international children’s charity. For the three girls from Austria’s Burgenland province, joining the Torch Relay is a long cherished wish. They are active members of an athletics club, and have long been keen to participate in a major sporting event. Now they have made it – straight to the Olympic Games!

### **On board – a Danish royal**

Prince Nikolai William Alexander Frederik, a member of the Danish royal family, will be carrying the Olympic Flame to Innsbruck. The 12-year-old prince is the oldest grandchild of Queen Margrethe II, and is seventh in line to the throne. Prince Nikolai, currently at school in Copenhagen, will be an idol for many young Danes when he represents his country on the Youth Olympics Torch Relay.



### **Father-daughter duo from Finland**

Johanna and Martti Matintalo from Finland are the only father-daughter duo to be picked by Samsung for the Torch Relay. Fourteen-year-old Johanna is a highly promising track athlete. This year she took silver in the 800 metres at the Finnish National Championships in a time of 2:05.87 – a new under-15 world record. She will be on the road with her father and coach Martti Matintalo, who said: “It is truly unique for us to be bearing the Youth Olympics torch as father and daughter. We both love sport, and are delighted to have the chance to share this experience.”

### **Support from famous names**

Many well-known personalities have taken the Olympic creed, “It’s not the winning, but the taking part that counts”, to heart, and will be carrying the Youth Olympics torch to Innsbruck, along with the 2,012 runners. Beach volleyball ace Oliver Stamm, chart-topping singer-songwriter James Cottrill and ex-Miss Austria Tanja Duhovich will be doing their bit in Vienna (31 December), as will Sturm Graz captain Mario Haas in Graz (2 January) and top wine grower Leo Hillinger in Eisenstadt (3 January). None of these famous names want to miss the unique Torch Relay, and all will be taking up their positions along the way. If you would like to put the dates in your diary now, you can find details of the route at:[http://www.innsbruck2012.com/yog\\_fackellauf/die\\_route](http://www.innsbruck2012.com/yog_fackellauf/die_route)

### **Samsung and the Olympic Games**

Samsung’s first involvement with the Olympics came in 1988, when the company was a local sponsor of Olympic Games in Seoul. It has been a Worldwide Olympic Partner for wireless communications since the Nagano 1998 Winter Olympic Games, a commitment that is due to run until 2016. Samsung also supported the Olympic Torch Relay in Athens in 2004, Turin in 2006, Beijing in 2008 and, as Presenting Partner, the Singapore 2010 Journey of the Youth Olympic Flame. Samsung is once again a Presenting Partner of the Youth Olympic Torch Relay for the 1st Winter Youth Olympic Games in Innsbruck in 2012.

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## **Vienna cheered on the Youth Olympic Torch Relay Chart-topper James Cottriall and model Tanja Duhovich among the 120 Torchbearers**

Yesterday the Vienna stage of the Youth Olympic Torch Relay got underway at 1.15 pm from the Ernst Happel Stadium. The route went from the stadium along Vorgartenstrasse and Praterstrasse, across the Danube Canal via the Aspernbrücke. After completing almost two laps of the Ringstrasse, the runners turned down Teinfaltstrasse for the last few metres of the route to Freyung. Each runner covered a distance of 150 metres. The Austrian capital has been the 21st stopping point on the Youth Olympic Torch's 18-day journey.

Musician James Cottriall and model Tanja Duhovich followed up on Samsung's invitation and both carried the Torch, along with 120 motivated Torchbearers from all over the world.

Former Miss Austria Tanja Duhovich was thrilled by her debut as a Torchbearer: "The atmosphere was absolutely fantastic. You're running with the Olympic Torch in your hand, through Vienna's beautiful city centre, with thousands of people cheering you on. I could not have imagined a better way to celebrate New Year", commented the 30-year-old qualified teacher. For James Cottriall, who hopes to represent Austria at the Eurovision Song Contest in 2012, the Youth Olympic Torch Relay had a very personal significance: "I just couldn't wait to finally get the Torch in my hand. I didn't want to pass it on after just 150 metres – with that great atmosphere and the unbelievable support I could have run a lot further! A big thank you to everyone who cheered us on along the route," said Cottriall, who hopes to represent Austria in the 2012 Eurovision Song Contest.

All pictures at [www.samsungwakeup.com](http://www.samsungwakeup.com).



## **Graz cheered on the Youth Olympic Torch Relay Soccer star Mario Haas among the 90 Torchbearers**

*Yesterday the Youth Olympic Torch Relay arrived in the Styrian Capital Graz. Presenting Partner Samsung had invited SK Sturm captain Mario Haas to carry the Torch through his home city, together with 90 inspired people from all over the world.*

The Graz stage of the Youth Olympic Torch Relay got underway yesterday at 4.45 pm at Schlosspark Eggenberg. Enthusiastic fans and spectators created a fantastic atmosphere along the whole route, which went from Schlosspark along Alte Poststraße, Peter-Tunner-Straße and Kalvariengürtel on to Lendkai. From there it continued to Grieskai, Schönaugürtel, Grazbachgasse and Opernring before ending at Herrengasse. Each runner covered a distance of 150 metres. The Styrian capital has been the 25th stopping point on the Youth Olympic Torch's 18-day journey.

### **Mario Haas together with 90 inspired Torchbearers**

Samsung has selected 355 runners to take part in the Youth Olympic Torch Relay, giving inspired people from all over the world a fantastic opportunity to be part of the Olympic Games. The company thereby wants to expand the experience of the Winter Youth Olympic Games by helping youth to spread and share the fun of this event. Football legend Mario Haas followed up on Samsung's invitation to run in the relay on Monday. "No matter if you're dribbling a ball or carrying the Olympic Torch – cheering fans always stimulate you to all-time highs. Unbelievable, how the fans supported us. Many thanks to all of the visitors who really gave me the heebie-jeebies", said the 43-times player for the Austrian national team.

Highlights from the relay, including photos, videos and reports from the Samsung Mobile Explorers, will be posted at [www.samsungwakeup.com](http://www.samsungwakeup.com).

### **Beating the drum for Graz: Samsung Caravan sets the tone**

The Samsung Caravan accompanies the Youth Olympic Flame throughout its entire journey. A 15-metre-long truck with its own stage, and a team of over 30 people including a DJ made the relay an unforgettable event for the spectators. Rhythm group Drumatical Theater – who has played at numerous high-profile events including the 2007 UEFA Champions League final – created a very special atmosphere.

### **Samsung and the Olympic Games**

Samsung's first involvement with the Olympics came in 1988, when the company was a local sponsor of Olympic Games in Seoul. It has been a Worldwide Olympic Partner for wireless communications since the Nagano Games in 1998, a commitment that is due to run until 2016. Samsung also supported the Olympic Torch Relay in Athens in 2004, Turin in 2006, Beijing in 2008 and, as Presenting Partner, the Singapore 2010 Journey of the Youth Olympic Flame. Samsung is once again a Presenting Partner of the Youth Olympic Torch Relay for the 1st Winter Youth Olympic Games in Innsbruck in 2012.

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## **Eisenstadt cheered on the Youth Olympic Torch Relay Top winemaker Leo Hillinger among the 50 Torchbearers**

*Yesterday the Youth Olympic Torch Relay arrived in Eisenstadt. Presenting Partner Samsung had invited top winemaker and hobby athlete Leo Hillinger to carry the Torch through his provincial capital, together with 50 inspired people from all over the world.*

After visiting governor Hans Niessl, the Eisenstadt stage of the Youth Olympic Torch Relay got underway yesterday at 4.30 pm at "Europaplatz". Enthusiastic fans and spectators created a fantastic atmosphere along the whole route, which went from Johann-Permayer-Gasse along Neusiedlerstraße, Burgenlandstraße, Rusterstraße on to Schnellstraße and back along Siegendorferstraße, Mattersburgerstraße and Rusterstraße before ending at the starting point Johann-Permayer-Gasse. Each runner covered a distance of 150 metres. Eisenstadt has been the 28th stopping point on the Youth Olympic Torch's 18-day journey.

### **Leo Hillinger together with 50 inspired Torchbearers**

Samsung has selected 355 runners to take part in the Youth Olympic Torch Relay, giving inspired people from all over the world a fantastic opportunity to be part of the Olympic Games. The company thereby wants to expand the experience of the Winter Youth Olympic Games by helping youth to spread and share the fun of this event. Famous winemaker Leo Hillinger followed up on Samsung's invitation to run in the relay on Tuesday. The hobby athlete about yesterday's appearance: "It was a unique experience for me carrying the Olympic Torch in my provincial capital. Many thanks to all the fans for their great support. That really gave me the heebie-jeebies", said the 44-year-old father of a family.

Highlights from the relay, including photos, videos and reports from the Samsung Mobile Explorers, will be posted at [www.samsungwakeup.com](http://www.samsungwakeup.com).

### **Beating the drum for Eisenstadt: Samsung Caravan sets the tone**

The Samsung Caravan accompanies the Youth Olympic Flame throughout its entire journey. A 15-metre-long truck with its own stage, and a team of over 30 people including a DJ made the relay an unforgettable event for the spectators. Rhythm group Drumatical Theater – who has played at numerous high-profile events including the 2007 UEFA Champions League final – created a very special atmosphere.

### **Samsung and the Olympic Games**

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## **Vösendorf cheered on the Youth Olympic Torch Relay Beach volleyball star Oliver Stamm among the 35 Torchbearers**

*Yesterday the Youth Olympic Torch Relay arrived in Vösendorf. Presenting Partner Samsung had invited beach volleyball star Oliver Stamm to carry the Torch through the market town, together with 35 inspired people from all over the world.*

The Vösendorf stage of the Youth Olympic Torch Relay got underway yesterday at 12.15 pm in “Shopping City Süd”. Enthusiastic fans and spectators created a fantastic atmosphere along the whole route, which went from Triester Straße along Ortstraße before ending at the Schlossplatz. Each runner covered a distance of 150 metres. Vösendorf has been the 30th stopping point on the Youth Olympic Torch’s 18-day journey.

### **Oliver Stamm together with 35 inspired Torchbearers**

Samsung has selected 355 runners to take part in the Youth Olympic Torch Relay, giving inspired people from all over the world a fantastic opportunity to be part of the Olympic Games. The company thereby wants to expand the experience of the Winter Youth Olympic Games by helping youth to spread and share the fun of this event. Famous beach volleyball player Oliver Stamm followed up on Samsung’s invitation to run in the relay on Wednesday. The “Olympic veteran” about yesterday’s appearance: “I’ve already experienced the unique atmosphere of the Torch Relay in Turin 2006. Unbelievable, how enthusiastically the crowd cheered for us. Many thanks to all the fans for their great support. That really gave me the heebie-jeebies”, said the 45-year-old father of two children.

Highlights from the relay, including photos, videos and reports from the Samsung Mobile Explorers, will be posted at [www.samsungwakeup.com](http://www.samsungwakeup.com).

### **Beating the drum for Vösendorf: Samsung Caravan sets the tone**

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### **Samsung and the Olympic Games**

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## **The Winter Youth Olympic Games (YOG): more than just sport Packed programme of events for the First Winter Youth Olympic Games in Innsbruck**

*With the lighting of the Olympic Cauldron in Innsbruck today, the inaugural Winter Youth Olympic Games are officially under way. As Presenting Partner, Samsung has put together a packed social and cultural programme to further enrich this great sporting spectacle. This includes Samsung's mobile Olympic Games exhibition "Smart Cube" and multimedia art shows along the daily programme of live concerts. Top of Europe in the centre of Innsbruck provides the perfect setting to relax, have fun and party, with live acts on stage every night. The Samsung Mobile Explorers – our 20 young journalists from four different countries – will be posting daily reports covering all these activities and more at [www.samsungwakeup.com](http://www.samsungwakeup.com).*

13 January 2012 – The First Winter Youth Olympic Games are not just about sporting excellence – music, art, culture, lifestyle and community spirit are all important too. As Worldwide Olympic Partner in the wireless communications category, Samsung has taken on the task of making sure that these aspects are highlighted throughout the Games.

### **The Samsung Mobile Explorers (SMEs) – ambassadors for the First Winter Youth Olympic Games**

The SME programme has long been one of Samsung's key activities during the Olympic Games. 20 young people from Austria, Britain, Slovenia and Switzerland will post reports from Innsbruck, Seefeld and Kühtai every day, capturing their experiences at the Winter Youth Olympic Games. Equipped with Samsung Galaxy S II smartphones, the SMEs will bring the Games to life for everyone who cannot be there. Their photos, videos and personal reports will document how young people perceive the Games. As well as covering the competitions in 15 disciplines, the SMEs will be reporting on parties, fashion, art and events. All of their posts can be found at Samsung's Olympics portal [www.samsungwakeup.com](http://www.samsungwakeup.com).

### **It's not just the athletes who are in competition...**

The SMEs will also compete in various "disciplines", to prepare them for top performance. A number of group activities are planned that will put the budding young reporters' various skills to the test, and a jury will nominate the best report of Innsbruck 2012. Online readers will rate posts from the SMEs to decide the overall champion. Starting today, visitors can vote for the best videos, photos and other posts from the SMEs at [www.samsungwakeup.com](http://www.samsungwakeup.com). Everyone who votes will be entered into the prize draw for tickets to the Austrian Samsung Cup.

### **A look behind the scenes**

On 19 January, six young people aged 15–17 will have the opportunity to go behind the scenes at this major sporting spectacle. The six students from Innsbruck will accompany the Samsung Mobile Explorers for a day, attending the sporting events, looking over the shoulders of the SMEs while they draft their reports and getting in on the action as guest reporters themselves. They will be sure to benefit from the SMEs' experience and take home plenty of tips and tricks.

### **Music Festival and Samsung Media Art Exhibition – art and culture for Olympics fans**

During IYOG various top acts from Austria and abroad can be heard at the Music Festival: British hip hop institution Stereo MCs, German reggae star Patrice, Norwegian live sensation Kaizers Orchestra, chart topper Aura Dione and Austro-Russian combo Russkaja will all rock the Tyrolean capital. Along this festival Presenting Partner Samsung will provide a rich, celebratory cultural programme before and after the medals ceremonies at Medals Plaza. The Samsung Media Art Exhibition can be seen daily from 14–21 January 2012. Video projections by big name international media artists will add a stunning visual backdrop and light up the whole of Innsbruck. Admission is free of charge.

### **Samsung's mobile Olympic Games exhibition "Smart Cube"**

Samsung has converted a truck into a mobile exhibition caravan, specially for the Youth Olympic Games. The Youth Olympic Games Smart Cube is bringing the Olympic spirit to the people. Visitors can use the latest Samsung devices to operate an interactive projection screen, and choose their area of interest or



find out about the 15 Olympic disciplines being staged around Innsbruck. A fun quiz at the end of the exhibition gives everyone a chance to show off the knowledge they have gained during the visit. Every visitor will also have an opportunity to sign the digital guestbook and express their support for the first Winter Youth Olympic Games. After travelling to Vienna and Salzburg, the exhibition has been stationed in Innsbruck's Maria Theresien Strasse since today, 13 January and will remain there until 22 January.

### **Relax or party at Top of Europe – with free entry**

Top of Europe, the Samsung Fun Club at Universitaetsstrasse 1 – Innsbruck's city centre party hotspot – is the central meeting place for all fans and spectators during the Innsbruck 2012 Youth Olympic Games. In the morning and afternoon, the Samsung Fun Club is a place to kick back and relax, with free wireless internet access, a free buffet including soft drinks, video games and numerous competitions where visitors can show off their gaming skills and win top prizes. When night falls, Top of Europe is transformed into THE party location in Innsbruck. From 10pm daily, live performances and DJ sets by renowned international acts will keep the location kicking. English hip hop institution Stereo MCs, star DJ (and Alicia Keys producer) Iroc and Tyrolean turntable wizard DJ Chrisfader are all on the bill, as well as top German artists including Samy Deluxe, Dynamite Soundsystem and Blumentopf – guaranteeing some nights to remember.

### **Samsung and the Olympic Games**

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## 20 young reporters compete in treasure hunt 2.0 in Innsbruck

*Mission accomplished! At 2pm yesterday in Innsbruck, 20 young people reported back from a four-hour treasure hunt with a twist. Instead of being written on scraps of paper, the clues were sent to the competitors' smartphones.*

Innsbruck, 17 January 2012 – The Samsung Mobile Explorers – 20 young people who have been posting daily reports since the start of the Winter Youth Olympic Games on 13 January – took on a special mission yesterday as part of their remit to cover Olympic stories, art, youth culture, technology and fashion. They were given five task descriptions and asked to submit the most creative photo or video for each one. The Explorers set off in three groups at 10am sharp.

### From historic Innsbruck to the hottest hangout

Like the programme of events and activities surrounding the First Winter Youth Olympic Games, the five tasks were varied and diverse. The first task was to find an unmistakable symbol of Innsbruck's Olympic History. The jury's favourite was a shot of the table at which the decision to hold all three of the Olympic Games that have been hosted by Innsbruck was taken. But that wasn't all: the photo showed the Samsung Mobile Explorers at the table, together with the Mayor of Innsbruck, Christine Oppitz-Plörer.

Then, the Explorers had to capture a part of the city that most impressively combines the old with the new. The winner of this round: a picture of two of our Explorers simulating a bobsled ride on an escalator, in front of an image of a historic bobsled race.

The next challenge was to photograph the liveliest meeting point for young people in the city. This wasn't easy, with so many great places to choose from. But the jury finally chose a shot of Landhausplatz, which since its recent renovation has become popular as a skatepark.

For a place where mobile technology meets art, the winning group submitted a photo of a work by Isa Gunzken: a blown-up image of an ear on the wall of a building, illustrating the relationship between bodies, images and architecture.

Finally, the teams had to choose a location in Innsbruck that was synonymous with fashion. The winner was a photo taken in front of a fashion boutique with the SMEs recreating scenes from the fashion shots behind them.

Simon Roth (25), from Scheibbs in Lower Austria, who completed the Treasure Hunt 2.0 with six of his peers, commented: "It was really great to look at the city from a different perspective. And I had no idea how easy it would be for the Samsung Mobile Explorers to get access to certain places! We really didn't imagine that we would be sitting at a table with the Mayor."

### It's the taking part that counts... but winning feels good too

Fun and togetherness are the most important elements of the Winter Youth Olympic Games, as anyone walking through Innsbruck recently will have seen. Just like the athletes, the Samsung Mobile Explorers were spurred on to give their all. And although there were no medals up for grabs, the winners took home portable external hard drives where they can store all of their best photos and stories. Read all about the treasure hunt and see the photos at [www.samsungwakeup.com](http://www.samsungwakeup.com).

### Samsung and the Olympic Games

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2010 Journey of the Youth Olympic Flame. Samsung is once again a Presenting Partner of the Youth Olympic Torch Relay for the 1st Winter Youth Olympic Games in Innsbruck in 2012.

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## Music Festival and Media Art in Innsbruck draw thousands of visitors daily

*Showcasing a diverse range of international talent from Aura Dione to Kaizers Orchestra, the Innsbruck 2012 Music Festival, presented by Samsung, will be a feast for the eyes as well as the ears of visitors to the Youth Olympic Games, thanks to the accompanying Media Art Show. Admission is free.*

Innsbruck, 18 January 2012 – Sub-zero temperatures in Innsbruck have not deterred visitors to the 1st Winter Youth Olympic Games from flocking to Medals Plaza on Maria Theresien Strasse in their thousands on each day of the Games so far. And that’s hardly surprising, with a free cultural events programme, for which you would normally expect to pay a hefty admission fee, playing out every evening. “We want as many people as possible to share in the delight and excitement of the 1st Winter Youth Olympic Games. In Innsbruck this consists not just of sports, but also of art and culture”, Sunny Hwang, Vice President and Head of Global Sports Marketing at Samsung, argues his engagement for this event.

Festivities begin every day at 6pm with the Media Art Show, comprising videos created by international media artists, projected onto the huge screen in the centre of the Olympic host city. Next up are performances from local artists, which so far have included Anton Zapf, 4kleemusig and EMA – the 15-year-old Tyrolean singer of the official Innsbruck 2012 song, This Is Our Time.

After the medals ceremony from 7pm–8pm, the stage is set for top international artists. Performances from German reggae act Patrice, Austro-Russian combo Russkaja, hip hop live sensation S.K. Invitational feat. Texta and Swedish group Friska Viljor with their support act, Vihils, have all thrilled audiences on the first few nights of the Festival. Olympics fans can look forward to appearances by British hip hop institution Stereo MCs, Kaizers Orchestra from Norway and many more. The Music Festival provides visitors to the Winter Youth Olympic Games with a fantastic cultural programme to finish off each action-packed day of sporting excellence.

### Samsung and the Olympic Games

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## **YOG Smart Cube: fun and learning for people of all ages**

Mobile museum attracts 9,000th visitor

*If you want to brush up your knowledge of Olympic history, the Youth Olympic Games (YOG) Smart Cube in Innsbruck is the place to go. The attraction is open from 10.30am–10pm every day until 22 January. It showcases medals and torches from past Olympic Games, and profiles Winter Olympic Games disciplines and some of the greatest Olympic athletes of all time. The exhibits are presented using the Augmented Reality technology featured in Samsung's Galaxy S II smartphone. More than 9,000 people have visited the Smart Cube so far.*

Innsbruck, 19 January 2012 – Samsung's YOG Smart Cube in Innsbruck is raising the bar for exciting interactive exhibitions. The museum's journey through Winter Olympic Games history starts with the 1924 event in Chamonix and concludes with the 2010 Winter Olympic Games in Vancouver. Besides descriptions of the 15 disciplines taking place in Innsbruck, the Smart Cube spotlights Olympic greats such as bobsled star Eugenio Monti, skiing legend Franz Klammer, and YOG ambassador and figure skater Yuna Kim. All visitors have to do is pick up one of the seven smartphones provided when they enter the exhibition, and focus the phone's camera on a topic of their choice, displayed on the Olympic History Wall. This opens a virtual book that visitors can flick through using the phone. The Smart Cube uses Augmented Reality technology, which is still in its infancy in Austria, but is hugely popular in South Korea, the company's home country.

### **Snowball fights and quiz questions**

The other side of the mobile exhibition is taken up by an interactive quiz wall. The questions are revealed by hitting a virtual target with a "snowball". This test of sporting prowess is a huge hit with visitors of all ages. Anyone who answers at least one question correctly can get their hands on a coveted pair of YOG earmuffs – the perfect protection against the chilly temperatures over the past few days in the Olympic host city.

### **Through the keyhole**

When night falls, another attraction takes centre stage at the YOG Smart Cube. Thanks to two high-powered beamers, a sensor positioned outside and cameras mounted inside the exhibition, the exterior walls become transparent, giving spectators the impression of being pelted with the snowballs used in the quiz. But the field of view is restricted, and silhouettes in the exterior wall only become transparent when people pass by the Smart Cube. Countless children have already had their first taste of lobbing snowballs at their mums, dads, brothers and sisters – without having to worry about a telling-off!

### **Samsung and the Olympic Games**

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## **Tyrolean youngsters link up with Samsung Mobile Explorers on the Patscherkofel**

Samsung reporters share their know-how with local school children

*For the past week the Samsung Mobile Explorers (SMEs) have been reporting on events at the Innsbruck 2012 Winter Youth Olympic Games (YOG). Yesterday they were joined at the Men's Giant Slalom on the Patscherkofel mountain by three children from Innsbruck's secondary commercial school and three of the children's home in the Tyrolean town of Axams. The fledgling journalists received Samsung smartphones and Galaxy tablets to help them in their future media careers.*

Innsbruck, 20 January 2012 – The SMEs have already written over 100 stories, and posted countless photos and videos from the Winter Youth Olympic Games. Many of them have been published on sites such as [www.samsungwakeup.com](http://www.samsungwakeup.com), the interactive portal that was launched especially for the Innsbruck 2012 YOG. And now the SMEs have passed on the expertise gained over the past few days to the next generation of roving reporters.

### **A good worker needs the right tools**

Before setting out on their first ever journalistic mission, the 14–17-year-olds received the necessary tools of the trade courtesy of Samsung's SME project manager Melissa Yang, who was in Innsbruck to hand over the devices in person. "I'm sure you'll learn a lot and if the SMEs are anything to go by, you'll have plenty of fun in the process. That's a major priority for Samsung and one of the key principles behind the Winter Youth Olympic Games," she explained.

### **In the thick of the action**

After a brief technical intro and an energy-boosting snack, the six SMEs and the Tyrolean trainees headed up the Patscherkofel mountain to cover the second run of the Men's Giant Slalom, which took place at 1pm. After showing their press accreditations, the reporters found the ideal spot to take some great shots of the young Olympic athletes in action. Once the race was over, the team hotfooted it back to the editorial office to file their reports.

### **When the competition ends, work begins**

Back at the office, the youngsters wasted no time in penning the reports that would be published shortly after. The young students took a keen interest in the subsequent stages of the work process. First, the best stories were selected and reworked before being edited. Then the reports were uploaded to several online portals using a range of editorial systems. After that, attention turned to processing photos, resizing them to meet the page specifications, producing picture galleries and coming up with suitable titles. Finally, the youngsters' videos were posted on YouTube. The SMEs had tight deadlines to meet, but their Tyrolean understudies had a bit more time to prepare the articles for their school newsletters. It was a long hard day, but also a satisfying one. And the budding reporters agreed that journalism is a fun profession, especially when your team enjoys its work as much as the Samsung Mobile Explorers!

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## **Samsung Mobile Explorers: top young reporters to cover Olympic Games in London**

Leading Innsbruck reporters set to attend this year's Summer Olympic Games

*For Michelle Merz (21, Switzerland), Simon Roth (25) und Lukas Watzl (21), both from Austria, it's a dream come true: they have each secured a place as a Samsung Mobile Explorer (SME) at the 2012 Olympic Games in London. They will be among the 60-some fledgling reporters from around the world who will bring this major sporting event to a young audience, from 27 July–12 August.*

Innsbruck, 22 January 2012 – 20 young people from Austria, Slovenia, Switzerland and the UK have been giving their all as reporters at the inaugural Innsbruck 2012 Winter Youth Olympic Games. Their efforts were duly honoured at yesterday's closing event. The top SMEs from Innsbruck will have the opportunity to show off their skills at the upcoming Summer Olympic Games in London. They are among 60-some young people from all over the world who will be selected for the coveted job. The British SMEs, who had already been chosen to cover events in London and whose excellent contribution was not assessed for the Innsbruck contest, will be working alongside them.

### **The jury has reached its decision: the Samsung Galaxy Tablets go to...**

As with conventional media publishers, editorial meetings were held each day during the Innsbruck 2012 Winter Youth Olympic Games to select the best SME reports. The high quality of the coverage meant there were some tough decisions for the editors, but the selection process was also a learning exercise for the budding reporters, and a source of motivation for them to give their best, day in, day out. Lukas, Michelle and Simon were the outstanding performers in Innsbruck, with a total of 34 reports published. Writing style, the range of themes covered, English language skills and – indispensable for a Samsung Mobile Explorer – teamwork were the other factors taken into account in selecting the top three SMEs.

In addition to booking their tickets to London as SMEs, each of the three winners received a Samsung Galaxy Tablet, which should come in useful for their future journalistic endeavours. Samsung Austria president Sangho Jo handed over the coveted devices to the winners. They now have the tools they need to continue their fledgling media careers – and to draft their latest photo spreads whenever and wherever they want. "I'm really impressed by the high-quality work and the dedication shown by every single SME. And though they all knew about the prizes that were up for grabs, there was a great sense of camaraderie within the team. That is the essence of the Olympic spirit, so I'm very proud of the group," commented Jo.

### **Extra prize for the Best Samsung Storyteller: two tickets to a Chelsea FC match in London, including flights**

Thanks to the increasing popularity of social networking sites, it was easy to tell which SME articles were best received by online readers by counting up the votes and shares. As well as the honours awarded by the jury, an additional prize was up for grabs based on this quantitative rating. The title of Best Samsung Storyteller went to the SME who received the most shares and votes at [www.samsungwakeup.com](http://www.samsungwakeup.com). And it was Bernhard Nessler, a Samsung Mobile Explorer from Austria, who impressed most readers of Samsung's online platform. The dedicated reporter's reward for this fantastic performance was a pair of tickets for a match at top English football club Chelsea, including flights to London. Finally an additional Galaxy Tablet was given to the Best Buddy, who was selected by the SMEs themselves. The winner was the 19-years old Clara Kuhn from Austria.

After the prizes had been presented, the reporters and their team of advisers sat down to a buffet with traditional Tyrolean specialities, and looked back on their experiences in Innsbruck. They also exchanged a few stories that didn't make it into writing...

A video compilation, Best of SME Innsbruck 2012 Winter Youth Olympic Games, is available at <http://bit.ly/Aem8s4>



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