



## **Samsung Enhances Complete 4K Entertainment Experience with Release of HW-K950 Soundbar in Europe**

**BERLIN, Germany – August 29, 2016** – Samsung Electronics Co., the leader in home entertainment, announced at IFA 2016 that it will release its HW-K950 Soundbar featuring Dolby Atmos® technology in the European market. Samsung will also unveil an improved version of its exclusive ‘Samsung Multiroom’ mobile application. Samsung Multiroom pairs with the soundbar and offers a more convenient way to enjoy its immersive surround sound.

Equipped with a 5.1.4 channel system, the HW-K950 soundbar houses a total of 15 speakers, including main speaker set, rear speakers and subwoofer. The soundbar’s up-firing technology, designed to provide more realistic audio, projects sound toward the ceiling, as well as horizontally across the room.

“With our HW-K950 soundbar supporting wireless surround sound and featuring Dolby Atmos® technology, Samsung gives consumers a supreme audio experience,” said Jurack Chae, Senior Vice President of the Visual Display Business at Samsung Electronics. “By combining the HW-K950 soundbar’s surround sound, the premium picture quality of the SUHD TV with Quantum dot display and the latest content available through our Ultra HD Blu-ray player (UBD-K8500), we’re proud to offer our consumers a complete 4K entertainment experience.”

The soundbar is designed to be convenient for consumers. It includes accessibility features to support both Bluetooth and Wi-Fi connectivity, and listeners can control the soundbar using the Samsung Multiroom app on their smartphone or tablet. For a seamless listening experience, any incoming calls or alarms will not interrupt the audio.

The upgraded Samsung Multiroom app also features a simpler, more intuitive interface that allows consumers to quickly and easily search for their favorite functions and content. With the app, users can access music for all sources, including saved playlists and their favorite music streaming services. Once a music source or specific song is selected from the display bar at the top of the screen, a mini-player, located just below the display bar, can be used to play, pause or change the volume of the song.

In 2016, Samsung was the leading global soundbar company, responsible for more than 24 percent of the total market share. Samsung will showcase its complete 4K entertainment experience with a grand exhibition at IFA 2016, the largest consumer electronics trade show in Europe.

Samsung Electronics’ booth will be open at Level 2 of City Cube Berlin from September 2 through 7 for IFA 2016.

### **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](http://news.samsung.com).