



CONTACT:

Nichole Hetchkop
Samsung Electronics America
646-428-0603
nichole@allisonpr.com
@SamsungBizUSA

Samsung Showcases Dynamic Broadcast Solutions at the 2016 National Association of Broadcasters Show

Samsung broadcast display solutions already integrated into The Daily Show with Trevor Noah

Las Vegas, NV – April 18, 2016 – [Samsung Electronics America, Inc.](#), a global leader in commercial display technology, is showcasing its latest portfolio of broadcast display solutions at the 2016 National Association of Broadcasters show (NAB) from April 18 - 21. Elevating the possibilities for delivering dynamic broadcast studio content, Samsung's lineup of broadcast display solutions, including the UDE-S Series of LCD Video Wall displays and Direct View LED Video Wall solutions, will be shown in **Booth # SU7421** at the Las Vegas Convention Center.

"With more than 30 years of experience in display technology, Samsung is able to bring its expertise to the broadcast market, catering to the needs of customers with its high-quality solutions that deliver dynamic visuals, near-perfect color and factory calibration that this fast-paced industry demands," said Kevin Schroll, Director of Smart Signage Product Group, Samsung Electronics America. "Samsung's innovative technology is easy to use, easy to manage, and features life-like visual content making it easier for broadcast companies to transform and elevate their studios."

Samsung's broadcast display solutions enable studios to deliver clear and vibrant content with products they can seamlessly integrate into their existing space.

Paving the Way in Television with the Broadcast Video Wall

The Daily Show with Trevor Noah recently integrated Samsung's UDE-S Series Video Wall Displays providing an impressive backdrop for use in the show's segments. The new set helps give the studio a fresh, new design that allows for more creative flexibility.

"The Daily Show was looking for a video wall solution designed for broadcast and one that would offer more opportunities to work creatively with correspondents and showcase dynamic content," said Chris Ficarra, SVP, Integrated Marketing, Viacom Media Networks. "Viacom has a long standing relationship with Samsung so when 'The Daily Show' set was being redesigned we reached out to their product team to get a peek at Samsung's newest and best broadcast equipment. It was a natural fit and Samsung worked with us on a very aggressive schedule to get the new set built out with the Samsung Video Wall displays."

The Samsung UDE-S Series Video Wall displays are designed specifically for use in broadcast environments, featuring a specialized panel with low temperature operation (2800K-6500K) tailored for studio environments. The displays also include Samsung Color Expert Technology for near perfect calibration and project stunning images through a wide viewing angle. Broadcasters can also depend on an easy installation followed by an even easier managing experience with best-in-class reliability— critical in the fast-paced studio environment.

The Samsung UD55E-S 55-inch displays are calibrated specifically for use by broadcast studios and compatible with nearly all broadcast cameras and lighting, giving users the confidence of knowing the image on their studio's video wall is precisely what their audience at home will see. The Samsung

UD55E-S display maintains a sharp image, accurate color when viewed off-axis, and an ultra-narrow bezel-to-bezel width of just 3.5mm to deliver a near-seamless video wall with maximum impact, clarity and accuracy.

NAB attendees can experience a live feed featured on the UDE-S Series Video Wall at Samsung's booth.

Unmatched Performance and Flexibility in the Studio Space with Fine Pixel Pitch Direct View LED Video Walls

Offered in three different pixel pitches including 1.5mm, 2.0mm and 2.5 mm to fit the need of any customer, the Direct View LED Solutions featured in the booth engage customers with large-scale seamless LED screens offering a life-like visual presentation through enhanced picture and video quality. Direct View LED technology provides businesses with the flexibility to expand and align screen composition to fit the exact need in their studio space without sacrificing performance.

The advanced factory calibration included in the LED Solutions deliver color and brightness uniformity equivalent to LCD based technology, providing broadcast professionals an option to fine-tune their color even further with the advanced color management tool, which provides a simple, user-friendly interface.

The Indoor Fine Pixel LED Solutions also feature a Signal Box (S-Box) that delivers content to the video wall, as well as houses the display's MagicInfo professional content management software and media player function, resulting in no need for an additional video processor.

For more information about Samsung's broadcast solutions, please visit www.Samsung.com/digitalsignage.

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), is a recognized innovation leader in consumer electronics design and technology. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA delivers a broad range of digital consumer electronics, IT and home appliance products. Samsung is the market leader for HDTVs in the U.S. and America's fastest growing home appliance brands. To discover more of the award-winning products you love with Samsung, please visit www.samsung.com.