



## **Samsung Partners with European Content Providers to Enhance Premium TV Viewing Experience**

*New UHD, HDR Program Offerings deliver more programming with the best picture quality*

**BERLIN, Germany – August 31, 2016** – Samsung Electronics Co. announces plans to enhance the premium television viewing experience by expanding its new and existing European Ultra High Definition (UHD) and High Dynamic Range (HDR) content partnerships. Consumers can now enjoy all-new programming from their favorite content providers, including Amazon, Netflix and a growing list of local partners, in the best picture quality on all Samsung 2016 UHD and SUHD TVs. The entire series supports HDR technology designed to highlight contrast in dark areas and create distinguishing color differences in brighter areas.

“We are thrilled to work with amazing content partners, who share our mission of providing consumers with the best entertainment available,” said WonJin LEE, Executive Vice President of Visual Display Business at Samsung Electronics. “With fresh UHD and HDR content debuting soon in the European market in the coming months, we are excited to offer consumers more of their favorite television shows and movies in the best picture quality.”

Samsung has partnered with global content leaders such as Amazon and Netflix and Samsung has also expanded the partnership with them to provide more HDR content to subscribers across the Europe market. Amazon was the first to launch HDR with Samsung TVs and titles available today include award-winning and popular Amazon Original Series like *Transparent*, *The Man in the High Castle* and *Mozart in the Jungle*. Launched early this year, Netflix are now offering sought-after series and titles such as *Marco Polo*, *Adam Sandler’s The Do-Over* and *The Ridiculous Six*. European consumers can enjoy these much desired HDR titles with the Amazon Video app and Netflix apps on Samsung’s Quantum dot SUHD TV, which are slated to provide over 300 hours of HDR programming combined by the end of the year.

Several popular European content providers will also debut HDR programming, as well as newly-dedicated UHD channels and content. Infinity, Insight TV, RTVE and Sky will each launch new HDR and UHD services for the European market this year. Samsung’s current partners, CHILI and Videoload, will expand their UHD services to include HDR by early next year.

Samsung is also leading the proliferation of HDR technology through the launch of its Quantum dot SUHD TV, which expresses UHD and HDR content to its highest quality. The technology has been instrumental in the vast improvements in brightness, color and contrast across the television industry.

**Samsung at IFA 2016**

This year's IFA attendees are encouraged to stop by Samsung Electronics' booth to experience the complete lineup of Samsung premium TV and audio offerings. The booth will highlight Quantum dot display technology with a unique QD Experience zone, as well as showcase the Smart TV experience through a variety of content partners and smart technology.

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).