

## Samsung Electronics Showcases Latest Monitor and Digital Signage Innovations at Samsung Forum, Kuala Lumpur

- *Malaysia event features curved gaming monitors, narrow-bezel video walls and other technologies designed to improve visual quality and user experience*

**Kuala Lumpur, Malaysia, February 4<sup>th</sup>, 2016** – Samsung Electronics Co. Ltd., demonstrated its vision for the role visual displays will play in transforming the entertainment, retail and meeting places of the future during its Samsung Forum showcase, taking place February 1-5 in the Kuala Lumpur. The annual Samsung Forum event series connects the company's engineers, researchers and executives with customers and partners and provides in-depth insights into its latest technologies.

The Kuala Lumpur showcase includes a diverse line-up of new solutions that promote more immersive, comfortable and appealing content presentation. Ranging from curved and Ultra High Definition (UHD) monitors to large-format indoor displays, Samsung's latest innovations feature state-of-the-art components and simplistic design to better captivate business and at-home audiences.

*“Through next-level design, picture quality and interaction, our latest suite of monitors and digital signage technologies creates new possibilities for businesses and consumers to enjoy more productive and engaging usage environments,”* said **Mr. Chetan Patnaik, Director, Visual Display Business at Samsung India Electronics.** *“We look forward to telling the stories behind our latest products at Samsung Forum, and demonstrating how these innovations are just the beginning of our plans to deliver our vision for the future of visual display.”*

### **Get in the Game – Comfortably**

With the release of its CF591 and CF390 monitors, Samsung has brought its pioneering curved design to the gaming arena. These 1800R curvature monitors match the shape of the human eye, offering a more comfortable and natural viewing experience.

Both the CF591 and CF390 displays are equipped with a host of features and settings that further reduce visual fatigue and accommodate long-term gaming. Each monitor leverages Samsung's flicker-free and Eye Saver technologies to maintain presentation consistency and protect users from eye strain. Embedded AMD FreeSync™ Technology Over HDMI® functionality synchronizes screen refresh rates with users' AMD graphics card to reduce input latency, stutter and lag.

The visual display industry is already taking note of how Samsung's curved gaming monitors are transforming the user experience. In January 2016, UL awarded its coveted performance certification to the CF591 display, validating its exceptional color brightness and uniformity.

## **Productivity-Enhancing Business Monitors**

Samsung's UE590 UHD business monitors offer enhanced visual clarity and ergonomic features to help professionals complete detail-oriented tasks. Through PLS panel technology, the exquisitely-designed UE590 monitors enable users to view screens horizontally and vertically at angles up to 178°. Combined with UHD resolution four times greater than that of standard full HD (FHD) alternatives, Samsung's newest professional monitors deliver realistic and brilliantly-colored images. The UE590 monitors additionally create a more convenient and comfortable workspace through a height-adjustable stand and multi-device connectivity.

## **A More Immersive Retail Experience**

The Samsung Forum's "Store of the Future" exhibit will demonstrate how retail-oriented technologies, including transparent OLED and polarized mirror displays, transform shopping into a more customized, convenient and informative experience.

Samsung's new 55-inch transparent OLED signage drives engagement by offering customers clearer and more complete product visibility. These displays enhance retail demo videos and promotional content through improved brightness (150 nit), transparency (45 percent) and color presentation (Adobe RGB 100 percent, with 98 percent DCI color support.) Also featuring the embedded MagicInfo content management platform, Samsung's OLED displays accelerate content creation and deployment across single or multiple screens.

The "Store of the Future" will also showcase Samsung's innovative ML55E and ML32E displays, which embed a mirror into a standard signage format. The ML55E and ML32E displays are programmed to automatically transition from promotional content to a clear mirror as customers approach. While shoppers view how a clothing item or accessory looks, businesses can share complementary messaging and expand sales potential. The displays' new design includes high transmittance (90 percent) and reflectance (55 percent) to minimize visual distraction.

## **The World's Slimmest Video Wall**

With the release of Samsung's UHF-E (Extreme Narrow Bezel) display, retail and business users can now amplify indoor message presentation and capture customer attention on the world's slimmest video wall. The UHF-E's thin bezel-to-bezel design (0.9mm on the upper and left sides and 0.5mm on the lower and right sides) minimizes interference and drives viewers' attention to the featured content, rather than to the display itself.

Samsung's UHF-E video wall aligns the power of professional-grade digital signage with the visual quality and continuity of large-scale displays. Backed by advanced factory tuning and an embedded ACM chipset, the durable UHF-E video wall maintains round-the-clock picture integrity and performance in any environmental conditions. The result is a brilliant, uniform presentation that accommodates a variety of user content without complication.



### **Getting on “Board” with Seamless Interactivity**

Samsung’s interactive white board (IWB) technologies enhance collaboration and engagement within meeting and classroom settings. Responsive to user and pen touch, the hybrid-touch SMART Signage DME-BM IWB maintains the natural feel of traditional writing within a feature-rich digital platform. The DME-BM IWB easily connects to users’ personal devices, enabling multiple participants to share, review and modify content from a range of sources in real-time. By replacing traditional high-cost information delivery systems with the DME-BM IWB, meeting facilitators and participants can enjoy more productive discussion at a lower total cost of ownership.

Samsung Forum attendees also can get a first look at the company’s new DM65E slim direct-lit LED display. Supported by Samsung’s SMART Signage Platform (SSSP) and a powerful Quad Core processor, the DM65E enables retail, corporate and education users to deliver robust content through a reliable LED screen. The DM65E’s compatible PC-less touch overlay transforms the display into an interactive whiteboard, fostering collaborative discussions and dynamic customer experiences.

For more information on this press release including videos, photos and related Samsung Newsroom articles, please visit [news.samsung.com](http://news.samsung.com).

### **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press materials, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).

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