

Samsung to Reveal Groundbreaking New Soundbar Lineup at MENA Forum 2016

Samsung's next-generation audio products bring moving, immersive sound to the home

Lisbon, Portugal – February 20, 2016 – Samsung Electronics Co., Ltd., the leader in home entertainment, today announced its new portfolio of audio products, including its all-new flat soundbar lineup, and the Wireless Audio 360 audio series.

“While content and picture quality are important factors in home entertainment, it is the audio that elevates the entire viewing experience. We are thrilled to present our 2016 lineup of audio products, which offer the most immersive sound ever experienced in the home,” said Mustafa Sadick, Head of Visual Display at Samsung Electronics Middle East & North Africa. “When paired with Samsung’s lineup of SUHD TVs, the new soundbar lineup delivers true surround sound, amplifying the audio experience in the home to incredible new heights.”

Expansion to TRUE surround sound in your home

The new Samsung audio product roster is designed to deliver spectacular sound for a truly next-generation experience. Samsung’s new soundbar lineup makes it possible to create a true surround sound system in your home by simply adding the Wireless Rear Speaker kit or the Wireless Audio360 - representing a new generation of wireless home theater systems. Moreover, Samsung’s line of curved soundbars are perfectly designed to match a wider range of Samsung Curved TV line-up from 49 to 78 inch , providing a powerful, balanced and detailed sound experience.

Samsung’s new soundbar lineup will be available in the Middle East and North Africa starting from Q2, 2016.

Samsung’s Award Winning Wireless Audio 360 Series

Samsung’s Wireless Audio 360 is designed to complement the décor of any room and bring audio content throughout the home. With proprietary Ring Radiator technology, the audio can be placed anywhere and still fill the room with vibrant, yet balanced sound.

Samsung also makes it easier than ever for customers to control their music simply and easily with the speakers’ touch-enabled, intuitive tap and swipe interface. Consumers have even greater control with new apps for the Gear S2 and Gear S smartwatches, and an improved Samsung Multiroom App for smartphones and tablets.

The R5 model of the Wireless Audio 360 series has also been recognized as an honoree in the CES 2016 Innovation Awards. Samsung will continue to build on its market leadership position and develop more state-of-the-art home audio products at the company’s Audio Innovation Lab in Valencia, California.

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



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