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Samsung Launches TV PLUS in Thailand and Vietnam

*Users can browse video channels and even surf the K-POP wave,
right on their Samsung Smart TVs*

SEOUL, Korea – June 8, 2016 – Samsung Electronics Co., Ltd., today announced that its [TV PLUS](#) service is now available in Thailand and Vietnam on 2016 Samsung Smart TV UHD Models. All other Smart TV models, including Full HD Smart TVs, will be supported by the end of June. The TV PLUS service enables users to find exciting video clips by simply moving to designated channels, instead of having to toggle between different apps.

As a part of the TV PLUS upgrade, users in Thailand and Vietnam will automatically receive four popular Korean Pop channels of CJ E&M's 'Tving TV' including *Awesome Singers* (Channel 101/555), *KPOP Boy Group Stage* (Channel 102/556), *KPOP Girl Group Stage* (Channel 103/557), and *M Countdown* (Channel 104/558). Further ahead in 2016, Samsung plans to collaborate with additional global and local content partners to expand the channels and variety offered on the service.

"We are thrilled to offer TV PLUS and exciting K-POP content to our users in Thailand and Vietnam," said WonJin Lee, Executive Vice President of Visual Display Business at Samsung Electronics. "TV PLUS is a new kind of Smart TV service that creates a better user experience, and enables consumers to watch their favorite programming in a more integrated way. We are committed to continuing to develop and launch new services that meet the unique needs of our Smart TV owners."

TV PLUS can be enjoyed by simply connecting an eligible Smart TV to the Internet through a LAN-line or Wi-Fi network. For those who have agreed to the Smart Hub terms of use, relevant software upgrades are automatically initiated once connected to the internet so consumers can use the service instantly and without the need for further installment or registration. Users with cable TV and IPTV can join the fun by selecting TV PLUS on their Smart Hub home screens.

For more information on TV PLUS, please visit news.samsung.com.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.