



Samsung Electronics Showcases Innovations That Transform People's Lives at CES 2016

- *Integrates IoT solutions across a dynamic product portfolio, from TVs and home appliances to mobile products, to make a meaningful difference in people's everyday lives*
- *2016 SUHD TVs with Quantum dot display are Samsung's smartest, most advanced TVs ever, offering true-to-life picture quality and breathtaking design*
- *New Family Hub Refrigerator features 21.5" Full HD touchscreen, is IoT technology applied, helps families connect and improves grocery management*
- *Strengthens mobile portfolio through evolved offering of new products & services; extends smartwatch offering with premium new designs, colors and watchfaces*
- *Galaxy TabPro S 12" tablet combines mobility and productivity, powered by Windows 10 and Intel Core M processor*

Las Vegas, Nevada – January 5, 2016 – Samsung Electronics Co., Ltd., today unveiled its vision for 2016 during its press conference, at CES 2016. The company underlined the importance of innovation that makes a meaningful difference in people's everyday lives, and showcased its focus on the Internet of Things (IoT) as an open platform, with SmartThings technology. Samsung also revealed the new bezel-less curved SUHD TVs with Quantum dot displays, the connected Family Hub Refrigerator, its newest smartwatch – the Gear S2 Premium, and a large screen Windows tablet – the Galaxy TabPro S.

"Samsung has continuously worked to help people live smarter lives, and this year we have taken a huge step forward with our diverse, IoT-enabled products and services," said Tim Baxter, President and Chief Operating Officer of Samsung Electronics America. "We will continue to enhance consumers' quality of life by listening to their needs and strengthening our ecosystem."

Samsung delivered the press conference from a stage enhanced by its own display technology, using a large 18.3m x 4.8m curved screen, which the company designed and built using its own LED signage, to deliver immersive and ultra-realistic images of its products.

The Next Generation of Home Entertainment

Samsung unveiled its spectacular new line-up of SUHD TVs that feature unparalleled picture quality with Quantum dot display, the world's first bezel-less curved design which is beautiful from every angle and the smartest user experience that makes it easy for consumers to access all their entertainment content in one place.

Samsung's 2016 SUHD TVs feature the world's only cadmium-free, 10-bit Quantum dot display, offering the most true-to-life picture quality, with stunning brightness, exceptional contrast and the most lifelike colors ever offered by Samsung. The future of display technology, Quantum dot display converts light into nearly any color in the visible spectrum without distortion or compromising the brightness level, delivering the optimum viewing experience for consumers, regardless of the lighting environment.

This year, all of the Samsung SUHD TVs will feature the ability to provide a premium high dynamic range (HDR) experience, with 1,000 nit HDR minimum for a higher level of contrast between light and dark images. New Ultra Black technology also significantly reduces light reflection, further enhancing picture quality with minimal glare.

Built on the Tizen operating system (OS), Samsung's 2016 Smart TVs make it easier for consumers to discover and access all their favorite content and services, from TV and movies to games and program information, all in one place. The new Samsung Smart TV eliminates the need to juggle multiple remote controls. The Samsung Smart TV will automatically recognize the type of set-top box, game console, OTT box or home theater system that is connected to the TV. This allows users to control all of the external devices with the Smart Control remote — with no setup required.

All 2016 SUHD TVs feature IoT hub technology, developed by Samsung with SmartThings. The SUHD TV can connect with and control over 200 SmartThings compatible devices – whether it's to see who is ringing the doorbell, lock the doors or turn off the lights – all from the TV.

Samsung also unveiled the latest additions to its audio product lineup, including the HW-K950 Soundbar, the company's first to feature Dolby Atmos®, and the industry's first soundbar package to include two Dolby Atmos®-enabled wireless rear speakers. The complete HW-K950 package delivers incredible 5.1.4-channel sound.

The company also revealed the first Ultra HD Blu-ray Player, the HDR-compatible UBD-K8500, which offers four times the resolution and 64 times higher color expression than conventional Blu-ray players. When paired with Samsung SUHD TV's Quantum dot display, the new UHD Blu-ray player delivers a level of picture quality never before seen in the home. The UBD-K8500's built-in upscaling technology enhances the picture quality from standard Blu-ray discs and DVDs, and consumers can also play CDs. The UBD-K8500 is available for pre-order now and for purchase in March 2016 in the U.S.

Intelligent Digital Appliances Transform the Kitchen

Samsung also revealed the new Family Hub Refrigerator, a new category of IoT technology applied home appliance which helps families to connect, and provides new ways to manage, shop and prepare food. Its centerpiece is a 21.5" Full HD LCD touchscreen, a digital command center for the connected home, which combines powerful performance with ground-breaking technology never before seen in a refrigerator.

The Family Hub's Key capabilities include:

- **Improved Food Management:** Three built-in cameras take a photo of the inside of the refrigerator every time the door is closed so consumers can always see what they have wherever they go, via their smartphone. Samsung has also partnered with MasterCard to offer a seamless online shopping experience through the Family Hub Refrigerator. Using the app on the refrigerator's touchscreen, consumers can easily find and purchase items from multiple retailers, directly from their kitchen, all finished with a single, simple checkout process that accepts U.S.-issued credit and debit cards.
- **Family Communication Center:** The Samsung Family Hub Refrigerator enables the family to write notes, post photos, share calendars and artwork, right on the refrigerator's touchscreen, or using their smartphone if they are away.
- **IoT Technology Enabled:** As a connected Samsung product the Family Hub Refrigerator is also a truly dynamic and evolving product platform that will leverage the power of Samsung's IoT services. For example, consumers will be able to check their home's doors are locked and turn off the lights right from the Family Hub screen.

- **Connected Entertainment:** With the Family Hub Refrigerator's built-in stereo speakers, people can stream their favourite music service, or TV content from their Samsung Smart TVs directly to the touchscreen, as well as connecting to their own Bluetooth speakers.

Breaking Barriers in Mobile Productivity and Wearable Technology

At the CES press conference, Samsung also introduced the Gear S2 classic with two new unique color variants – Rose Gold and Platinum – for a classic, timeless design. These new models reflect Samsung's commitment to bringing more choice to its consumers with new material varieties, providing users with diverse options to express and match their style while highlighting its circular design and advanced functionality.

The Gear S2 will offer a secure mobile payment feature with Samsung Pay (available in the U.S. in 2016) and is expanding its compatibility to devices running on iOS to extend accessibility to a wider range of mobile users.

For a more personal and customizable experience, Samsung is also expanding its line of watch straps and watch face options. Samsung has partnered with exclusive designers, such as Colombo, on premium watch straps for the Gear S2, and has introduced fun and creative watch faces including Peanuts characters and artworks from Keith Haring, Jean-Michael Basquiat, Jeremyville and Burton Morris.

Samsung also announced the availability of a wide selection of additional apps – from eBay, ESPN, Uber, Voxel and more – to both the Gear S2 and Gear S2 classic.

In addition, Samsung unveiled a brand new mobile product category with the announcement of its Galaxy TabPro S, which combines Samsung's world-class technology, powered by the Microsoft Windows 10 operating system together into a premium tablet. By integrating the most popular features of laptops and tablets, users now have access to full notebook PC functionality in a lightweight tablet for the most productive mobile experience.

With a sleek and lightweight form factor, the Galaxy TabPro S is designed to be easily carried around all day. A full-sized keyboard cover enhances the usability, while a flexible hinge enables optimal, dual-angle viewing for the clearest display under any circumstance.

The Galaxy TabPro S extends Samsung's advanced technology to the Windows operating system by providing the first Super AMOLED display for Windows, as well as other core features such as fast charging for up to 10.5 hours of battery life. For enhanced productivity, the Galaxy TabPro S is also compatible with a multiport adapter and Bluetooth Pen.

For more information on this press release including photos and related Samsung Newsroom articles, please visit news.samsung.com/global/samsung-electronics-showcases-innovations-that-transform-peoples-lives-at-ces-2016.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

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