



Samsung Electronics Reaches Higher for Consumers at CES 2017 with Innovations to Enhance the Way People Live, Work, and Play

- *Focus in 2017 on reaching higher with a portfolio of products designed to fit around how consumers live today and will connect in the future*
- *New 75" Q8 TV uses a completely new metal Quantum Dot material to achieve dramatically improved light efficiency and perfect color accuracy*
- *FlexWash™ + FlexDry™ laundry pair offers capabilities of two washers and two dryers in one system, giving consumers more convenience, choice and flexibility*
- *Notebook Odyssey is Samsung's first ever gaming laptop, providing a mobile experience that rivals desktops for power, speed and comfort while still being lightweight*

LAS VEGAS – January 4, 2017 – At its press conference at CES 2017, Samsung Electronics Co., Ltd., unveiled its vision for 2017 and how it is reaching higher with a wide range of innovations to provide consumers with their best experience yet. Key product announcements included the stunning new QLED TV lineup, FlexWash™ + FlexDry™ laundry system, Samsung's first-ever gaming laptop, and updates to the Gear S3 smartwatch. With these innovations, Samsung demonstrated its leadership in pioneering new technology that truly fits with consumers' lives in more personalized, intuitive ways.

"Despite some challenges, we've made big strides in 2016, gaining market share in TVs, home appliances, wearables and smartphones," said Tim Baxter, President and Chief Operating Officer of Samsung Electronics America. "By listening to our consumers and building on our heritage of innovation, we are delivering on our vision of the future – one that is powered by connected and elegantly-designed products and services that put consumers firmly at the center."

Samsung QLED, the Next Innovation in TV

Featuring incredible advancements in the development of Quantum dot technology, Samsung unveiled the 75-inch Q8C QLED TV, which adds new metal material to nano-sized semiconductor quantum dots to deliver the perfect mix of light and color currently available in display technology. The result is a stunning large-screen QLED TV, with an incredibly accurate and precise picture that can be viewed from any angle or in any environment.

Samsung QLED TV takes Quantum dot technology to new heights with advanced light efficiency and stability, as well as a wider color spectrum than ever before. The new QLED TV also features truly deep black levels, perfect 100% color volume when measured with DCI perfect match, and HDR optimal brightness of 1,500 – 2,000 nits. Samsung QLED TV's new panel design also reduces reflection so consumers can see every bold detail with unbelievable levels of contrast. Finally, QLED delivers this level of performance regardless of where one is sitting, with consistent color and picture quality from any viewing angle.

New design elements introduced by Samsung enhance the QLED TV experience even further. The practically invisible optical cable helps to solve the issue of unsightly cords and clutter that can be found in the home with a sleek, single cord system. Additional accessories include the optional "No-Gap Wall Mount," which makes mounting a TV flush against the wall simpler and faster than ever before. Finally, for those who desire a variety of stylish options when displaying their TV, Samsung introduced two new optional elegant TV stands – Gravity and Studio – that appeal to the consumer who prefers an un-mounted TV.

In addition to the new TVs, Samsung also detailed plans to deliver a more unified experience for customers using various services and devices. Last year's hit Samsung One Remote has been enhanced to support even more devices and offer voice control capabilities across more Smart TV features. And Samsung SmartView app - available on Android and iOS - allow users to get their

personalized SmartHub experience right on their phone, as well as notifications of new content even when the user's TV is off.

New to the Smart TV experience in 2017 is the Samsung Sports service. The Sports Service ensures that sports fans will never miss a moment, with customizable content and alerts based on a user's team preferences, powered by real-time partnerships with the biggest content players in sports today.

Rounding out this year's new Smart TV portfolio of offerings, Samsung has extended its popular global service, TV PLUS, to the U.S. market. A new entertainment app exclusively available on Samsung Smart TVs, TV PLUS conveniently brings high quality content into a single app on your TV for the most premium viewing experience. Paired with Samsung Checkout, TV Plus is the fastest way to connect with the entertainment consumers love, right out of the box. In addition, Samsung has also partnered with FandangoNow in the U.S. to bring instant access to rent or buy more than 40,000 movies and shows, including new releases in 4K HDR.

Additionally, Samsung announced their newest lifestyle TV innovation. The new Lifestyle TV offers a sleek, stunning design that was curated with an artful approach. This new TV was designed to appear just like a picture would appear on a wall, outfitted with an invisible cable that allows it to hang anywhere in the home, and blend seamlessly into any living space without those unsightly cables or wires. The Lifestyle TV was awarded a "2017 Best of Innovation Award" at CES 2017 and will be launched later this year.

Samsung showcased its 2017 lineup of home audio visual products, including the new Soundbar Sound+ which features a built-in sub-woofer, H7 Wireless Audio and the latest UHD Blu-ray Player. The products reflect a comprehensive suite of premium features with an eye toward heightened integration, as well as a premium, simplistic design that complements the user experience across multiple devices. Finally, the new Soundbar and H7 feature the rich and detailed sound of UHQ 32bit, which upscales from any source that provides 8-24bit sound.

Unprecedented Flexibility in the Home.

Samsung unveiled a truly differentiated line of home appliances to give consumers more flexibility and choice in how they cook, clean and connect.

Bringing more flexibility into the laundry room, Samsung introduced FlexWash™ + FlexDry™ to meet the needs of today's busy families. FlexWash™ is equipped with a 5.0 cu. ft. capacity front load washer, the largest in its class¹, to handle normal or bulky loads. It adds another cubic foot of capacity in a separate compartment on top for washing smaller loads separately from the main load. Both washers can run separately or simultaneously with different settings.

Meanwhile, FlexDry™ has the ability to tackle large laundry loads while gently drying a few delicate items at the same time at the top of the dryer. Suitable for items like athletic wear or a silk scarf, the unique Delicate Rack zone adjusts the heat automatically depending on the type of fabric being dried.

Signaling the company's commitment to investing in categories in which its expertise and innovation can enrich and empower the lives of consumers, Samsung also introduced its line of new smart built-in appliances. This includes a new combination wall oven microwave, upgraded dishwasher, and matching line of premium refrigerators.

During the press conference, Samsung also announced Family Hub 2.0, the next generation of its award-winning refrigerator. Building upon Family Hub 1.0, which was introduced to wide acclaim last year, Family Hub 2.0 expands from four to 10 refrigerator models, so consumers can choose the refrigerator that best matches their household needs. It also features enhanced usability with intuitive app integration and new app partners to help families stay connected, manage food, and access more entertainment features on the refrigerator's 21.5" LED touchscreen. For added convenience, Samsung's advanced voice technology has also been integrated across many of Family Hub 2.0's apps.

¹ Based on product dimensions.

Fueling Passions with New Mobile Devices and Computers

This year at CES, Samsung introduced the next generation of mobile computing, with a range of new premium PCs that reflect the company's commitment to design, craftsmanship, and choice. They include the Chromebook Plus and Chromebook Pro, a 15-inch Notebook 9 with a discrete GPU, and Samsung's first-ever gaming laptop, the Notebook Odyssey.

The Samsung Chromebook Plus and Chromebook Pro are premium convertible laptops designed for Google Play, and can run millions of apps from the Google Play Store. The new Chromebooks feature a sleek yet durable metal body, and also go from notebook to tablet in a single snap. Thanks to Quad HD screen, the Samsung Chromebook Plus and Chromebook Pro perform equally well as both tablet and laptop, and are also the very first Chromebooks to come with an embedded digitizer pen. The Chromebook Plus will be available with an ARM CPU, and for those looking for even stronger performance, the Chromebook Pro will be powered by an Intel core M3 CPU.

Samsung's new 15-inch Notebook 9, which will be available in the U.S. this year, is built for maximum performance and exceptional mobility. Powered by the 7th-generation Intel Kaby Lake processor, it also features a discrete GPU to tackle even the most hardware intensive tasks, from photo and video editing, to running programs on multiple monitors.

Lastly, Samsung's first-ever gaming laptop, the Samsung Notebook Odyssey, offers a mobile experience that rivals a desktop rig for power, speed and comfort while still being light enough to carry in a backpack. The laptop will be available in 15 and 17-inch screen sizes. The 15-inch Odyssey is powered by Intel's 7th-generation Core i7 processor, with up to 32 GB of 2400 Mhz DDR4 RAM, up to 256 GB SSD and HDD dual storage, and an NVIDIA GTX 1050 graphics card. More details on the 17-inch Notebook Odyssey will be unveiled later this Spring.

Usability has also been enhanced with a built-in shortcut to maximize performance. At the push of a button, supercharge the Odyssey's processor, graphics, and memory to realize the absolute best gaming experience.

For more information on this press release including photos, videos and relevant Samsung Newsroom articles, please visit news.samsung.com/global. Samsung's CES booth #15006 is on Level 1 of the Central Hall in the Las Vegas Convention Center, and will be open from January 5-8, 2017. To learn more about CES 2017, please visit www.ces.tech.

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, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit Samsung Newsroom at <http://news.samsung.com>.

###