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Samsung SERIF TV Selected as one of Oprah's Favorite Things for 2016

The distinctly different SERIF TV is recognized in Oprah's influential holiday gift guide for its blend of design and technology

RIDGEFIELD PARK, N.J. – November 3, 2016 -- Samsung Electronics America, Inc., the leader in home entertainment for over 10 years, today announced that the [Samsung SERIF TV](#) has been selected by Oprah Winfrey and the editors of *O, The Oprah Magazine* as one of Oprah Winfrey's Favorite Things for the 2016 holiday season. A collaboration between Samsung and Parisian design duo Ronan and Erwan Bouroullec, the Samsung SERIF TV aesthetically and technologically pushes the boundaries of what's expected from a television.

Oprah recognized the Samsung SERIF TV this year for its unique design that blends harmoniously in the home, either on top of a credenza or via attachable legs that transform the TV into a piece of furniture. With 4K UHD resolution, the Samsung SERIF TV offers the best picture quality available in a 40" TV¹, making it just as beautiful to watch as it is to experience. Additionally, the SERIF TV features the exclusive Curtain Mode interface that veils content on the screen to give an abstract impression of what is happening in the background, shutting down content without turning off the TV itself. Even when Curtain Mode is active, viewers can still access services such as a clock, Bluetooth speakers, apps and their photo gallery.

"From top to bottom, Samsung partnered with the Bouroullec Brothers to reimagine not just how the TV looks but also how it functions to meet the needs of consumers who care just as deeply about design as they do about picture quality," said Dave Das, Senior Vice President, Home Entertainment, Samsung Electronics America. "We are so honored to be recognized by Oprah and her team this holiday season for this unique approach to television design."

Every holiday shopping season, Oprah and the editors of *O, The Oprah Magazine* compile a list of standout products released throughout the year. One of the most respected annual gift guides in the world, Oprah's Favorite Things list gives consumers access to Oprah's trusted opinion on the year's best products as they shop for their loved ones.

"Whatever you're binge-watching looks better on this truly elegant smart TV, which your guests just might mistake for modern art," said Winfrey. "Whether on a counter or on its stand, this TV isn't just a pretty face: It has apps, a full web browser, Wi-Fi, Bluetooth, and so much more."

The Oprah's Favorite Things list, including the Samsung SERIF TV, can be viewed online at [Oprah.com](#) and in the December issue of *O, The Oprah Magazine*, on newsstands November 8.

The Samsung SERIF TV is available for an MSRP of \$1,499 through [Samsung.com/SERIFTV](#) and select retailers. For more information, please visit [Samsung.com/SERIFTV](#).

¹ Among Samsung 40" TVs

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, N.J., Samsung Electronics America, Inc. (SEA), is a recognized innovative leader in consumer electronics, mobile devices and enterprise solutions. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA is pushing beyond the limits of today's technology and providing consumers and organizations with a portfolio of groundbreaking products in appliances, home entertainment, Internet of Things, mobile computing, smartphones, virtual reality, wireless infrastructure and wearables, in addition to offering leading content and services related to mobile payments, 360-degree VR video, customer support and more. Samsung is a pioneering leader in smartphones and HDTVs in the U.S. and one of America's fastest growing home appliance brands. To discover more about Samsung, please visit www.samsung.com. For the latest Samsung news, please visit news.samsung.com/us and follow us @SamsungNewsUS.

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