



SAMSUNG'S NEW QLED TV BECOMES THE FIRST '100 PERCENT COLOR VOLUME'-VERIFIED TV

The designation, a first for any global TV manufacturer, highlights the ability of Samsung's Quantum dot-based TV to overcome conventional display limitations

Seoul, Korea – February 9, 2017 – Samsung Electronics today announced that its 2017 QLED TV, first unveiled at CES 2017, has received verification from world-class testing and certification association, Verband Deutscher Elektrotechniker (VDE), for its ability to produce 100 percent color volume. VDE provided verification for Samsung's QLED TV based on the organization's expertise in color volume testing. The verification is a mark of the QLED TV's ability to provide a consistently high quality picture to viewers.

Color volume, which is the exacting standard of color expression, measures two elements of the TV with three-dimensional space – the color gamut and the brightness level. The color gamut looks at the largest amount of colors that can be displayed physically. The peak brightness represents the display's maximum brightness level. The larger the color gamut and the higher the brightness, the bigger the color volume of the TV. The QLED TV's expanded color volume results in more realistic, accurate and vibrant HDR images as the director or content producer intended, in both bright and dark scenes.

'100 percent color volume' presents color that can be expressed regardless of the different levels of brightness. For example, a leaf can be perceived as different colors, from yellowish green to turquoise, depending on the brightness of the light. The Samsung QLED TV can capture even the subtlest differences in color pertaining to brightness – something that is not easily depicted in traditional 2D color space - thus deliver the most true HDR picture quality as the director intended.

Generally, a TV's color-rendering capabilities diminish as brightness levels go up, leading to color distortion on-screen. The Samsung QLED TV overcomes the trade-off between brightness level and color. With a peak brightness of 1,500 to 2,000nit, the QLED TV can express 100 percent color volume – a TV industry first.

Samsung's QLED TV uses a new metal Quantum Dot material – making it possible for the TV to express a significantly improved range of color and peak brightness with much greater detail compared to conventional TVs. The new Quantum dots also allow the Samsung QLED TV to express deep blacks regardless of how light or dark the scene is, or whether the content is played in a brightly lit or dark room. Best of all, QLED delivers this level of performance no matter where the viewer is sitting, offering consistent color and quality from any viewing angle.

"The '100 percent color volume' verification awarded to Samsung's QLED TV signifies the excellence of our product and its revolutionary picture quality. As the global TV market leader for 11 consecutive years, we are thrilled to be leading the TV industry into a world of Quantum dot-powered displays featuring the best available picture quality," said JongHee Han, Executive Vice President of the Visual Display Business at Samsung Electronics.

About Samsung Electronics Co., Ltd.

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