

<Summary: Opening Remarks for the First Look event>

Hyun Suk Kim,
President of the Visual Display Business at Samsung Electronics

Samsung have been responsible for some of the industry's biggest accomplishments that have fundamentally moved the display industry forward.

As our TV has evolved over the years, so have the needs of today's consumers. This year, we have concentrated our resources to focus on the values and features that consumers care about most.

Today, we share with you our new 2017 TV - designed to redefine the television category and usher in a new era of TV.

Samsung's QLED TVs deliver today's most remarkable picture. Our QLED TV can perfectly express all of the details – in both bright and dark scenes. It never loses its color regardless of where you are viewing it, and it can endure longer periods of viewing with consistent picture quality.

To tonight, as we introduce you to the QLED TV's compelling picture quality, countless new design features, and enhanced smart functions.

You'll see, first hand how we've responded to the needs of today's consumer across all aspects of the TV, and how our innovations reflects what matters to them most.

Whether it's the cluttered entertainment center with unsightly wires and cables, or how difficult it is to install and hang a TV from the wall, or, perhaps, how frustrating it can be to toggle between multiple remotes.

The QLED TV's enhancements will transform the way consumers watch TV and will further integrate how the TV fits into their lifestyles and homes.

Now, as we look to the year ahead, we promise to deliver the best products with unparalleled quality – All starting with our QLED TV – The next Innovation in TV.