



Samsung to Unveil Wall-Mountable Lifestyle Soundbar at CES 2018

The NW700 Soundbar Sound+ is wall-mountable and packed with enhanced audio features including a built-in woofer developed at the Samsung Audio Lab

SEOUL, Korea – December 20, 2017 – Samsung Electronics Co., Ltd. announced today that the company will unveil a new premium lifestyle soundbar at CES 2018, the NW700 Soundbar Sound+. The wall-mountable NW700 Soundbar Sound+ succeeds the award-winning MS650 Sound+ model and incorporates sound-enhancing features, such as distortion-cancelling, wide-range tweeters and multi-speaker control, all technologies developed at the Samsung Audio Lab in Valencia, California.

The NW700 Soundbar Sound+ sports a slim and sleek external design optimized for wall mounting underneath Samsung's super-thin televisions. The 53.5mm-width soundbar, which seamlessly works with a wall mount TV, is 41% narrower than the previous soundbar model, allowing users to achieve harmonious interior. The monolithic soundbar adopts three channels and slim sound technology to deliver dynamic and targeted sound for an immersive listening experience. The body of the soundbar also has a built-in woofer, eliminating the need for an external subwoofer and contributing to a clean, slender design for a home entertainment space.

"Samsung continues to invest in product development that fuses lifestyle and technology in a seamless, innovative manner," said Jurack Chae, Senior Vice President of Visual Display Business at Samsung Electronics. "With our NW700 Soundbar Sound+, we are not only committed to superior product design, but also to delivering unmatched sound quality to our consumers."

The technology found in the NW700 Soundbar Sound+ and its previous iterations has been routinely praised for helping the soundbars achieve powerful bass, cohesive soundstage and impressive clarity. The distortion-cancelling technology has also been recognized for effectively syncing the drivers in the soundbar to produce a clear and powerful sound. The technology works by predicting distortion at the end of the speaker movement and making the necessary adjustments before the distortion actually takes place. This results in smooth, distortion-free bass tones.

The NW700 Sound+ also supports three sound modes including Standard Mode, Surround Mode, which is used to expand surround sound performance, and Smart Mode, which automatically adjusts volume and surround sound effects.

As one of Samsung's newest lifestyle products, the NW700 Soundbar Sound+ is well-suited to be seamlessly integrated into most of home's décor and home theater system. For more information, please visit Samsung's CES booth #15006, on Level 1 of the Central Hall in the Las Vegas Convention Center from January 9-12, 2018.

About Samsung Electronics Co., Ltd.

Samsung Electronics inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.