



Focused on a smarter Tomorrow, With Consumer-Centric Innovations: Samsung Southwest Asia says at Forum 2016

- *Launches two 4G-enabled Smartphones, Galaxy A5 (2016) and Galaxy A7 (2016), reflecting a confluence of style and productivity*
- *Unveils the next in superior viewing experience with a range of SUHD TVs*
- *Launch of smart appliances including 5-in-1 Convertible Refrigerator, AddWash Washing Machines and HOTBLAST Microwave Ovens*
- *Introduces a new range of Air-Conditioners with higher energy savings and improved durability*

Kuala Lumpur, Malaysia, February 4th 2016 – Samsung Electronics today showcased a range of smart and category re-defining product portfolio, from smartphones to visual and digital appliances at **Samsung Southwest Asia Forum 2016 in Kuala Lumpur**.

Samsung Forum, an annual event, provides exciting opportunities to exchange information, meet the leaders who are driving Samsung India's growth, and experience the latest innovations in the industry.

"Samsung is committed to providing progressive and meaningful innovation that makes everyday living better for our discerning consumers," said Mr. HC Hong, President and CEO, Southwest Asia, Samsung Electronics. Our focus for the year 2016 is to bring path-breaking technologies, innovative products, best-in-industry designs and products that set benchmarks in their respective categories."

"While 'Make for India' will continue to be a strong focus area for Samsung Southwest Asia, we will be introducing path breaking innovations across our various categories of products through the year. Our goal is to augment consumer experience while also fortifying our leadership position in the Indian market," he said.

With 2 manufacturing plants and 4 R&D facilities that employ close to 45,000 people, Southwest Asia is one of the biggest R&D hubs and a key region for Samsung. In the course of 2015, Southwest Asia has seen the launch of some of the most iconic products – from the flagship Galaxy S6, Galaxy S6 edge, Galaxy S6 edge+ and Galaxy Note5 in the Smartphone segment to the SUHD TVs in consumer electronics. India also witnessed the global unveiling of the Tizen powered Samsung Z1 and Samsung Z3 smartphones.

Samsung Electronics is committed to 'Make for India', its regional initiative for product innovation. Through its broad customer centric product range, Samsung continues to bring consumers seamless navigation, intuitive control and smart solutions into the home and workplace.

Continuing to bring products that shape the future of human-gadget interactions; and usher in the next, Samsung Electronics showcased a number of products at the Forum 2016.

Smartphones: A new Galaxy A series with premium design and improved feature

Samsung India today announced the launch of the 2016 edition of the highly successful Galaxy A smartphones showcasing a perfect blend of unmatched style and latest features.



With sophisticated glass and metal design, an advanced camera, finger print sensor, improved processor, LTE CAT 6, and long-lasting battery; the Galaxy A7 (2016) and Galaxy A5 (2016) are designed keeping in mind the young consumers who wish to express their individuality. The seamless combination of glass and metal gives the smartphones a luxurious and stylish look and feel that adds to the consumer's style quotient.

Visual Devices

Samsung India unveiled its spectacular new line of **SUHD TVs** which offer unparalleled picture quality with Quantum dot display, state of the art design with the world's first bezel-less curved design and a new easy and integrated Smart TV experience powered by Tizen OS, ushering in a new decade of global TV leadership

Samsung's 2016 SUHD TVs offer its viewers an unparalleled viewing experience with the revolutionary Quantum dot display technology. It is 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 life-like colours ever offered by Samsung. This year, all of Samsung's SUHD TVs will feature the ability to provide a premium high dynamic range (HDR) experience, with 1,000 nit brightness for a higher level of contrast between light and dark images. New Ultra Black technology also significantly reduces light reflection, further enhancing picture quality with minimal glare. Inspired by nature, Ultra Black absorbs natural light the same way that a moth's eye enables it to see better at night.

Pioneers of the Curved TV technology, Samsung has now introduced the world's first ever **bezel-less curved design in the KS9000 SUHD TV**. With no bezel that normally functions as the border, the viewer's attention will now be completely focused on the captivating content on the screen. In keeping with this design ethos, Samsung has sought to eliminate all unnecessary elements, even removing screws from the rear of the TV, to create an elegant product that is beautiful from every angle. The 360 design will offer an unparalleled viewing experience to consumers.

The 2016 range of **Smart TVs** have been built on the **Tizen operating system (OS)** allowing consumers to access their favorite content and services, from movies to games to apps, all in one place. The Samsung Smart TV will automatically recognize the type of Home theatre system or game console connected to the TV. This allows users to control all of the external devices with the Smart Control remote eliminating the need to juggle multiple remote controls. Also, various streaming and downloadable games will be available on the 2016 Smart TVs from Global as well as Indian content providers which will allow consumer to have a realistic gaming experience on the large screen.

Digital Appliances

The revolutionary **Samsung Smart Convertible 5-in-1 Refrigerator** is powered by Twin Cooling Plus™ technology – applied to premium side-by-side refrigerators – that enables consumers to be flexible with cooling storage depending on their needs. First in the refrigerator category, the fridge and freezer compartment has its own cooling system allowing the refrigerator to be flexible depending on the consumer's needs offering five different modes: Normal, Extra Shopping, Vacation, Seasonal, and Home Alone Mode. The five (5) conversion modes deliver the required flexibility while saving energy depending on the consumer needs.



Samsung India also launched India's first Digital Inverter Compressor and smart connect inverter in Direct Cool Single Door range. Smart Digital Inverter series is a blend of freshness, energy efficiency, cooling and durability. It consumes less power and provides uninterrupted cooling and freshness during power cuts by connecting with the home inverter.

The compressor enhances the cooling performance by controlling the inside temperature and generates very less noise level as compared to conventional refrigerators.

The new Samsung Air Conditioner series is engineered to consume less power and produce exceptional cooling comfort. For increased durability, the outdoor unit's DuraFin™ is more corrosion resistance as compared to conventional condenser. An in-built stabilizer feature can handle voltage fluctuations from 146V to 290V without an external stabilizer.

Equipped with advanced World's first new 8-pole motor in its Digital Inverter Compressor, it ensures faster cooling performance of up to 43% while using up to 68% less energy as compared to conventional air conditioners.

Samsung's range of washing machines now comes with the much needed practical solutions for easier laundry experience. With the new Samsung Add Wash front-load washer, consumers can now add items or extra detergent and fabric softener – during wash cycle leveraging the additional Add Door located on the upper part of the main washer door. In terms of top loaders, the **9KG & 11KG ActivWash+** with built-in sink and dedicated Water Jet for convenient pre-treatment of laundry, incorporates a **magic dispenser** that lets you wash with less worry about residual detergent. It is specially designed to create a powerful water vortex that dissolves both liquid and powder detergent and spreads it evenly before you start washing

Also introduced is the **MW7000K Hot Blast™ Smart Oven**, which incorporates new **Hot Blast™** technology offering families a quicker and higher quality culinary experience. Fast, powerful hot air is blasted downwards directly onto the food from 52 equally distributed air holes, cooking food up to 50% quicker than a traditional convection oven. A perfect cooking solution for Indian family with a breath of features and cooking techniques, MW7000K offers special option of Indian Combo allowing one to cook a complete meal in one go in addition to range of dairy products. The new oven also boasts of the **SlimFry™** technology that combines Hot Blast™ technology with warm air circulation to envelops food, making it crispy on the outside using only a touch of oil leading to **80% less fat** consumption.

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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