



## **Samsung Mobile and Filmmaker Baz Luhrmann Partner to Inspire Passion Through Innovation and Technology**

*Reveal of a short personal film, created by the world-renowned director, invites audiences into a world of artistic vision and inspiration*

New York, NY – April 30, 2013 – Samsung Electronics Co., Ltd., a global leader in digital media and digital convergence technologies, and film visionary Baz Luhrmann, today announced a partnership created to bring passion to life through innovation and technology. At the onset of this partnership is the unveiling of an exclusive short film, created by Luhrmann, which highlights his artistic inspirations and illustrates how technology has enhanced his creative process. Samsung also announced today its official sponsorship as the exclusive technology partner at the premiere of Warner Bros. Pictures' and Village Roadshow Pictures' highly anticipated film adaptation of "The Great Gatsby," in New York City on May 1, 2013.

In this short narrative film, available in the coming weeks, Luhrmann describes his lifelong journey of storytelling and filmmaking, from inspirational moments with those that have influenced him, to the role technology plays throughout his creative process. In observance of the powerful ways that technology and storytelling can change people's lives for the better, Luhrmann previews his future collaborations with Samsung to help foster passion within future generations.

"Samsung is leading the world with their devices and their creative tools because they are imagining them and creating them out of a philosophy of bringing passion and inspiration to life, and sharing it, and this is a philosophy which I have lived and also share," says Baz Luhrmann. "I have always been a collaborator creatively and the big breakthrough with the Samsung Galaxy and Notebook is that they enable any group of like-minded creatives, large or small, far or near, to forge true connections, to share their passions and inspirations, dreams, thoughts, and discoveries on the spot, in the moment, anywhere or anytime. The fact that the devices speak to each other in lockstep, sharing a single image, a moving picture, a song, or all three instantly, among a collective, and being able to manipulate that material while everyone shares in the experience is a huge step forward in the creative process and facilitates a passionate life."

This coming year, Samsung and Luhrmann will explore the role of technology in the individual's journey to explore and share inspirations, and cultivate new ideas. Samsung believes in the power of technology and innovation to help each individual discover what lies within him or herself, and to enrich their lives and the lives of others.

"Samsung is committed to creating technology that gives individuals a sense that the world is without boundaries or limitation. Our products are designed to make lives richer, simpler and more meaningful, and we are thrilled to partner with Baz as a symbol of collaboration-fueled creativity and passion," said Younghee Lee, Executive Vice President of Global Marketing Group, Mobile Communications Business of Samsung Electronics. "Baz's films bring together many influences, past and present, through a spectacular mash-up of creativity and ideas. Through this convergence of technology and everyday inspiration, Baz creates new worlds that go on to surprise, delight and inspire others to do the same."

In addition to a long-term partnership with Luhrmann, Samsung is also the exclusive technology sponsor for the May 1, 2013 New York City premiere of Baz's latest film achievement, "The Great Gatsby," which also opens the Cannes Film Festival on May 15, 2013. Samsung will be part of the live stream from the red carpet in New York, along with devices loaded with exclusive content from the film. Follow the action around Samsung at "The Great Gatsby" premiere events via the #gatsbypremierehashtag.

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**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. To discover more, please visit [www.samsung.com](http://www.samsung.com).

**About BazLuhrmann**

BAZ LUHRMANN (Director/Producer/Screenwriter) has captured popular and critical imagination internationally with a diverse range of award-winning projects in film, opera, theatre, and music. His current project, a film adaptation of F. Scott Fitzgerald's "The Great Gatsby," starring Leonardo DiCaprio, is set to be released May 10 in theatres across in the U.S. Previously, he directed "Australia" (2008), "Moulin Rouge!" (2001), "William Shakespeare's Romeo + Juliet," (1996), and "Strictly Ballroom" (1992). In 2002, "BazLuhrmann's Production of Puccini's La Bohème on Broadway" was nominated for seven Tony Awards, including Best Revival and Best Director for Luhrmann. In 2003, he conceived and directed the campaign for Chanel N°5 perfume, Nicole Kidman. The soundtrack albums for "William Shakespeare's Romeo + Juliet" and "Moulin Rouge!" executive produced by Luhrmann, have sold more than thirteen million copies worldwide.

**About "The Great Gatsby"**

Warner Bros. Pictures presents, in association with Village Roadshow Pictures, in association with A&E Television, a Bazmark/Red Wagon Entertainment Production, a Film by BazLuhrmann, "The Great Gatsby." The film stars Leonardo DiCaprio, Tobey Maguire, Carey Mulligan, Joel Edgerton, Isla Fisher, and Jason Clarke. Luhrmann directed the film from a screenplay he co-wrote with Craig Pearce, based on F. Scott Fitzgerald's classic novel. Luhrmann produced, along with Catherine Martin, Douglas Wick, Lucy Fisher and Catherine Knapman. The executive producers are Barrie M. Osborne, Shawn "JAY Z" Carter, and Bruce Berman. Opening May 10, 2013, "The Great Gatsby" film will be distributed in RealD 3D, 3D and 2D by Warner Bros. Pictures, a Warner Bros. Entertainment Company, and in select territories by Village Roadshow Pictures.