

Softlogic And Samsung Launch Global Samsung Experience Store



State-of-the-art Samsung Experience Store offers a digitally enhanced shopping experience for its customers.

Softlogic and Samsung together launched a branded Experience Store in Sri Lanka. Ashok Pathirage, Chairman and Managing Director, Softlogic and Hanbae Park, Managing Director, Samsung Sri Lanka attended the opening ceremony. Located

along De Fonseka Place in Bambalapitiya, the stylish Samsung Experience Store offers a digitally enhanced shopping experience. The 2,800 sqft store revolutionises customers' brand experience under one roof with hi-tech retail products. The store features a full-time lineup of Samsung smart phones and tablets; these are on display for customers to explore in-depth at the Smart Tablet Product Zone. An extensive array of wearables and accessories are also available to personalise customers' Samsung devices. A separate TV Zone displays Samsung QLED and UHD TVs; featuring the brand's unrivalled picture quality, enhanced smart features as well as lifestyle-centric design. The Samsung Experience Store, the only one of its kind in Sri Lanka, provides customers with an immersive and cinematic virtual reality experience at its interactive Samsung Gear VR Zone. A VR chair operated by a hydraulics mechanism enables a greater experience.

"We are truly proud to have partnered with Samsung in Sri Lanka within a very short period of time. The opening of the Samsung Experience Store is a noteworthy achievement for both Samsung and Softlogic", stated Nasser Majeed, CEO, Retail sector, Softlogic at the opening.


Q PICTURE
QLED TV
BUSINESS
TODAY


4D
BUSINESS
TODAY


BUSINESS
TODAY