

# MEDIA RELEASE



## ARN'S KIIS 101.1 AND SAMSUNG TRANSFORM MELBOURNE TO DO 'BIGGER THINGS' WITH THE SAMSUNG GALAXY NOTE8

Friday, September 29 – **ARN and KIIS 101.1** today announce they have partnered with **Samsung Electronics Australia** for the company's biggest ever activation to be rolled out in Australia to promote the new **Samsung Galaxy Note8**.



Launched on Wednesday 27 September, Melbourne's **Federation Square has been transformed with the opening of the 'KIIS 101.1 Cube'**, an innovative space specially **designed to encourage consumers to 'step inside and do bigger things with the Samsung Galaxy Note8'**.

[Video of the KIIS 101.1 Cube can be seen here.](#)

An immersive experience unfolds once consumers are welcomed into the space showcasing the unique features of the new Samsung Galaxy Note8. Bespoke technology has been created in conjunction with creative agency, The Royals, to allow users to play for their share in over \$100,000 worth of prizes and Samsung product through a custom designed interface.

[Video of listeners winning prizes in the KIIS 101.1 Cube can be seen here.](#)

"We are thrilled to partner with Samsung to launch the KIIS 101.1 Cube and Galaxy Studio in Federation Square," **ARN's Chief Commercial Officer Emma-Jayne Owens said.**

"We have worked closely with Samsung and The Royals to create a concept designed to bring the



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new Galaxy Note8 to life, allowing listeners to engage and interact through customised technology and a unique and immersive experience.”



**Garry McGregor, Director, IT and Mobile, Samsung Electronics Australia said:** “Collaborating with the KIIS 101.1 Cube during the Galaxy Studio’s residency in the heart of Melbourne allows us to bring to life the Samsung Galaxy ecosystem through a range of interactive experiences. For devices like the Galaxy Note8 it is not until you hold it in-hand that you can feel the difference and understand the strength behind our mobile innovation.

“We couldn’t be more delighted to partner with the national KIIS network for our most significant consumer engagement activity that we have ever undertaken in Australia.”

**Everyone who enters the KIIS 101.1 Cube will also be eligible to win from a lucrative prize pool of ‘KIIS surprises’** ranging from overseas trips, thousands of dollars’ worth of cash, shopping sprees and more. To enter users will need to scribe ‘I want to do bigger things’ using the S Pen on the Galaxy Note8, the giant screen will then immediately reveal if they have won a prize.

KIIS 101.1’s Cube activation will lead users to Samsung’s Galaxy Studio, where they will be able to experience the Note8 and Galaxy ecosystem through a range of interactive experiences including virtual reality and 360 content and a ‘4D’ Virtual Reality zone.

The KIIS 101.1 cube will be open until **Friday 3 November** from 9 -3pm, 7 days a week.

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## ABOUT ARN

ARN is one of the leading broadcasters in the country with ownership or investments in 12 radio stations nationwide. Its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over four million listeners across Australia.



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Its KIIS network consists of Sydney's KIIS 1065 with #1FM Breakfast Show Kyle & Jackie O, KIIS 101.1 in Melbourne with Matt & Meshel, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Bianca, Terry & Bob and Perth's 96FM with Carmen & Fitz. All shows nationally have Dave 'Hughesy' Hughes & Kate Langbroek in Drive.

Its Pure Gold network consists of Sydney's WS FM101.7 with Jonesy & Amanda, Melbourne's GOLD104.3 with Jo & Lehmo, Brisbane's 4KQ with Laurel, Gary & Mark and Adelaide's Cruise 1323 with John Dean. The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

ARN also launched iHeartRadio, the world's fastest growing digital service, to the Australian market in 2013 and the platform has had over 835,000 downloads. iHeartRadio is a free, all-in-one radio, music streaming, entertainment and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Fairfax, as well as stations from New Zealand and the USA.

ARN is an HT&E company.

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

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

