

Release, recalls, exchanges and the death of Samsung's 'best phone ever'

BY AL SACCO

OCTOBER 2016

OCTOBER 11

Samsung officially <u>stops production</u> <u>of the Galaxy Note7</u>.

OCTOBER 10

Samsung <u>asks all partners</u> to stop sales and exchanges of the Galaxy Note7.

OCTOBER 7

Samsung <u>issues statement</u> to say it's investigating new reports of "safe" replacement Note7s also catching fire.

OCTOBER 5

Reports surface of a <u>"safe" replacement Note7 catching fire</u> on a Southwest Airlines flight just before takeoff.

SEPTEMBER 2016 SEPTEMBER 29

Samsung says more than a million people around

the world <u>have exchanged devices</u> for or purchased "safe" Note7s.

Samsung says "about half of all recalled Galaxy Note7 phones"

SEPTEMBER 22

sold in the U.S. have been exchanged."

SEPTEMBER 20

Samsung issues update on "voluntary recall," says it will begin to exchange 500,000 Note7s no later than Sept. 21, and

releases software update to help identify "safe" phones.

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SEPTEMBER 16

his Note7 caught fire.

Florida man <u>sues Samsung</u> and claims he received burns after

President and COO of Samsung Electronics America,
Tim Baxter, addresses ongoing Note7 battery issues in a video

and apologizes to customers. "To be clear, the Note7

with the new battery is safe," Baxter said.

"The battery cell issue is resolved."

SEPTEMBER 9

statement on Note7 and U.S. air travel. Samsung confirms it is working with U.S. Consumer Product Safety Commission

Samsung responds to U.S. Federal Aviation Administration

is working with U.S. Consumer Product Safety Commission on "voluntary corrective action plan." Samsung asks to send a physical messenger to CIO.com's Framingham, Mass., offices to retrieve Note7 review unit instead of standard shipping procedure.

SEPTEMBER 8

not to stow them in any checked baggage."

U.S. FAA <u>issues statement</u> and "strongly advises passengers

not to turn on or charge these devices on board aircraft and

SEPTEMBER 2

Samsung announces global <u>"voluntary" recall</u> of millions of Note7s and <u>U.S. product exchange</u> program along with U.S. CPSC.

AUGUST 2016

CIO.com publishes glowing Note7 review, before reports of more fires spread.

AUGUST 31

AUGUST 24

First photos surface of what appears to be a Note7 phone that

AUGUST <u>19</u>

reportedly caught fire while charging.

Samsung <u>launches the Galaxy Note7</u> in the United States.

AUGUST 2

Samsung officially unveils the <u>Galaxy Note7</u> and CIO.com publishes an in-depth <u>first impressions</u> story.

JULY 29

ULY 2016

Samsung briefs CIO.com and other business media outlets under NDA in New York City on the Galaxy Note7.