

DISCOVER YOUR EVERY WOW MOMENT



WOW USER GUIDE
Public WOW (WVGA)





WOW USER GUIDE

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* The information such as results, medal counts, etc. are just for illustrative purposes and not actual information related to the Vancouver Games.



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WOW Introduction



_Wireless Olympic Works (WOW) is Samsung's proprietary wireless communications platform specifically developed for the operational support of the Olympic Games. From the Athens 2004 Olympic Games to the Beijing 2008 Olympic Games, Samsung has contributed its wireless technology to facilitate seamless communication among Olympic VIPs, delegates, and organizing staff. At the 2010 Winter Games, Samsung will contribute to the wireless Olympic Games by providing an enhanced communications system with greater accessibility.



WORLDWIDE PARTNER
WIRELESS COMMUNICATIONS EQUIPMENT

_Samsung Electronics Co. Ltd., the Official Worldwide Olympic Partner in Wireless Communications Equipment, will supply the latest Samsung mobile phones and its Wireless Olympic Works (WOW) communications platform to Olympic officials, athletes, and media to keep them connected and informed during the Vancouver 2010 Olympic Winter Games.

Public WOW Introduction

- **Samsung** is proud to launch the first Public WOW service from the Vancouver 2010 Olympic Winter Games. Vancouver 2010 WOW will provide users with real-time event progress monitoring and access to Olympics Games information anywhere, anytime. It will offer personalized solutions and advanced wireless technology through specially developed mobile phones and networking solutions.
- **Samsung** and VANOC (Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games) will debut the WOW Public Application in fall 2009. Fans can download and install the WOW Public Application to their Samsung Smartphones that support Windows Mobile 6.1 and 6.5. The public can also enjoy Olympic Games information such as official Games results, medal standings, news and event schedules through their Smartphones in real-time.



WOW Public Application



Games info providing

- Medal Count
- Today's Events
- Schedule & Results
- News
- Vancouver2010
- Weather

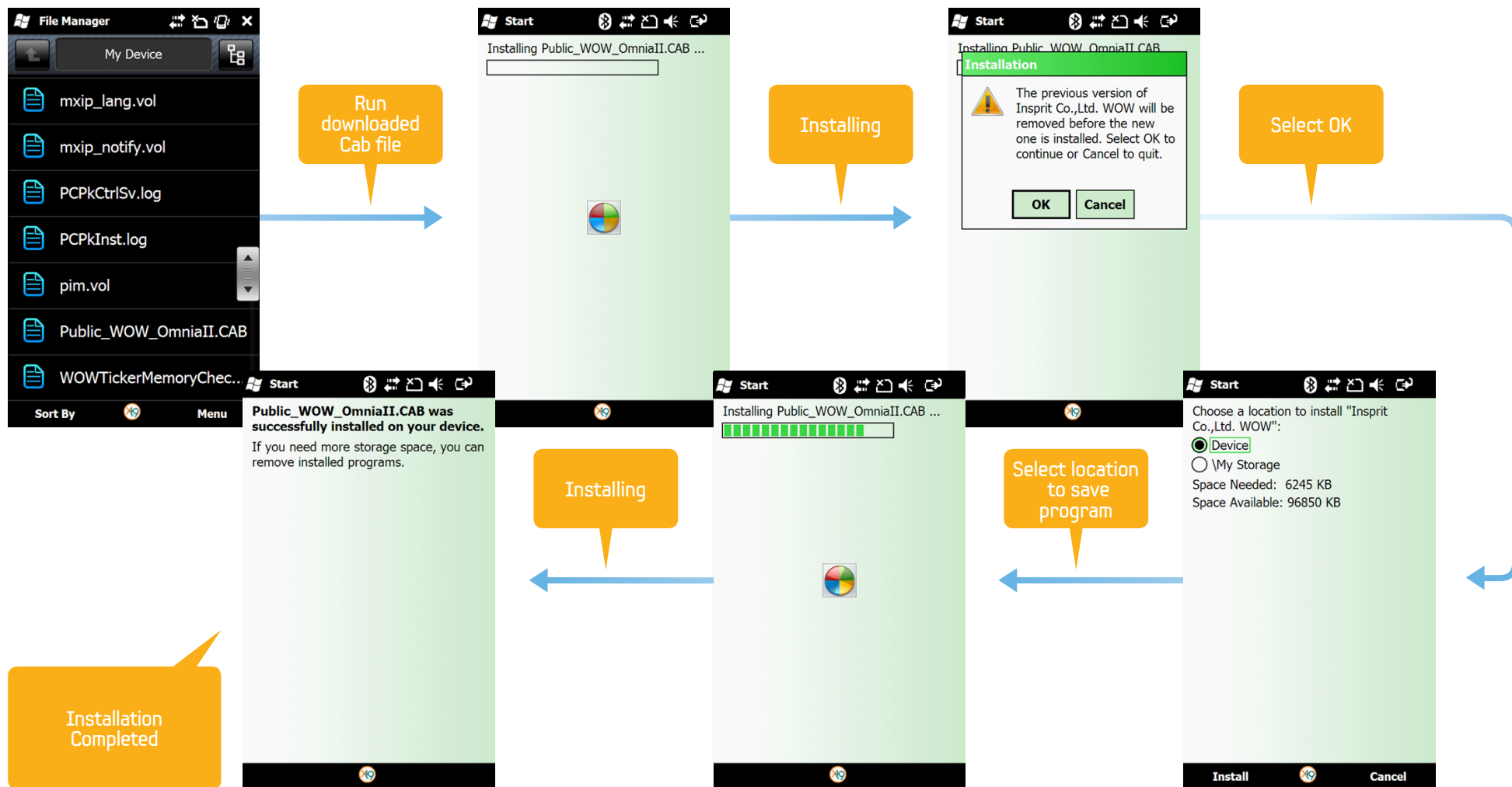
Windows Mobile 6.1/6.5 Professional
Touch screen, WVGA(480x800)

Public WOW download (Web Site)

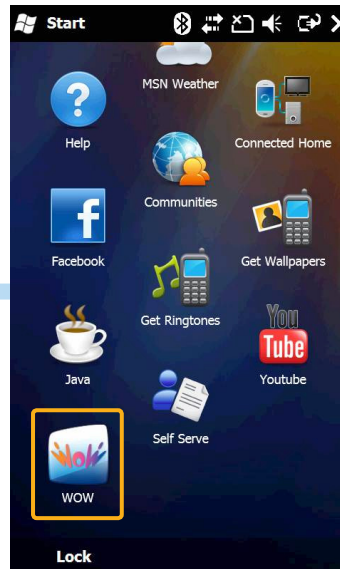
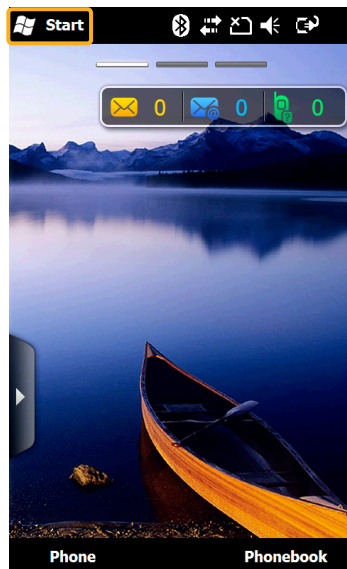


Public WOW Installation

Public WOW Installation



Downloaded applications can be executed on Windows via Start



Initial screen of WOW

Displays all menu icons.



Show medal count and information regarding finals



Provide info on today's events



Provide searchable schedules and event results



Provide news releases from the Vancouver2010 Homepage and sports & IOC news from ODF



Provide information on the 2010 Winter Games such as Emblems, Mascots, Participants, Sports, Venues, Countries



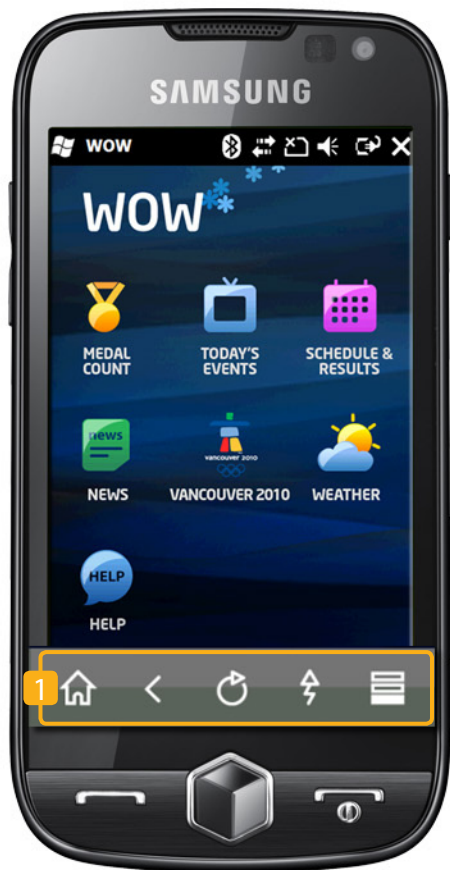
Provide weather info for preset locations



Connect to Info desk and give service descriptions



Provide navigation functions between screens.



Navigation Area



Move to Home (Index screen)



Back to previous screen



Refresh

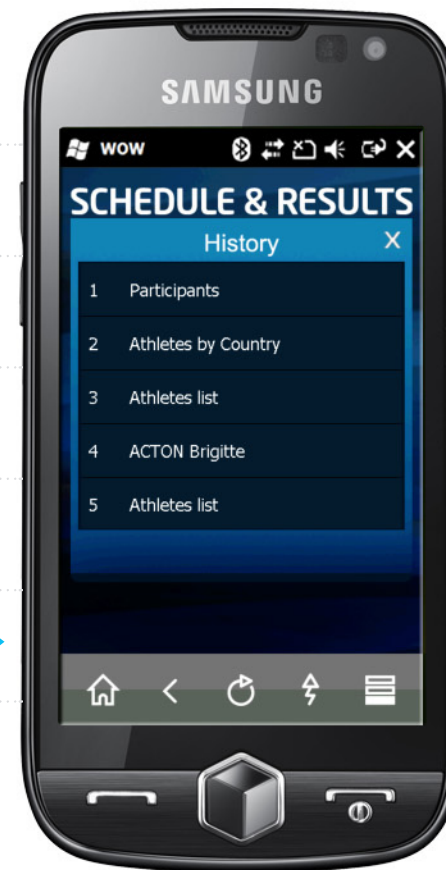


Move to higher-echelon menu



Open history

1 Navigation Area



Previously-visited pages can be found and accessed in the History popup window.

A screen displaying the medal count. The countries can be sorted using three criteria: Rankings (Gold) / Rankings (Total) / Rankings (Sports).

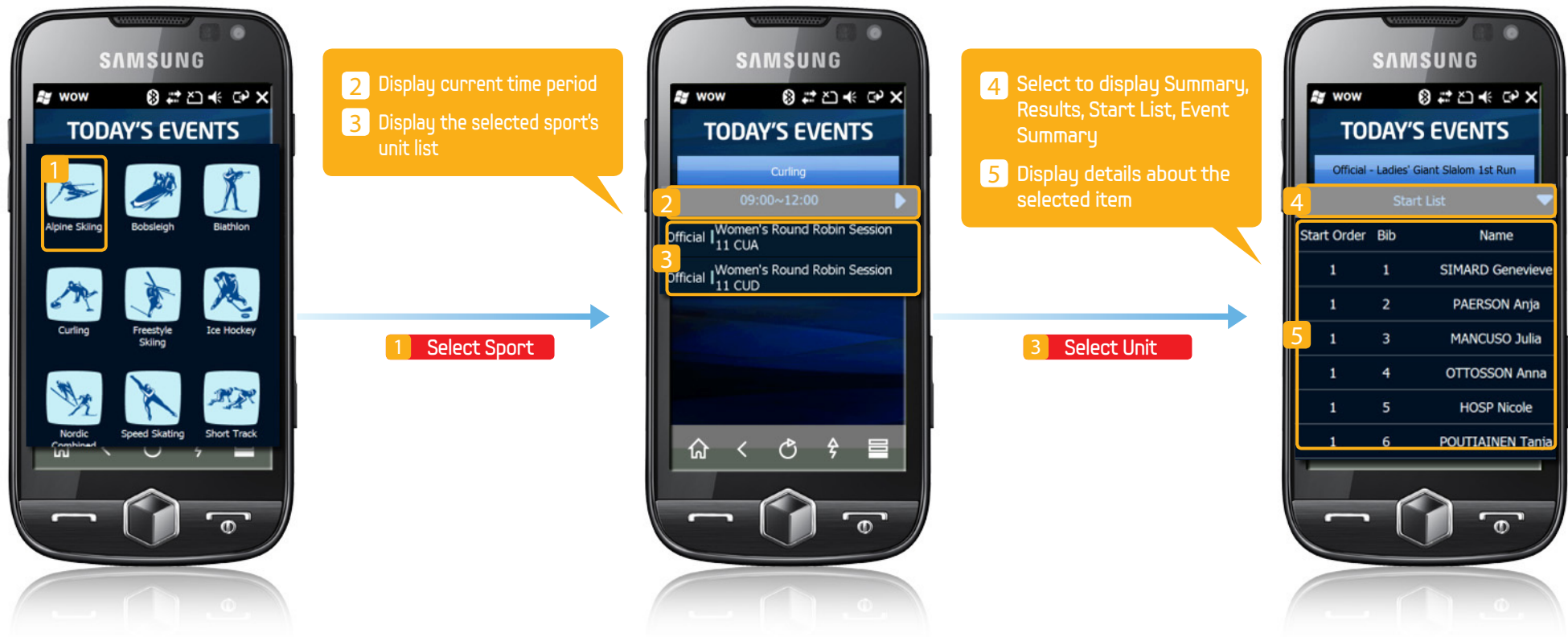


Medal Count



Today's Events

List today's events and provides a unit list composed of units scheduled for selected time periods.



Today's Events

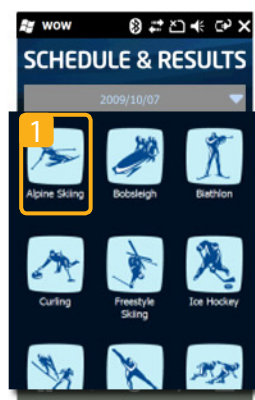


Provide event schedules and results organized by Date, Sports, Country

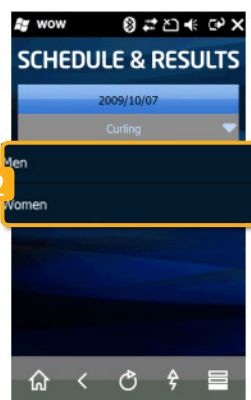
- | | | |
|---|---|---------|
| • Date -> Sport -> Event -> Unit | 1 | Date |
| • Sport -> Event -> Date -> Unit | | Sport |
| • Country -> Sport -> Event -> Date -> Unit | | Country |
| • The calendar indicating olympic events is provided as the default. | 2 | |
| • Days on which events are scheduled are black | | |
| • The current day is marked with a grey round, selecting it will change the round's color to red. | 3 | |
| • Current day | 4 | |
| • Selected day | 5 | |



Schedule & Results



1 Select Sport



Display the event list of the selected sport

2 Select Event



Display the unit list of the selected event

3 Select Unit

Rank	Team	Games	Wins	Losses
1	CAN	9	8	1
2	USA	9	7	2
3	DEN	9	6	3
4	SUI	9	5	4
4	SWE	9	5	4
6	RUS	9	4	5

Sheet	Team	Name	Pos&Pl
	USA	PLYS Chris	4
	USA	BRORSON Aanders	3
	USA	PERUSHEK Matt	2
	USA	HAMILTON Matt	1
	USA	WALD Aaron	A
	CHN	ZANG Jia Liang	4

Sheet	Round	Team	LSFE	1	2	3	4
		USA		1	1	0	2
		CHN		0	0	1	0

Sheet	Round	Team	LSFE	1	2	3	4
		USA		1	1	0	2
		CHN		0	0	1	0

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Official Results Powered by Atos Origin.
Timing and results management by Omega.
Powered by SAMSUNG

Display Summary, Results, Start List, and Event Summary menus depending on the status of the unit.

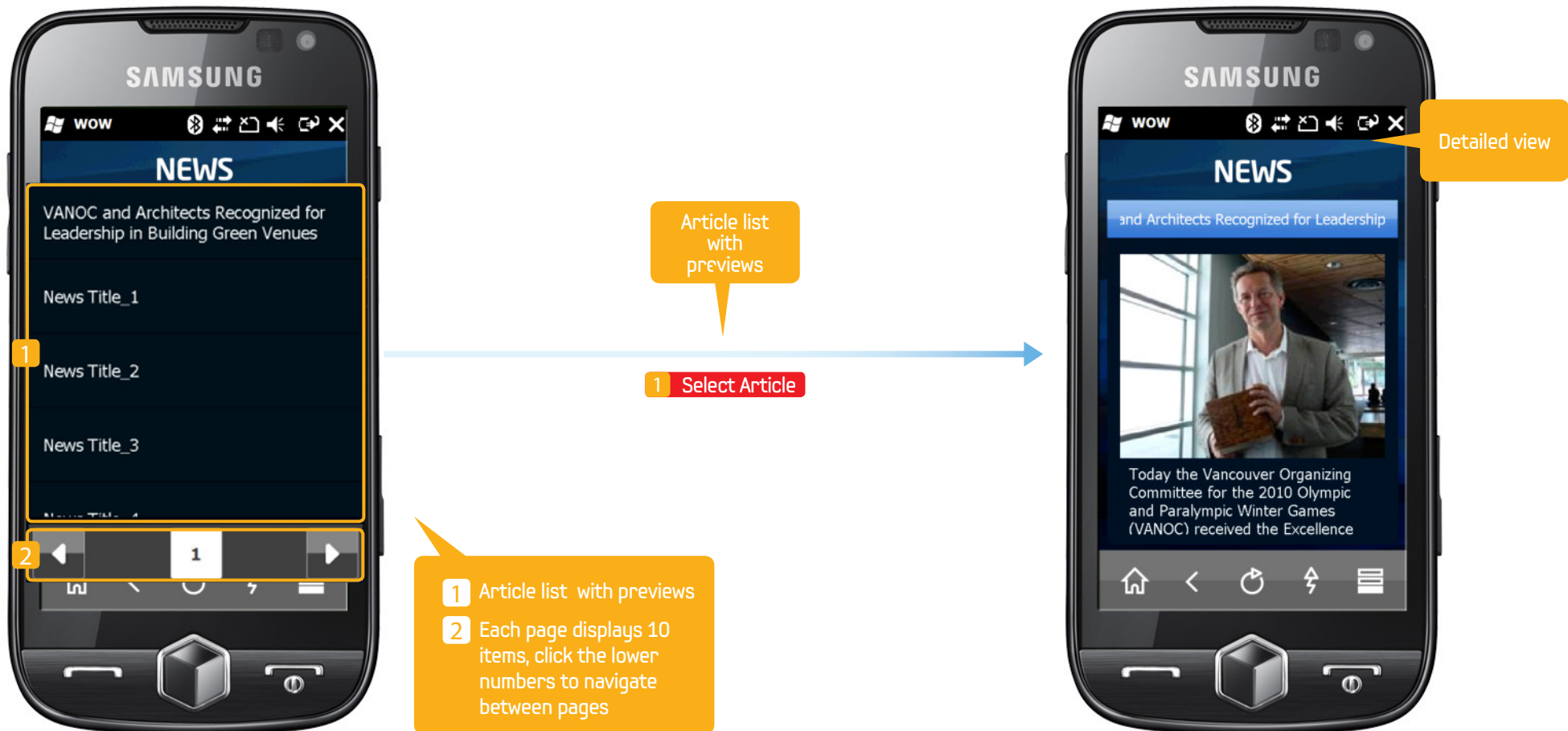
Schedule & Results



Schedule & Results



Display relevant Olympic news releases and articles.



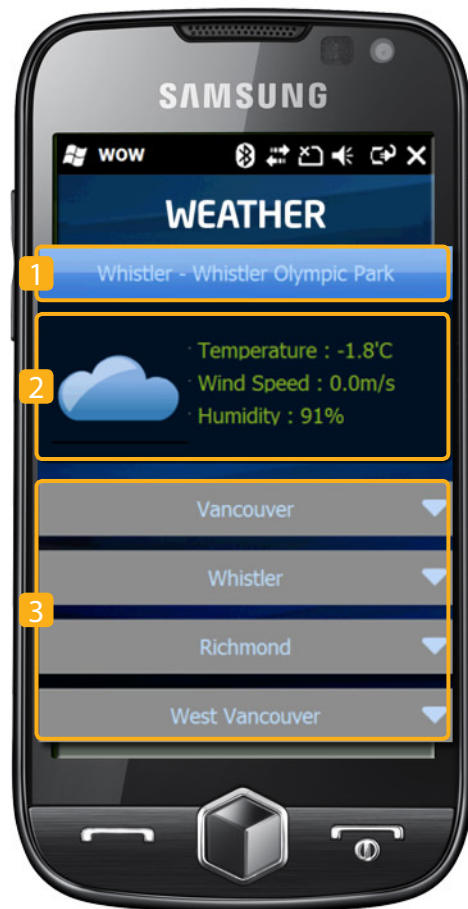
Provide information about participating countries, athletes, venues, etc.







Select to check venue weather information

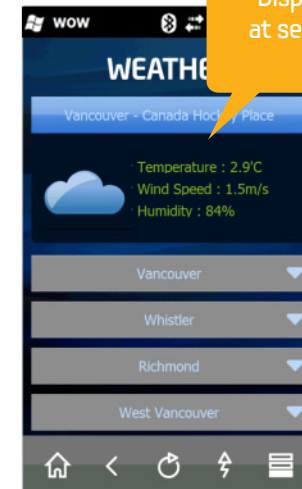


- 1 Vancouver Olympic Center is the default venue
- 2 Weather information
- 3 Select venue by city

3 Select area



4 Select Venue



Display weather
at selected venue