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Samsung Printing Solutions' Smart UX Center Receives Buyers Lab Platinum Rating

SEOUL, Korea, June 7, 2016 – Samsung Electronics' range of multifunction printers' (MFPs) Smart UX Center and Printing App Center have been granted a Platinum rating by the Buyers Laboratory Inc. (BLI), an imaging industry evaluator. The BLI's Platinum ratings are awarded to products that score high in the following categories: Features & Productivity, Usability, IT Admin & Security, Support & Training, and Value.

"This winning combination [of Samsung's Smart UX Center and Printing App Center] delivers best-in-class usability and extensibility for buyers of Smart UX-equipped Samsung MX-series devices," said Marlene Orr, Director of Office Equipment Product Analysis at BLI. "Customers should have no trouble finding solutions to boost productivity, streamline daily document-centric workflows, and realize the full potential of their MFPs. And Samsung has just scratched the surface of the platform's possibilities."

With its MultiXpress and ProXpress MFPs, Samsung has created the printing industry's first ever Android-based UX. The BLI praised this feature for its ease of use and customizable system. BLI's Solutions Report mentioned that the "clean, user-friendly interface...[requires] minimal training when deployed," and that it increases productivity for users already familiar with the Android system.

With the MFPs' touchscreen Smart UX, users now have total control over their printing tasks and can seamlessly add functions using the Printing App Center's downloadable apps and widgets. The system also offers users a range of remote management and troubleshooting assistance options.

"Receiving the highest rating from the BLI proves our products' excellence and captures Samsung's innovative spirit," said David SW Song, Senior Vice President of Sales and Marketing for Samsung Electronics. "We hope our customers take advantage of the Smart UX Center to maximize the hardware's printing efficiency."

Buyers Laboratory Inc. conducts comprehensive evaluation on the technology and performance of document management solutions including printers, multifunctional printers and scanners, and is recognized as an evaluation agency with the highest public confidence.

The BLI has recognized Samsung Printing Solutions business achievements on multiple occasions this year. Samsung and its MFPs received the Monochrome Printer/MFP Line of the Year Award in January and two Outstanding Performance prizes at the 2016 Buyers Lab Winter Pick Awards.

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