

# Samsung breaks ground at US research centre

SAN FRANCISCO, USA: Samsung has made a start on its huge Silicon Valley research centre, just down the road from its arch-rival Apple.

## SAMSUNG

The South Korean electronics company scheduled an event at the location in Mountain View, California, less than 10km from Apple's headquarters in Cupertino.

The research and development centre is part of Samsung's efforts to attract new talent to keep up the pace of innovation in a highly competitive market.

"Our new state-of-the-art R&D centre will provide an outstanding environment to support our plans for strategic growth and attracting the very best employees," said Daniel Eum, president of Samsung Research America.

"This expansion, in addition to Samsung Semiconductor Inc.'s new San Jose campus, builds upon Samsung's 35-year history in the Bay Area and reinforces our commitment to the valley," he said.

The campus set to open in late 2014 will include two new six-story office buildings totaling some 35,000m. Samsung announced earlier this year it was pumping more money into research and venture capital funding efforts that will be led by a new Silicon Valley hub.

The world's largest technology firm by revenue and top smartphone manufacturer is ramping up its battle in the United States against California-based Apple, with the two firms embroiled in bitter legal disputes.

Samsung has been ordered to pay Apple US\$1bn for patent infringements, an award later cut by a judge to some US\$600m. Samsung is appealing the verdict.

Samsung recorded sales worth US\$187.8bn and employs 270,000 people in 79 countries.

Source: AFP via I-Net Bridge

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