

# Samsung to break ground at US research center

October 15 2013

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Consumers check products at Samsung booth at the 2013 International CES at the Las Vegas Convention Center on January 10, 2013

Samsung is set to break ground at a big Silicon Valley research center on Wednesday, just down the road from its arch-rival Apple.

The South Korean electronics giant scheduled an event at the location in Mountain View, California, less than 10 kilometers (six miles) from Apple's headquarters in Cupertino.

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

"Our new state-of-the-art R&D center 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."

The campus set to open in late 2014 will include two new six-story office buildings totaling some 35,000 square meters (385,000 square feet)

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 maker is ramping up its battle in the United States against California-based Apple, with the two firms embroiled in bitter legal battles.

Samsung has been ordered to pay Apple \$1 billion for patent infringement—an award later cut by a judge to some \$600 million—but is appealing the verdict.

Samsung has some \$187.8 billion in sales and 270,000 employees across 79 countries.

Citation: Samsung to break ground at US research center (2013, October 15) retrieved 26 June 2024 from <https://phys.org/news/2013-10-samsung-ground-center.html>

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