

SAMSUNG – IT'S TIME TO TAB™ VIDEO COMPETITION

ABOUT THIS CONTEST

Technology is here to make our lives better - whether the technology is supposed to make you more efficient at what you do for a living, or whether it's supposed to help you take greater advantage of the things that bring you enjoyment.

Better productivity at work makes your career better, better productivity in your leisure time makes your life better. The new Samsung Galaxy Tab 10.1 can make you better at both – which is doubly good, since life and work overlap so much these days.

The 9 to 5 work week now seems as quaint as the rotary telephone. Increasingly, work and life blends into a 24/7 lifestyle in which people demand constant connectivity, and expect constant productivity of themselves. This is the Samsung Galaxy Tab 10.1's crowd.

The young sales executive who searches and books a table at the hottest Vietnamese restaurant while importing new business contacts between speakers at a conference. The Executive who gets a chance to catch up on his movies while on a business trip. The mom who video chats with her dad while researching local schools near her new neighborhood after work. These are the 24/7 digitally active people whom the Samsung Galaxy Tab 10.1 helps to live smarter.

YOUR MISSION

Make a video, up to 60 seconds long, about how 24/7 digitally active people make their lives fuller through the Samsung Galaxy Tab 10.1.

Some key ideas that your videos could focus on or highlight:

- How widgets help improve your personal productivity and time management
Superior entertainment experience (movies, games, magazines etc.
- How Flash support helps you live a smarter life
- Use cases for a thinner and lighter tablet for a true on-the-go experience
- Show how superior technical specs vs. leading tablet translate to consumer benefits
- Day in the life through use of multiple applications from Android Market
- How does the tablet help replace your personal or work PC

- How does the tablet help replace multiple consumer electronics devices in the house

- How a tablet helps balance work & life

All music, images, video footage and other content must be either originally produced by the filmmaker submitting the video, or proper permissions must be authorized by the copyright owner. Proper permissions must include the right for the filmmaker to use the content commercially. Likewise, it is the responsibility of the filmmaker to ensure that all permissions are in place for use of actors' likenesses.

EARLY ENTRY PRIZE AND SHARING CONTEST

Early Entry Prize

Videos received before 4pm PST on Friday, May 30, 2011 will be eligible for an Early Entry Prize. Samsung will award \$2,000 for the best video submitted before that deadline. The winner of the Early Entry prize will still be eligible for any of the final prizes, including the \$7,000 Grand Prize.

Sharing Contest

You could win \$500 by simply sharing one of the It's Time to Tab™ videos, or by sharing this brief page.

Just click on one of the icons in the sharing toolbar (located to the right of the video brief above, or to the right of any of the competition videos) to share with your social networks. Once three people you've shared with come back to the It's Time to Tab™ contest, you'll be automatically entered into a drawing to win the \$500 sharing prize.

The sharing contest closes on Friday, July 15, 2011. The drawing will occur that day, and we will announce the winner. The sharing contest is open to US residents only. You can check out the official sharing contest official rules through the link on the online brief page (<http://samsung.zooppa.com/>)

REQUIREMENTS

- Videos must be 60 seconds or less

- You must include the Samsung logo provided in the Materials files at the end of your video

TARGET MARKET

Overall, our target leads busy lives in a world without boundaries. They seek constant connections to the people and content that they care about. Work and fun blur together in a 24/7 existence where technology is key to making their lives more livable and more interesting.

Tech Enthusiast (50/50 split: Females, aged 26-4, Males 26-35)

Attracted to latest technology and trends; status symbol for many; finding new ways to incorporate devices into their active/mobile life and 24/7 lifestyle and need to stay connected, engaged, and entertained.

Affluent Male Boomers (Males, aged 40-59)

Reflects initial category buyers and Tab initial registration data. High discretionary income and interested in new technology. Tablets may represent the latest status bearing tech toy, but many are seeking ways to improve personal productivity while being able to access content for news and entertainment.

Soccer Mom's (Females, aged 36-49)

This target spends two hours a day online reading blogs, playing games, researching products; over 66% are online. Women represent 51% of iPad sales and are one of the fastest growing segments for iPad. Women are interested in knowing why and how products can enhance their life and work. Women are more apt to research products prior to purchase.

BREAKDOWN OF PRIZING

Samsung Wifi Tab	
Total Prizes	\$ 15,000
1st Place Client	\$ 7,000
2nd Place Client	\$ 2,000
3rd Place Client	\$ 1,000
4th Place Client	\$ 500
5th Place Client	\$ 500
1st Place Voting	\$ 500
2nd Place Voting	\$ 400
3rd Place Voting	\$ 300
4th Place Voting	\$ 200
5th Place Voting	\$ 100
Early Entry	\$ 2,000
Sharing Prize	\$ 500