



CONTACT:
Celia Kim
Samsung Electronics Co., Ltd.
Tel: +82-31-277-6572
hyunjung1001.kim@samsung.com

Samsung Electronics Unveils Concept of TV's Future at CES 2016

Company's CES booth to showcase how television could evolve with an incredible customizable, modular design concept - creating the transformable TV and the world's largest 170" SUHD TV

SEOUL, Korea – January 7, 2016 – Samsung Electronics Co., Ltd. has announced its CES 2016 Booth, for the first time, features a "Future TV Zone" - an interactive showcase of the most forward thinking TV concepts the company has ever produced. The "Future TV Zone" is focused around Modular display technology, which allows for multiple screens in various shapes and sizes to join together to create an entirely customizable TV based on consumers' lifestyle and the content they want to watch.

"At CES 2016, Samsung is going all out to demonstrate the innovation that matters most to consumers, and offer a tantalizing vision of the future of TV," said Hyun Suk Kim, President of Visual Display Business at Samsung Electronics. "We believe the possibilities for innovation in TV are truly endless, and in the years to come, customers will experience ever greater choice and control, as the current barriers around screen size, shape and versatility are overcome. I invite attendees to visit Samsung CES booth, and witness the future of TV for themselves."

The "Future TV Zone" includes two design concepts that highlight the capabilities and possibilities of customization. One of the concepts features the world's largest SUHD TV, a 170-inch display that utilizes the Modular display technology together. Samsung has created the ultimate life-sized video experience, to give the illusion of being inside the video.

To highlight the transformability of this technology, the transformable TV can change its shape based on the content it's displaying. Whether users are watching the big game, a high action blockbuster, or the evening news, the transformable TV can retain different ratios to best fit the content on the screen. The TV can jump from a 16:9 screen ratio to a 21:9 screen, simply by splitting the screen into two parts and reassembling on the sides when you decide to watch a wide screen video like a movie.

Samsung's Future TV Zone will be open during CES' regular exhibition hours, from January 6-9 at the Booth #11906, in Tech East, LVCC, Central Hall.

For more information on this press release including photos, videos and related Samsung Newsroom articles, please visit news.samsung.com/global/samsung-electronics-unveils-concept-of-tvs-future-at-ces-2016.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.