

## PRESS RELEASE

### ITALIAONLINE CUSTOMIZES A NEW DIGITAL COMMUNICATION PROJECT FOR SAMSUNG ELECTRONICS ITALIA

*A multi cross device campaign online on the homepages of Libero.it and Virgilio.it*

Milan, July 31<sup>st</sup> 2014



The well-established partnership between Samsung and Italiaonline continues. This time under the spotlight there is the newcomer Samsung Galaxy Tab S, the only tablet with ultra-bright display, thanks to its Super AMOLED technology. On this occasion, the national advertising sales agency of Italiaonline has signed a new project of digital communication, conveyed on the homepage of [Libero](#) and [Virgilio](#) through a multi cross device campaign, optimized for each device: desktops, tablets, smartphones. The concept and graphic design were developed by Italiaonline, in close collaboration with Samsung itself, with Starcom MediaVest Group Media Centre and the techn partner Sizmek.

The project, which was customized to match the client's needs, consists of an interactive animation created using Flash and HTML5. It is automatically adapted to any device, improving the user experience and making it easier to use.



The animation allows to perceive the full capabilities of the new Super AMOLED display of the Samsung Galaxy S Tab: with its 4 million pixels it plays 94% of the chromatic scale (compared to an average of 73%) and guarantees the quality of image definition.

Samsung and Italiaonline have long collaborated on innovative campaigns that have achieved excellent results in terms of visibility and engagement, developed at the launch of new products or solutions. Among them, the digital communication project for the launch of the innovative energy saving feature of the Galaxy S5, Samsung Galaxy Note

3 and Galaxy Gear.

**ITALIAONLINE**

Con sede a Milano, Italiaonline è la prima internet company italiana e ha tra i suoi asset la mail più diffusa del Paese; conta 15 milioni di visitatori unici mensili da personal computer, 2,5 miliardi di pagine viste mese, 11 milioni di account email attivi e una *active reach* del 54%. Da febbraio 2013 la Società raggruppa tutti i brand e gli asset di Matrix S.p.a. e di Libero S.r.l. Oltre ai portali Libero.it e Virgilio.it, Italiaonline include ad oggi i web magazine Di•Lei, Total Tech, QuiFinanza, SportStadio, MotorLife e SiViaggia, la piattaforma video ViTV e l'utility 1254. Italiaonline è indirettamente controllata da Orascom TMT Investments S.à r.l. tramite la sussidiaria Libero Acquisition S.à r.l. di cui detiene il pieno controllo.

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