



Samsung Electronics to Showcase Latest Monitor Innovations at Samsung Forum

World's leading electronics company to highlight how latest consumer and business monitors improve the user experience at Monaco event

Monaco – February 11, 2016 - Samsung Electronics Co., Ltd., today unveiled its newest curved monitors and demonstrated the productivity benefits of its professional-gearred displays during its Samsung European Forum, taking place February 11-12 at the Grimaldi Forum in Monaco. The annual Samsung Forum event series connects the company's engineers, researchers and executives with customers and partners and provides in-depth insights into its latest technologies.

The Samsung European Forum will feature a diverse Samsung monitor line-up that promotes more immersive, comfortable and appealing viewing environments. Samsung's latest innovations employ state-of-the-art components and simplistic design to drive convenience and engagement among business and at-home audiences.

"Through next-level design, picture quality and convenience-driving enhancements, our expanded 2016 monitors suite creates new possibilities for businesses and consumers to enjoy more productive and engaging usage environments," said Michael Zoeller, VP and European Head of Visual Display at Samsung Electronics Europe. "We look forward to telling the stories behind our latest innovations at Samsung Forum, and demonstrating how these monitors are just the beginning of our plans to deliver our vision for the future of visual display."

Comfortable and Stylish Curved Monitors

With the release of its CF591 and CF390 monitors, Samsung continues to elevate its pioneering curved display design to offer even greater visibility and user comfort. These best-in-class 1800R curvature monitors match the natural shape of the human eye, providing a more natural viewing experience.

Both the CF591 and CF390 monitors are equipped with a host of features that further reduce visual fatigue and accommodate long-term business and consumer use. Each display leverages Samsung's flicker-free and Eye Saver technologies to maintain presentation consistency and reduce strain on users' eyes. Embedded AMD FreeSync™ Technology over HDMI® functionality synchronizes screen refresh rates with users' AMD graphics cards to reduce input latency, stutter and lag during gaming and interactive content viewing. Additionally, the CF591 and CF390 displays offer a wide 178-degree viewing angle, enabling users to enjoy a clear and in-depth picture from any location.

The new CF591 and CF390 curved monitors combine a unique curved design with a refined circular stand that adds style to any desk. This circular stand complements the CF591 silvers metallic front and glossy white back for a pristine, elegant appearance. The CF591 further refines the viewing experience with a three-side bezel-free design that minimizes distraction and emphasizes on-screen content.

Productivity-Enhancing Business Monitors

Samsung's UE850 UHD business monitors offer enhanced visual clarity and ergonomic features to help professionals complete detail-oriented tasks. Through PLS panel technology, the exquisitely-designed UE850 monitors enable users to view screens horizontally and vertically at angles up to 178°. Combined with UHD resolution four times greater than that of standard full HD (FHD) alternatives, these monitors deliver realistic and brilliantly-colored images. The UE850 displays additionally create a more convenient and comfortable workspace through a height-adjustable stand and multi-device connectivity.

Convenient Wireless Mobile Charging Monitors

Featuring built-in wireless charging capabilities, Samsung's SE370 monitor (available in 23.6- and 27-inch variations) takes convenience and comfort benefits even further for professional users. The SE370's design includes a wireless charging pad where users can repower their Qi standard-compatible mobile devices while they work. By consolidating multiple charging ports and cords into a single device, the SE370 monitor enables users to remove clutter from their workspace while simultaneously saving money otherwise spent on external charging tools.

Beyond its convenient mobile charging benefits, the SE370 incorporates many of the visual features common throughout Samsung's monitor line, including the eye-saver mode and flicker-free functionalities. These technologies ensure optimal visibility while simultaneously shielding viewers' eyes from harmful strain.

For more information on this press release including videos, photos and related Samsung Newsroom articles, please visit news.samsung.com.

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