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## Samsung Electronics' Curved Monitors Earn Performance Validation from Harvard Medical School Research Study

*Intensive testing finds curved monitors improve focus and reduce eye discomfort for users compared with flat-screen alternatives*

**SEOUL, Korea – May 30, 2016** – Samsung Electronics Co., Ltd., and its cutting-edge SE790C curved monitor deliver a more comfortable and less strenuous user viewing experience than comparable flat-screen alternatives offer, according to the results of a recently-completed Harvard Medical School study.

The complete findings of the research paper – “Comparison of Flat and Curved Monitors: Eyestrain Caused by Intensive Visual Search Task” – were unveiled during the Society of Information Display's (SID) annual Display Week, held last week in San Francisco. The Harvard Medical School research team, led by Drs. Eli Peli and Gang Luo, presented its curved monitor findings during the event's May 26 Curved and 3D Displays research segment.

Through its study, researchers from the Schepens Eye Research Institute, Mass Eye and Ear at the Harvard Medical School aimed to explore the health effects of computer screen exposure and gauge the potential to reduce symptoms of Computer Vision Syndrome (CVS) through curved monitor usage. During its research, the Harvard Medical School team asked participants with 20/20 or better near visual acuities to view content on both a 34-inch version of Samsung's SE790C curved monitor and a comparable flat-screen alternative.

Each participant was asked to complete pre- and post-viewing questionnaires to measure their comfort levels across 22 unique medical conditions. The rigorous proportion testing found that significantly more participants reported certain worsening symptoms when viewing the flat-screen monitor than with the curved monitor, including eyestrain, difficulty focusing, blurred vision and tired eyes.

“Through innovative design and a host of viewer-friendly features, Samsung's curved monitors are optimized to offer the most immersive, comfortable and vivid viewing experience possible,” said Seog-gi Kim, Senior Vice President, Visual Display Business, Samsung Electronics. “The results of the Harvard Medical School study further validate our promise to deliver high-quality visual environments that are less taxing and more enjoyable, and we will continue to introduce new innovations that exceed our customers' expectations.”

An upgrade to the varying center-to-edge viewing distances common among standard flat-screen displays, Samsung's SE790C displays employ a near equidistant design formatted to match the natural shape of the human eye. This edge-to-edge, 3000R curve creates an extensive and complete view that comfortably immerses viewers into the picture. Through its wide viewing angle, best-in-class 3,000:1 static contrast ratio and ability to deter external light interference, the SE790C display delivers exceptional picture quality and performance for long-duration use scenarios such as gaming and movie viewing.

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To learn more about Samsung Electronics and its complete curved display portfolio, visit [www.samsung.com](http://www.samsung.com).

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