



## Victory Selfie: An Iconic Podium and Cultural Moment Enters Its Next Chapter at Milano Cortina 2026

### Descrizione

#### COMUNICATO STAMPA CONTENUTO PROMOZIONALE

From delivering dynamic perspectives at the Opening Ceremony to supporting Games-time operations, Samsung helps open up the Olympic and Paralympic Games bringing athletes, fans and communities closer to the Games

SEOUL, South Korea, Feb. 13, 2026 /PRNewswire/ — In sport and in life, some moments are too meaningful to experience alone. They are instinctively shared — captured not for perfection, but for memory, connection, and self-expression.

On the Olympic podium, that instinct comes into focus. After years of preparation and competition, athletes stand side by side in a moment that is emotional, unfiltered, and deeply human; one they want to remember as themselves and share with the people who supported them along the way.

That insight led Samsung Electronics Co., Ltd., a Worldwide Olympic and Paralympic Partner, to introduce Victory Selfie as part of official medal ceremony programming, bringing the most natural and authentic way athletes capture their lives onto the podium. Shaped by athletes themselves, it has become an iconic part of the medal-winning experience.

Now, at Milano Cortina 2026, Victory Selfie enters its next chapter, powered by the Galaxy Z Flip7 Olympic Edition.

Not only is it making its Olympic Winter Games debut, it also is expanding beyond individual and pair podium moments to capture shared victory — allowing full teams to celebrate side by side, just as they trained, competed, and earned their medals together.

Since its inception at Paris 2024, Victory Selfie has helped this once-in-a-lifetime Olympic moment feel closer and more personal. Nearly 300 Victory Selfies were taken with the Galaxy Z Flip6 Olympic Edition in Paris, capturing the vibrant, diverse personalities of the athletes on the podium.

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From spectators seeing the moment captured live, to athletes sharing their Victory Selfie image with family, fans and followers around the world, Samsung is helping reinforce the podium as a cultural stage â?? where sport, self-expression, and shared victory come together, and where an iconic moment continues to grow beyond the Olympic Winter Games.

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, digital signage, smartphones, wearables, tablets, home appliances and network systems, as well as memory, system LSI and foundry. Samsung is also advancing medical imaging technologies, HVAC solutions and robotics, while creating innovative automotive and audio products through Harman. With its SmartThings ecosystem, open collaboration with partners, and integration of AI across its portfolio, Samsung delivers a seamless and intelligent connected experience. For the latest news, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).

About Samsungâ??s Involvement in the Olympic Games Samsung has been a Worldwide Olympic Partner since the Olympic Winter Games Nagano 1998. For over 25 years, athletes and fans have trusted Samsungâ??s transformative mobile technology to share the Olympic spirit globally and help to shape the digital future of the Olympic Games for Milano Cortina 2026 and beyond. The companyâ??s commitment to the Olympic Movement soon faces its fourth decade of partnership and extends through Los Angeles 2028. Samsungâ??s purposeful innovations in the wireless communications and computing equipment category, including equipment that features artificial intelligence, virtual reality, augmented reality and 5G will help to change the way the world experiences the Olympic Games.

About Samsungâ??s Involvement in the Paralympic Games Samsung is a Worldwide Partner of the International Paralympic Committee (IPC) in the wireless communications and computing equipment category. Starting from Paralympic Winter Games Torino 2006, the company has proudly supported the Paralympic Movement and enabled athletes and fans around the world to share the excitement and inspiration of the Games through Samsungâ??s transformative mobile technology. Samsungâ??s commitment to the Paralympic Games will extend through to Los Angeles 2028 and be celebrated through innovative mobile and computing experiences powered by purposeful innovations in the wireless communications and computing equipment category, including equipment that features artificial intelligence, virtual reality, augmented reality and 5G.

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