



## **Samsung Showcases World's Thinnest-Bezel Video Wall, Latest Monitors and Signage Technologies at CES 2016**

*Ultra-slim video wall, new curved gaming monitor, and mirror and transparent displays deliver a more engaging and comfortable user experience*

**SEOUL, Korea – January 7, 2016** – Samsung Electronics Co., Ltd., today unveiled the newest SMART Signage and monitor line up, highlighting world's thinnest bezel to bezel video wall and its new curved gaming monitors. Samsung is showcasing how visual displays will transform the entertainment, business and retail arenas of the future at its CES 2016 display product booths (11906, 11929 and 12429 in the LVCC Central Hall).

"Today's display customers want a wealth of clear, engaging and readily-accessible information at their fingertips, whether they are mastering video games or evaluating products at their favorite stores," said Seog-gi Kim, Senior Vice President of Visual Display Business at Samsung Electronics. "Our cutting-edge monitors and signage technologies are designed with these consumers in mind, delivering compelling visual content and unlocking new interactive possibilities across a range of business and at-home usage scenarios."

### **Razor-thin 1.4mm Bezel Video Wall**

Samsung has amplified large-scale message presentation capabilities for business and retail customers with its new UHF-E (Extreme Narrow Bezel) video wall. Featuring a thin bezel-to-bezel design (0.9mm on the upper and left sides and 0.5mm the lower and right sides), the UHF-E is the world's slimmest bezel video wall available. With minimal bezel interference, business customers can keep audiences focused on rich visual content rather than on the display itself.

Optimized for indoor applications, Samsung's UHF-E video wall combines visual quality with the power of professional-grade digital signage. Each UHF-E display undergoes advanced factory tuning to maintain picture integrity and enhance resonance for viewers. An additional embedded ACM chipset adjusts picture content to meet specific color settings and maintains a uniform presentation. The durable UHF-E video wall is designed to perform 24/7, allowing uninterrupted content delivery in various conditions.

### **More Comfortable and Convenient Gaming Experience**

Samsung is showcasing its newest curved gaming monitors (CF591, CF391, CF390 and CF398). These 1800R curvature monitors are designed to match the natural shape of the human eye, and with Samsung's flicker-free and Eye Saver technologies, the products minimize eye strain and fatigue. Samsung's gaming monitors are supported by AMD FreeSync™ Technology Over HDMI®, which synchronizes the screen refresh rate with users' AMD graphics card frame rate to reduce input latency, stutter and lag during gaming. In particular, the CF591 monitor recently earned a verification certificate from UL, evaluating color and uniformity.

### **Captivating LED Signage**

In light of growing demand from corporate, retail, sports, entertainment and transportation clients, Samsung has enhanced its LED Signage to offer even greater visual detail. Samsung's LED Signage is designed with top-tier diodes across a range of fine pixel pitch configurations. Through this construction, large-screen LED Signage viewers can experience the same deep contrast, realistic picture quality and high brightness that they would expect from Samsung's latest TVs.

## **The Electronics Shop of the Future**

Samsung is showing how retail-oriented display technologies, including mirror and transparent OLED displays and ultra-slim bezel video walls, can elevate electronics shopping to a more convenient, informed and customized experience.

As customers enter the store, retailers can use mirror displays to interact and further drive point-of-purchase shopping. The displays' reflectance (65 percent), high transmittance (90 percent) and frameless design offer retailer new avenues to immediately refine and deliver content from welcome messages to special limited-time offers.

Samsung's 55-inch transparent OLED offers customers complete product visibility in an engaging and informative format. It also allows retailers to deliver demos and real-time promotional content with improved brightness (150nit), transparency (45 percent) and color presentation (Adobe RGB 100 percent).

For more information on this press release including videos, photos and related Samsung Newsroom articles, please visit [news.samsung.com/global/samsung-showcases-worlds-thinnest-bezel-video-wall-latest-monitors-and-signage-technologies-at-ces-2016](https://news.samsung.com/global/samsung-showcases-worlds-thinnest-bezel-video-wall-latest-monitors-and-signage-technologies-at-ces-2016).

## **About Samsung Electronics Co., Ltd.**

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