



Samsung's 2016 Smart TVs Certified by Germany's TÜV Rheinland for Usability

SEOUL, Korea – September 8, 2016 – Samsung Electronics announced that its line-up of 2016 Smart TVs has been certified by world-class German testing and certification authority, TÜV Rheinland, for their usability. TÜV Rheinland also validated Samsung Smart TVs for their remote features. The certification and validation was awarded to Series 7 and higher Samsung Smart TVs, citing the auto-detect feature that identifies external devices connected to the TV, and the Smart Remote that controls multiple devices.

All of Samsung's 2016 Smart TVs are designed to make the viewing experience more comfortable and intuitive for the consumer. Through the auto-detect feature, which recognizes external devices including OTT, set-top boxes, home theater systems and game consoles, along with the Smart Remote that can control multiple devices with a single remote, the TV viewing experience has never been simpler.

"We are proud that the excellence of the Samsung Smart TV has been recognized by such a prestigious testing authority as TÜV Rheinland," said Jungkil Lee, Vice President of the Visual Display Business at Samsung Electronics. "At Samsung, we continue to strive to provide the highest-quality and most comfortable viewing experience for our consumers through our Smart TVs."

At IFA 2016, Samsung highlighted its Smart TV offerings in a dedicated exhibition zone, where visitors experienced first-hand the exceptional usability of Samsung's Smart TVs. Samsung's improved Smart Hub, powered by Tizen, gives users instant access to a wider range of content – including TV shows, internet streaming services and games – faster and easier than ever before. Visitors were also able to experience the TV PLUS service, which was scheduled to be released during the fourth quarter in the United States, after having been previously launched in Thailand, Vietnam and Korea.

With a 140-year history, TÜV Rheinland is one of the most respected testing and certification authorities in Europe. The company assesses product safety and quality for a range of different industrial products, including electronic devices, automobiles and medical devices.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.