



Samsung Electronics Showcases Meaningful Innovations for Smarter Living at 2016 European Forum

Monaco – February 11, 2016 - Samsung Electronics Co., Ltd., today unveiled new, innovative technologies that will make a meaningful difference to consumers' lives at the Samsung European Forum 2016 in Monaco. The company showcased its focus on smart and connected lifestyles across Europe, while also revealing a dynamic line-up of new products coming to the region this year – including the bezel-less curved SUHD TVs with Quantum dot display; the new Gear S2 classic rose gold and platinum; the cleverly designed Samsung AddWash Washing Machine; the next generation of Smart kitchen appliances with the connected Family Hub refrigerator; and the Galaxy TabPro S, a new 2-in1 tablet powered by Windows 10.

“Samsung has continuously worked to help people live smarter lives, and this year, we are taking another huge step forward with our diverse range of connected products and services,” said David Lowes, CMO, Samsung Europe “We will continue to enhance and revolutionise consumers' everyday lives by listening and anticipating consumer needs to deliver products and services that create meaningful progress that can enrich everyday life.”

The European Forum event follows a hugely successful Consumer Electronics Show (CES) for Samsung in January, at which the brand collected an incredible 80 awards, including Best of Innovation award in TV.

Setting a New Standard for Viewing and Audio Experience

Samsung unveiled its spectacular new line-up of SUHD TVs that feature unparalleled picture quality with Quantum dot display. The world's first bezel-less curved design, which is beautiful from every angle, also provides the smartest user experience that makes it easy for consumers to access all their entertainment content in one place. 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, exceptional contrast and the most lifelike colours ever offered by Samsung.

This new range provides a premium, high dynamic range (HDR) experience, with 1,000 nit HDR minimum for a higher level contrast between light and dark images. New Ultra Black technology also significantly reduces light reflection, further enhancing picture quality with minimal glare.

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 on the new Smart Hub. The need to juggle multiple remote controls is also eliminated. The Samsung Smart TV will automatically recognize the type of set-top box, game console, OTT box or home cinema system to which it is connected.

Showcasing the full SUHD range from the 7000 series models to the premium 9000 series, Samsung will bring a wide selection of SUHD TV models to Europe in spring 2016.

The company also revealed the first Ultra HD Blu-ray player, the HDR-compatible UBD-K8500, which offers four times the resolution and 64 times higher colour expression than conventional Blu-ray players. 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. The Samsung Ultra HD Blu-ray player will be available from March across Europe and each device will be sold with a copy of Fox Home Entertainment, *The Martian*, Starring Matt Damon in Ultra HD.

Samsung also unveiled the latest additions to its audio product lineup, including the HW-K950 Soundbar, the company's first to feature Dolby Atmos®, and the industry's first soundbar package to include two Dolby Atmos®-enabled wireless rear speakers. The complete HW-K950 package delivers incredible 5.1.4-channel sound.

At the event Samsung showcased its newest curved monitors and demonstrated the productivity benefits of its professional-gear displays. With the release of its CF591 and CF390 monitors, Samsung continues to elevate its pioneering curved display design to offer even greater visibility and user comfort. These 1800R curvature monitors match the natural shape of the human eye, providing a more natural viewing experience.

Intelligent Next Generation of Digital Appliances That Transform the Home

Samsung's market leadership in digital appliances is also evident with its launch of smart and practical innovations that could make a big difference to household chores.

The new AddWash Front-load Washing Machine has a distinctive access door that makes it convenient to add any item, such as a piece of forgotten laundry, without having to drain the washer in order to open the main washer door mid-cycle. It also allows users to add hand-washed items for rinsing, or additional softener anytime during the cycle.

It also comes with an array of smart functions, which work with both Android and iOS smartphones. That not only makes it easy to monitor the progress of the laundry program, but also offers the option to alert users on their smartphone just before the start of a new washing cycle, for example if they want to add a few delicate or hand-wash items towards the end of the wash cycle.

An embodiment of Samsung's innovation in delivering super time savings and washing performance, the AddWash Washing Machine comes with a SuperSpeed feature that makes it possible to complete a normal wash in less than an hour without compromising washing performance. Samsung AddWash will be available across Europe from this month.

Samsung used its European Forum to announce that French-English two-star Michelin chef, **Michel Roux Jr.** is to become the eighth member of its esteemed Club des Chefs. Michel Roux Jr., of Le Gavroche and Roux, is also known in the UK as a popular TV personality, appearing as a judge and presenter on the BBC's popular primetime programme, *Masterchef*.

Samsung also announced the expansion of its robot vacuum lineup with POWERbot Turbo Wi-Fi. Now with 70 times more powerful suction than leading robot vacuum brands¹, its Cyclone Force system uses strong centrifugal forces to pick up and separate dirt into the outer chamber to reduce filter chopping and keep optimal suction power.

Equipped with Smart Control Wi-Fi connectivity, the vacuum enables consumers to control the movement of the vacuum remotely using their smartphone. The “Select & Go™” feature creates a virtual map of the entire home on your smartphone app, with each room that can be named individually. It then lets you pick specific areas or rooms in the home that may need cleaning. Simply select a room and the vacuum will make its way over there. With an enhanced digital mapping system that can literally “see” its way around your home, Samsung’s new robot vacuum delivers the ultimate clean, all without lifting a finger.

A major new attraction at the European Forum 2016 was the new Family Hub Refrigerator, redefining the kitchen with the ultimate smart home appliance, which helps families to connect and provides new ways to manage, shop and prepare food. Its centrepiece is a 21.5-inch Full HD LCD touchscreen, a digital command centre for the connected home, which combines powerful performance with ground-breaking technology never before seen in a refrigerator.

The Family Hub’s Key capabilities include:

- **Improved Food Management:** Three built-in cameras take a photo of the inside of the refrigerator every time the door is closed so consumers can always see what they have wherever they go, via their smartphone.
- **Family Communication Centre:** The Samsung Family Hub Refrigerator enables the family to write notes, post photos, share calendars and artwork, right on the refrigerator’s touchscreen, or using their smartphone if they are away.
- **Connected Entertainment:** With the Family Hub Refrigerator’s built-in stereo speakers, people can stream their favourite music service, or TV content from their Samsung Smart TVs directly to the touchscreen, as well as connecting to their own Bluetooth speakers.

Breaking Barriers in Mobile Productivity and Wearable Technology

At the European Forum 2016, Samsung also showcased the soon-to-be launched new Gear S2 classic 18k rose gold and platinum. For a more personal and customizable experience, Samsung is expanding its line of watch straps and watch face options. Samsung has partnered with exclusive designers, such as Colombo, on premium watch straps for the Gear S2, and has introduced fun and creative watch faces including Peanuts characters and artworks from Keith Haring, Jean-Michael Basquiat, Jeremyville and Burton Morris.

¹ Suction power tested on Samsung VR9300 in comparison with a leading robot vacuum brand’s particular model in the US market as of March 2016. The test was performed by an independent lab (SLG) based on the test method modified from EN 60312-1

In addition, the Gear S2 will be compatible with devices running on iOS to extend accessibility to a wider range of mobile users.

Samsung also showcased the Galaxy TabPro S, which combines Samsung's world-class technology powered by Microsoft Windows 10 operating system to create the thinnest and lightest 2-in1 tablet available on the market. By integrating the most popular features of laptops and tablets, users now have access to full notebook PC functionality in a lightweight tablet for the most productive mobile experience.

With a sleek and lightweight form factor, the Galaxy TabPro S is designed to be easily carried around all day, powering you through your home and work life. A full-sized keyboard cover enhances the usability, while a flexible hinge enables optimal, dual-angle viewing for the clearest display under any circumstance.

The Galaxy TabPro S extends Samsung's advanced technology to the Windows operating system by providing the first Super AMOLED display for Windows, as well as other core features such as fast charging and up to 10.5 hours of battery life. For enhanced productivity, the Galaxy TabPro S is also compatible with a multiport adopter and Bluetooth Pen.

Samsung as a Top Brand in Europe

Last year, Samsung Electronics was named the second most valuable brand in the world, according to results from world leading, independent brand valuation consultancy, Brand Finance. The company was also named a top ten Superbrand in the Business Superbrands 2015 category. In its 34th year of operation within Europe Samsung continues to invest heavily in European design and production creating vast employment in the region.

Looking forward, Samsung aims to continue its efforts in cultivating premium brand strength through providing a more personalised experience for customers, both before and after purchase. Through deep consumer insights, Samsung will continue to grow in parallel with consumers' evolving needs as they go through different life stages.

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 devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

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