

Samsung Electronics Receives UHD Alliance Premium Certification for its 2016 SUHD TVs

*Samsung one of first companies to receive new certification organization defining cross-industry
UHD standards in home entertainment*

SEOUL, Korea – January 5, 2016 – Samsung Electronics Co., Ltd., has announced that its entire 2016 SUHD TV lineup has been awarded the UHD Premium Certification by the UHD Alliance (UHDA). The new certification is reserved for those products and services that comply with the organization's newly announced performance standards for picture resolution, high dynamic range (HDR), peak luminance, black levels and wide color gamut, among other important metrics.

The UHDA's Premium Certification is the most trusted identifier of top UHD picture quality. A certification logo from the UHDA will be included on all Samsung SUHD TVs in 2016, ensuring consumers can easily identify premium technology in the marketplace, and choose products with confidence.

"We are proud to receive Premium Certification from the UHDA for all Samsung 2016 SUHD TVs which offer outstanding picture quality. It validates our ongoing efforts to deliver the most true-to-life UHD viewing experience, for as many people as possible," said Hyun Suk Kim, President of Visual Display Business at Samsung Electronics. "We will continue our work with the UHDA to establish UHD picture quality standards and drive progress across the home entertainment industry."

Samsung's 2016 SUHD TVs have been recognized for their technological performance in all areas of picture quality, with their HDR capacity in particular offering the closest reproduction yet, of natural light. The 2016 SUHD TVs also reduce reflections caused by ambient lighting, resulting in improved contrast and a sharper picture, regardless of the viewing environment.

"We are honored to count so many top industry organizations as our partners, with the shared goal of providing consumers with revolutionary picture quality," said Hanno Basse, Chairman of the UHD Alliance. "With such cooperation between industry-leading companies, and state-of-the-art picture quality technology, we can expect the UHD content ecosystem to continue its rapid growth."

The UHDA is an organization dedicated to fostering the UHD ecosystem and promoting the benefits of UHD entertainment technology. The group recently announced the quality criteria for HDR, across displays, content and distribution methods. These specifications were developed through the collaborative efforts of leading film studios, consumer electronics manufacturers, content distributors and technology companies, with significant input from consumer surveys.

For more information on the UHDA's standards and specifications, please visit www.uhdalliance.org.

For more information on this press release including photos and related Samsung Newsroom articles, please visit news.samsung.com/global/samsung-electronics-receives-uhd-alliance-premium-certification-for-its-2016-suhd-tv.

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.

About The UHD Alliance

The UHD Alliance (UHDA), comprising more than 30 member companies, is a global coalition of leading film studios, consumer electronics manufacturers, content distributors and technology companies aligned to foster the creation of an ecosystem that fully realizes and promotes the next generation premium in-home entertainment platform. Key characteristics of a robust next generation experience should offer 4K resolution as well as a mix of other features that include high dynamic range, wide color gamut, high frame rate and immersive audio, among other features. UHDA Board members are executives from: The DIRECTV Group Inc, Dolby Laboratories, LG Electronics, Netflix, Panasonic Corporation, Samsung Electronics, Sony Corporation, Technicolor, The Walt Disney Studios, Twentieth Century Fox, Universal Pictures and Warner Bros. Entertainment. To learn more about the UHD Alliance, please visit: www.uhdalliance.org.

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