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## **Samsung Amplifies Longstanding Partnership with 20<sup>th</sup> Century Fox, Highlights Shared Vision in Video**

*Newly-released video demonstrates importance of technology-studio relationships for the future of content partnerships*

**SEOUL, Korea – May 19, 2016** – Samsung Electronics Co., Ltd., unveiled today a shared vision with 20<sup>th</sup> Century Fox (Fox) to further elevate the consumer viewing experience, and the TV industry at large.

A new video released by the company highlights its longstanding partnership with industry leading film studio and underlines the importance of TV in today's larger content ecosystem, featuring executives from both Samsung and Fox who share their collective vision for the future.

"Fox and Samsung have been working collaboratively for many years on new technologies," said Danny Kaye, executive vice president, global research and technology strategy, Twentieth Century Fox Home Entertainment. "Over the years, we've formed a deep mutual respect and now we're taking that collaboration to a whole new level."

The partnership between Samsung and Fox began in 2013, when Samsung joined the Secure Content Storage Association (SCSA) — a consortium of companies in the entertainment and storage space that aim to provide consumers with new ways to access high-quality digital programming across devices — and did so with the backing of Fox. Samsung has since launched a UHD download service with Fox content, as well as an expanded service that includes High Dynamic Range (HDR) titles, which is available to consumers globally.

"Our goal is to offer the best consumer experience while preserving the filmmaker's intent with no distortion, no compromises," said Won Jin Lee, executive vice president, service business team, visual display at Samsung Electronics. "We are answering industry, market and user demand with this continued partnership."

In 2014, Samsung launched its first ever branded "Video Pack" that provided users with five titles licensed by the studio. That same year, Samsung and Fox established the Fox Innovation Lab, with the first project integrating accessible content into Samsung's Ultra High Definition (UHD) TVs.

"We share a common goal of delivering the best user experience at home," said Won Jin Lee. "Our complimentary skill sets have helped us continuously raise the bar for ourselves, as well as the industry."

In 2015, Samsung and Fox, among other industry leaders, co-announced the [UHD Alliance](#) — a coalition of companies united to set the bar for next generation video entertainment by establishing standards to support innovation in video technologies. The Alliance is dedicated to furthering this commitment in 2016 and beyond.

To view the new Samsung and Twentieth Century Fox partnership video, please visit <https://youtu.be/cY2gXW5-CR4>.

### **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](http://news.samsung.com).