

EMBARGOED UNTIL THURSDAY, FEBRUARY 5 AT 5:30 AM ET



Capture Your Signature Moment with Samsung NX500

New Samsung NX500 succeeds the core performance of the NX1's DNA in a portable, compact device designed for everyday use

MONACO – February 5, 2015 – Samsung Electronics Co., Ltd, today announced the launch of its new NX500, combining industry-leading design and technology for everyday use, with the capabilities that professional photographers can rely on. Featuring advanced technology such as high resolution 28MP BSI APS-C sensors, 4K and UHD video recording, a best in class DRIMeV image processor, NX AF system III, and Samsung Auto Shot, the NX500 has the core functionality of the NX1 engineered into a portable and convenient size. Updated connectivity via Bluetooth and Wi-Fi provide users with an advanced wireless experience, as well as the ability to seamlessly shoot and share their captured experiences.

"We recognize the importance of the photograph and being able to capture and share the perfect moment from wherever you are. That's why Samsung has built a camera suitable for everyday photographers," said Sangmoo Kim, Senior Vice President of IT & Mobile Communication at Samsung Electronics. "The compact size of the NX500 and its revolutionary shooting and focus speed allows consumers to enjoy superb image quality. We're redefining what is possible for people who aren't professional photographers, and offering everyone the ability to capture their signature moments in every shot."

Superior image quality – 28MP Still and 4K Video

The NX500 guarantees superb image quality and vivid photographs, regardless of the shooting scenario or subject matter. With its ultra-high resolution 28MP Back Side Illumination APS-C sensor, NX500 has the ability to take the perfect shot, even in low light situations. It also supports both 4K and UHD video recording, utilizing BSI APS-C sensors, the largest BSI sensor currently available, which provides more flexibility when it comes to capturing movies.

The built-in HEVC Codec, the most advanced compression technology available, brings efficiency to the storage of video clips by compressing high quality video to half the size and the bit rate of H.264 footage, without any compromise on quality. Additionally, still images captured from Interval Capture mode can easily be transformed into a UHD Time-lapse video directly on the camera, without the need to transfer images to a PC.

Unparalleled responsiveness

The NX500 is equipped with a DRIMeV processor, which is much faster than its predecessor. This feature boasts superior color reproduction, improved noise reduction and enhanced image quality, providing users with results that serious photographers crave. Combined with an innovative 28MP sensor and Hybrid AF system, users can capture even the briefest of moments by simply focusing and shooting immediately, allowing for extreme speed and flexibility. Additionally, 9FPS continuous shooting means NX500 users can easily monitor and capture ongoing action shots. Further enhancing the NX500's action capture capability, the Samsung Auto Shot (SAS) feature uses motion detection to accurately predict when to capture the perfect shot in difficult scenarios, such as when a child fields a baseball.

Ergonomic design and functional connectivity

The ergonomic design of the palm-sized NX500 allows users to carry the camera with a comfortable grasp at all times. With a Tilt and Flip up function, as well as bright vision through the display, users can easily take the perfect selfie. Also, the NX500 provides seamless wireless set-up with Wi-Fi, Bluetooth and NFC. With its

outstanding data transfer speed and Bluetooth functionality, users can send both large images and video files swiftly to other smartphones and tablets.

The Samsung NX500 will be available globally in Black, White and Brown starting in March 2015.

Full details and product images are available at www.samsungmobilepress.com

Samsung NX500 Specifications

| | |
|------------------------------|--|
| Image Sensor | 28MP BSI APS-C |
| Display | 3" Super AMOLED Touch FVGA Tilt / Flip |
| ISO | Auto, 100~25600 (Ext. 51200) |
| Shutter Speed | 1/6000 sec |
| Image | JPEG : (3:2) : 28M (6480x4320), 13.9M (4560x3040), 7.1M (3264x2176), 3.0M (2112x1408) (16:9) : 23M (6480x3648), 11.9M (4608x2592), 6.2M (3328x1872), 2.4M (2048x1152) (1:1) : 18.7M (4320x4320), 9.5M (3088x3088), 4.7M (2160x2160), 2.0M (1408x1408) RAW : 28.0M (6480x4320) |
| Video | MP4 (Video: HEVC /H.265, Audio: AAC) 4096x2160 (24fps), 3840x2160 (30fps), 1920x1080, 1280x720, 640x480 Frame rate: 60fps, 30fps, 24fps NTSC / 50fps, 25fps, 24fps PAL |
| Video Output | HDMI (NTSC, PAL) |
| Value- Added Features | Samsung Auto Shot SMART Mode (Action Freeze, Beauty Face, Fireworks, Landscape, Light Trace, Multi-Exposure, Night, Panorama, Rich Tones, Silhouette, Sunset, Waterfall) UHD Time-lapse Video Attachable Flash (Guide Number 8 at ISO100) |
| Connectivity | Wi-Fi 802.11 b/g/n <ul style="list-style-type: none"> Quick Transfer, Email, Auto Backup, Remote Viewfinder Pro, Mobile Link, Photo Beam, Bluetooth GPS Tagging, Auto Time Setting, TV Link Bluetooth NFC |
| Storage | SD,SDHC,SDXC,UHS-I |
| Battery | 1130mAh |
| Dimension (WxHxD) | 119.5 x 63.6 x 42.5mm (without projection) |
| Weight | 287g (without battery and memory card) |

**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. 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 semiconductors. We are also leading in the Internet of Things space through, among others, our Digital Health and Smart Home initiatives. We employ 307,000 people across 84 countries. To discover more, please visit our official website at www.samsung.com and our official blog at global.samsungtomorrow.com.