

Samsung Unveils Spectacular 2016 SUHD TV Line-up to Begin a New Decade of Global TV Leadership

Kuala Lumpur, Malaysia, February 4th 2016 – Samsung Electronics, the number one TV manufacturer worldwide for the past 10 years, unveiled its spectacular new line of **SUHD TVs** that offer unparalleled picture quality with Quantum dot display, state of the art design with the world's first bezel-less curved design and a new, easy and integrated Smart TV experience powered by the Tizen OS.

The new range was launched at the Samsung Southwest Asia Forum in Kuala Lumpur, Malaysia, ushering in a new decade of global TV leadership.

Samsung Forum, an annual event, provides exciting opportunities to exchange information, meet the leaders who are driving Samsung Southwest Asia's growth, and experience the latest innovations in the industry.

"The new SUHD TVs with Quantum dot display demonstrate ground-breaking advances in colour reproduction, brightness, contrast and details. Our passion and commitment for innovation has enabled us to deliver a revolutionary in-home experience with the very best picture quality, bezel-less design and an integrated Smart TV experience. We will continue our focus on innovation to offer our consumers a remarkable home entertainment experience," said **Mr. Rajeev Bhutani, Vice President, Consumer Electronics, Samsung India.**

Samsung SUHD TV with Quantum dot display: Unbeatable Picture Quality

Samsung's 2016 SUHD TVs offer its viewers an unparalleled viewing experience with the revolutionary Quantum dot display technology. It is the world's only cadmium-free, 10-bit Quantum dot display, offering the most true-to-life picture quality, with stunning brightness, exceptional contrast and the most lifelike colours ever offered by Samsung.

This year, all Samsung SUHD TVs will feature the ability to provide a premium high dynamic range (HDR) experience, with 1,000 nit brightness for a higher level of contrast between light and dark images. New Ultra Black technology also significantly reduces light reflection, further enhancing picture quality with minimal glare. Inspired by nature, Ultra Black absorbs natural light the same way that a moth's eye enables it to see better at night.

360 design for Unparalleled Immersion

Samsung has designed the world's first bezel-less Curved TV, the KS9000 SUHD TV, providing an ultimate immersive viewing experience. The curved screen is truly a work of art from every angle. With no bezel that normally functions as the frame, viewers can experience surround view and an enhanced feeling of depth for an elevated immersive viewing experience.

In keeping with this design ethos, Samsung has also sought to eliminate all unnecessary elements, even removing screws from the rear of the TV, to create an elegant product that is beautiful from every angle.

2016 Smart Hub: The Smart Experience just got Smarter

Built on the Tizen operating system (OS), Samsung's 2016 Smart TVs make it easier for consumers to discover and access all their favourite content and services, from TV and movies to games and program information, all in one place.

- **New Smart Hub** – This is designed to provide users with simple access to their favourite content. Features like Live TV, Over The Top (OTT), games and even the menu that appear on the home screen of the Smart TV allow users to access their favourite programs as soon as they turn on the TV.
- **Samsung Smart Control remote** – The new Samsung Smart TV eliminates the need to juggle multiple remote controls as it will automatically recognize the type of Home theatre system or game console that is to be connected. This allows users to combine all external remote controls into the Smart Control Remote – with no set up required.
- **Console-less Gaming** – Various streaming and downloadable games will be available on the 2016 Samsung Smart TVs from Global as well as Indian content providers which will allow consumer to have realistic gaming experience on large screens.
- **Smart View** – The Samsung Smart View mobile app allows users to share their favourite content instantly with their family. The upgraded Smart View is now available beyond Samsung Galaxy devices, supporting Android and iOS devices, as well as Windows PCs. Popular apps and websites from Global and Local content providers will also be Smart View enabled, so that consumers can have a holistic entertainment experience using the App.

Samsung's First Ultra HD Blu-ray Player

Samsung also unveiled its first Ultra HD Blu-ray Player, the UBD-K8500, which is HDR compatible and offers four times the resolution and 64 times detailed color expression of a conventional Blu-ray player. It features a sleek, curved front design which matches perfectly with your SUHD TV.

When paired with Samsung SUHD TVs Quantum dot display, the new UHD Blu-ray player delivers a level of picture quality never seen before in homes.

The UBD-K8500's built-in upscaling technology enhances the picture quality from standard Blu-ray discs and DVDs, and consumers can also play CDs.

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



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