“Samsung x Ars Technica” is not happening

Enlarge / From Samsung’s press site. Wait, that logo looks familiar!

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Samsung’s official news site had a bit of a mishap this week, and somehow Ars Technica’s logo ended up in one of the company’s press releases. The press release, first spotted by Android Police, was for an HDR10+ certification and content program. The accompanying picture featured the usual slew of industry logos—Qualcomm, Samsung, ARM, and so on—and then at the bottom, the Ars Technica logo!

The press release doesn’t mention Ars by name, but instead lists a company called “ARSPRO” in Moscow as one of Samsung’s partners. Apparently someone at Samsung’s press department Googled (or Bixby-ed?) the “ARSPRO” logo, and the Ars Technica logo popped up instead. (This is likely because of our “Ars Pro” from Ars Pro subscription program, which unlike “ARSPRO” is not based in Russia and is in fact very awesome!)

This isn’t the first time Samsung has had a partnership snafu. Earlier this month, the company announced it was partnering with the “Supreme” clothing brand in China, only to have Supreme come out and say Samsung had partnered with a “counterfeit” (but legal!) version of Supreme.

Samsung has since updated its press release to remove Ars’

logo (there’s still an archive.org version here). For the record: no, Ars Technica is not partnering with Samsung.

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