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## **Samsung Electronics' Curved Monitor Portfolio Surpasses One Million Sales Mark**

*Milestone reinforces Samsung's position as the global leader in curved monitor production*

**SEOUL, Korea – April 10, 2016** – Samsung Electronics announced today that it has sold more than one million curved monitor products worldwide. The global display provider introduced its first curved LED monitor – the 27-inch, 4000R (curvature radius of 4,000 mm) SD590C model – in September 2014, and since has expanded its line-up to include several additional curved monitors. As a result, Samsung currently accounts for more than 85 percent of all global curved monitor sales (Source: International Data Corporation (IDC), 2015 Q4 worldwide sales results for 15”~34” curved monitors).

Designed to match the natural shape of the human eye, Samsung's curved monitors feature uniform center-to-edge viewing distances to create a more comfortable and immersive viewing experience conducive to long-term use. Combined with extra-wide viewing angles and enhanced contrast ratios, these curved displays are ideal for gamers and at-home entertainment users seeking realistic, distraction-free picture quality. As a result, Samsung has capitalized on growing demand from these audiences (many of whom employ several monitors during game play or content viewing).

“Since the launch of our first curved monitor in 2014, we've seen this technology evolve to become an industry standard that gaming and entertainment viewers expect,” said Seog-gi Kim, Senior Vice President, Visual Display Business, Samsung Electronics. “As curved monitors continue to grow in popularity, we welcome the challenge of further advancing our displays' design and capabilities to drive new levels of viewer engagement and comfort. We are happy to have reached one million sales for our curved monitors so far, and we look forward to delivering new curved technology innovation in the coming years.”

Samsung's curved monitor design refinement includes the introduction of a sharper curve with each new model while maintaining a consistently sleek and stylish presentation. In January 2015, Samsung released its second curved monitor, the 34-inch SE790C, featuring 3000R curvature. The company's latest curved offerings – the CF591 (27-inch model) and CF390 (23.5- and 27-inch models) – further expand visual possibilities with an industry-leading 1800R composition.

For more information, as well as related Samsung Newsroom articles including photos and videos, please visit [news.samsung.com](http://news.samsung.com).

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