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Get in the Game at CES: Samsung Invites Attendees to Power Up in the Ultimate Gaming Room

Curved, UHD and wireless charging monitors bring unparalleled immersion and comfort to today's prominent gaming titles

SEOUL, Korea – January 7, 2016 – Samsung Electronics Co., Ltd., invites CES 2016 attendees in need of a break from the rigors of the show floor to unwind within the confines of a virtual basketball court or battlefield. As part of a unique interactive showcase, Samsung transformed some of its CES booths (11906, 11929 and 12429 in the LVCC Central Hall) into the Ultimate Gaming Room, highlighting the enhanced immersion and comfort of its new gaming monitors, featuring games from Electronic Arts Inc. (EA).

Visitors to the Ultimate Gaming Room can play three of EA's videogame titles, *NBA LIVE 16*, *Battlefield 4™* and *Need for Speed™*, on Samsung's entertainment-focused monitors. Each of the room's three gaming stations are spotlight a different Samsung monitor design, ranging from curved to UHD to wireless charging, and enable attendees to view a variety of EA games with enhanced visual presentation.

"As video games evolve to include more detailed graphics and realistic features, players need high-quality monitors capable of delivering an uninterrupted and fatigue-reducing viewing experience, to fully benefit from these advances," said Seog-gi Kim, Senior Vice President of Visual Display Business at Samsung Electronics. "At CES 2016, Samsung is bringing the full potential of the modern gaming experience to life, through our Ultimate Gaming Room. Our state-of-the-art gaming displays bring new levels of clarity and comfort to videogames while maintaining the sophisticated visual environment consumers expect."

The opening of the Ultimate Gaming Room coincided with the unveiling at CES of Samsung's first curved gaming monitors (CF591, CF391, CF390 and CF398.) These 1800R curvature monitors are designed to match the natural shape of the human eye, offering wide viewing angles while reducing strain on players' eyes, even during extended use. Samsung's curved gaming monitors further prevent eye fatigue through embedded flicker-free and Eye Saver technologies, which maintain a consistent visual presentation. Players also benefit from reduced input latency, stutter and lag, through the monitors' AMD FreeSync™ Technology Over HDMI®.

Samsung's Ultimate Gaming Room also allows visitors to view EA games on several of its other pioneering gaming monitors. The UE850 and UE590 UHD gaming displays combine the core eye-preserving visual benefits with on-screen rapid motion clarity and a fast 1ms response time. For added convenience, Samsung's SE370 monitor enables players to charge their mobile devices through a compatible wireless pad as they play.

To see more about Samsung's gaming monitors, and to view its complete visual display portfolio, please visit www.samsung.com.

For more information on this press release including photos and related Samsung Newsroom articles, please visit news.samsung.com/global/samsung-invites-attendees-to-power-up-in-the-ultimate-gaming-room.

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