



Samsung Unveils ArtPC Pulse, a Premium Desktop PC that Combines Striking Design with Incredible Power

Customizable, modular desktop offers high-end components and unique style

NEW YORK, USA – October 14, 2016 – Samsung Electronics America, Inc. today announced ArtPC Pulse, a desktop PC that challenges traditional perceptions of how a desktop PC should look and operate. Stunningly powerful and strikingly beautiful, the ArtPC Pulse is a stylish desktop PC that adds style to any room with an elegant circular design and unique pulse lighting that also serves as a personalized notification feature. Additionally, consumers can customize for expanded storage with an easy-to-add module.

Impressive Design

ArtPC Pulse is the epitome of elegant craftsmanship, taking Samsung's renowned PC designs to the next level with a gorgeous, distinctive cylindrical body.

The PC has an ambient pulse lighting band embedded within the circular design, seamlessly adding both style and function. For easy updates from anywhere in the room, the band can be customized to provide Smart Notifications via subtle, attractive lighting changes. For example, users can set the ArtPC Pulse to blink yellow when they have a new email, blue for a social media notification, green for a new chat message and more. Additionally, the customizable Hourly Chime function ensures users never lose track of time by giving them an option to set visual or audio alarms.

Commanding Performance

The ArtPC Pulse's circular, full metal body design houses high performance internal components in an elegant, compact (5.5 inches wide and around a foot tall) form factor. It has a 6th generation Intel Core i5 or i7 processor, AMD Radeon RX460 GPU, up to 16GB of memory and a 1 HDD module, plus 256GB SSD for faster load times and performance. ArtPC Pulse meets users' needs to accomplish everything on their plates, as well as stay entertained, with support for demanding multimedia including 3D games and 4k movies.

The 360° Harman/Kardon speaker matches the PC's premium design and powerful performance with equally high-end, rich sound quality. The speaker is also customizable, with options for specific audio effects, sound balancing and more.

Storage Customization and Ports

The ArtPC Pulse is easy for consumers to modify based on their changing needs. An additional 1 TB HDD storage module is included with the Core i7 model***, for housing even more photos and movies.

Additionally, a number of ports, including four USB 3.0, a USB Type-C and HDMI, are included so users can easily connect the ArtPC Pulse to all of their components and devices. ArtPC Pulse also ships with a wireless keyboard and mouse for convenient use right out of the box.

Art PC Pulse Product Specifications*

Model	DP700C6A-A01US	DP700C6A-X01US	
Processor	6th generation Intel Core i7	6th generation Intel Core i5	
Memory & Storage**	16GB RAM	8GB RAM	
	256GB SSD, plus 1 TB HDD Module***	256GB SSD	
	AMD RX 460 w/ GDDR5 2G	AMD RX460 w/ GDDR5 2G	
Ports	4X USB3.0	4X USB3.0	
	1X USB TYPE-C	1X USB TYPE-C	
	HDMI	HDMI	
	LAN	LAN	
Dimensions	Length	5.51"	5.51"
	Width	5.51"	5.51"
	Height	12.18"	10.70"

* All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, pricing, components, performance, availability, and capabilities of the product are subject to change without notice or obligation

**Portion of memory occupied by existing content

***Standalone 1 TB HDD storage module to be available at a later date

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, N.J., Samsung Electronics America, Inc. (SEA), is a recognized innovative leader in consumer electronics, mobile devices and enterprise solutions. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA is pushing beyond the limits of today's technology and providing consumers and organizations with a portfolio of groundbreaking products in appliances, home entertainment, Internet of Things, mobile computing, smartphones, virtual reality, wireless infrastructure and wearables, in addition to offering leading content and services related to mobile payments, 360-degree VR video, customer support and more. Samsung is a pioneering leader in smartphones and HDTVs in the U.S. and one of America's fastest growing home appliance brands. To discover more about Samsung, please visit www.samsung.com. For the latest Samsung news, please visit news.samsung.com/us and follow us @SamsungNewsUS.

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, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

###