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Samsung to Reveal Groundbreaking New Soundbar at CES 2016

Samsung's next-generation audio products bring moving, immersive 3D sound to the home

Las Vegas, Nevada – January 2, 2016 – Samsung Electronics Co., Ltd., the leader in home entertainment, today announced its new portfolio of audio products, including a groundbreaking new Soundbar featuring Dolby Atmos[®] technology, and enhancements to its Wireless Audio 360 audio series.

The new Samsung audio product roster is designed to deliver spectacular sound for a truly next-generation experience. CES 2016 attendees can hear Samsung's new audio lineup for themselves, and see many more innovative home entertainment products at the Samsung Booth, #11906 in Central Hall.

"Our 2016 lineup of audio products offers the most immersive sound ever experienced in the home," said John JY Kim, Vice President of Visual Display Business at Samsung Electronics. "Samsung's new Soundbar with Dolby Atmos[®] technology, delivers the ultimate in cinematic home entertainment, especially when paired with Samsung's new SUHD TVs."

Samsung & Dolby Atmos[®]: 3D Moving Audio, with Breathtaking Realism

Samsung's new HW-K950 Soundbar is the company's first to feature Dolby Atmos[®] technology, 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 just 2.1" high, the HW-K950's slim and sleek design uses three forward-facing and two upwards-facing speakers to produce a rich, full sound that is big enough to fill the room, yet detailed enough to deliver realistic, cinematic sounds, from an arrow shooting across the room to a hummingbird flying overhead. The Soundbar also connects wirelessly to the subwoofer and rear speaker units, for a practical and seamless solution in any living room. This also means that ceiling-fitted speakers are not required for moving, 3D audio.

"Dolby Atmos[®] has received overwhelming support from major studios and continues to expand into other form factors, including the new Samsung HW-K950 Soundbar, which allows more consumers to bring an unrivaled sound experience into their homes," said Doug Darrow, Senior Vice President, Dolby Laboratories. "Consumers can experience sound that comes alive from all directions, including overhead, to fill their home theaters with astonishing clarity, power, detail and depth."

Colorful Additions to Samsung's Award Winning Wireless Audio 360 Series

Building on its Wireless Audio 360 series, Samsung showcased a variety of new colors and patterns for the audios, designed to complement the décor of any room and bring audio content throughout the home. With proprietary Ring Radiator technology, the audio can be placed anywhere and still fill the room with vibrant, yet balanced sound.

Samsung also makes it easier than ever for customers to control their music simply and easily with the speakers' touch-enabled, intuitive tap and swipe interface. Consumers have even greater control with new apps for the Gear S2 and Gear S smartwatches, and an improved Samsung Multiroom App for smartphones and tablets. The Wireless Audio 360 Series also offers new smart home functionality, including audible notifications and home cinema settings.

The R5 model of the Wireless Audio 360 series has also been recognized as an honoree in the CES 2016 Innovation Awards. Samsung will continue to build on its market leadership position and develop more state-of-the-art home audio products at the company's Audio Innovation Lab in Valencia, California.

For more information on this press release including photos, videos, infographics and related Samsung Newsroom articles, please visit news.samsung.com/global/samsung-to-reveal-groundbreaking-new-soundbar-at-ces-2016.

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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