

## Samsung Reveals a New Generation of SUHD TV On the Market

*SUHD TVs with Quantum dot display deliver the most true-to-life picture quality, breathtaking design and the smartest user experience with simpler access to content*

**Lisbon, 16 February 2016** – Samsung Electronics Co., Ltd., the world leader of the TV market, unveiled its spectacular new line-up of SUHD TVs at CIS 2016.

Samsung's 2016 SUHD TVs offer unparalleled picture quality with Quantum dot display, the world's first bezel-less curved design and easy access to the entertainment content. In addition, the full 2016 SUHD TV lineup is applied IoT hub technology, allowing the TV itself to act as the controller for the entire smart home.

"The highest image quality of SUHD TVs 2016 is their main competitive advantage, - Dmitry Kartashov, Director of Audio and Video Sales Department Samsung Electronics in Russia, has said. - Our designers and engineers excelled themselves this year. A new generation of SUHD TVs embodies the combination of sophisticated design and advanced technology".

### **Samsung SUHD TV with Quantum dot display: Unbeatable Picture Quality**

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, contrast and the most lifelike colors.

Models of 2016 guarantee optimal quality of view independent of lighting. They 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.

### **360 design for Unparalleled Immersion**

Samsung designs the world's first bezel-less Curved TV, the KS9500 SUHD TV, to provide a more immersive viewing experience. With no bezel that normally functions as the border, the viewer's attention is focused purely on what matters most – captivating content on the screen. In keeping with this design ethos, Samsung has sought to eliminate all unnecessary elements, even removing screws from the rear of the TV, to create an elegant product that is beautiful from every angle.

### **Unlimited, Seamless Entertainment through Single Access and Single Remote**

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.

- **New Smart Hub** – The 2016 Smart Hub is designed to provide users with simple access to their favorite content all in one place. Live TV, over the top (OTT), games and even the menu that appears

on the home screen of the Samsung Smart TV allows users to access their favorite programs as soon as they turn on the TV.

- **Samsung Smart Control remote** – 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.
- **Console-less Gaming** – Consumers can enjoy the most realistic gaming experience on a large screen without the need for a console. More than 500 streaming and downloadable games will be available on the 2016 Samsung Smart TVs. Recent additions for PlayStation™ now include *Assassin's Creed III*, *Batman: Arkham Origins*, *The LEGO Movie* and many more.
- **EXTRA Service** – With a push of the EXTRA hot button on the Samsung Smart Control remote, information related to the content will appear onscreen instantly. Users can see player profiles and stats during sporting events, information on cast members for their favorite TV shows and more.
- **Smart View** – The Samsung Smart View mobile app allows users to share their favorite content instantly with their family. The upgraded Smart View is now available beyond Samsung Galaxy devices, supporting Android and iOS devices, as well as Window PCs. Popular apps and websites including AccuWeather, Crackle, iHeartRadio, M-GO, Plex, Pluto.TV, UFC, Vimeo, YuppTV and more are all also Smart View enabled, so consumers can begin the entertainment experience right within the apps and services they enjoy most.
- **More access to content** – Streaming UHD movies and TV shows from providers such as Amazon, M-GO, and Netflix and accessing apps such as YouTube has gotten even easier. UHD technologies developed by NeuLion will also enable a selection of sporting events to stream UHD live. Consumers can also connect Samsung's new Ultra HD Blu-ray Player via HDMI (2.0a) for access to UHD movies with HDR. Direct access to live programming from providers such as Dish and Time Warner Cable is simplified.

### **TV becomes the Controller for the Connected Home**

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's First Ultra HD Blu-ray Player**

Samsung has also unveiled its first Ultra HD Blu-ray Player, the UBD-K8500, which is HDR compatible and offers higher resolution and more detailed color expression than the conventional Blu-ray player. It features a sleek, curved front design, and is available for pre-order now. The player can be purchased in the U.S. in March 2016.

When paired with Samsung SUHD TV's Quantum dot display, the new UHD Blu-ray player delivers a perfect quality of the picture. 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.

Samsung has partnered with Hollywood studios to ensure consumers have a selection of Ultra HD Blu-rays with astonishing HDR picture quality. This year, 20<sup>th</sup> Fox is slated to release more than 100 4K Ultra HD discs with HDR. For more information including photos and related articles, please visit

Recommended retail price 33 990 RUR



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