



## Samsung Partners with Emerging German Artists to Produce ‘The Origin of Quantum Dot’ Exhibition at IFA 2016

**BERLIN, Germany – September 2, 2016** – Samsung Electronics, the global TV industry leader, is elevating its presence at IFA 2016 with a special exhibition designed by a team of rising German artists. The installation, entitled The Origin of Quantum Dot, showcases the beauty of Samsung’s SUHD TVs with Quantum dot display, while incorporating video, lighting and musical elements.

The Origin of Quantum Dot is a stained glass-inspired art installation designed by Andreas Nicolas Fischer, Schnellebuntbilder, Christopher M. Bauder and Kling klang klong. The artists came together from different creative backgrounds – including sound, media art and sculpture – to build the unique work of art. The piece contains 45 SUHD TVs and 9,000 shards of stained glass.

“We designed The Origin of Quantum Dot exhibition, the largest we’ve ever produced, so that visitors at IFA can directly experience the visual excellence of the premium SUHD TV with Quantum dot display,” said HS Kim, President of the Visual Display Business at Samsung Electronics. “We are proud to have partnered with such talented, local artists to bring this visual concept to life.”

### **Samsung’s IFA Exhibition to Highlight Innovative Home Entertainment Features**

The **Rethink Zone**, which is located in the center of the Samsung booth at IFA, introduces innovative products with convenient, functional features to make day-to-day life easier for consumers. Additionally, the zone will highlight how these products have impacted the home entertainment and appliance industries. Visitors will have an opportunity to learn more about Samsung’s SUHD TV with Quantum dot, the Serif TV and more.

At the **Quantum dot Experience Zone**, which is located at the entrance of the Samsung booth at IFA, visitors are invited to learn more about the past, present and future of Quantum dot. This will include more information on its durability, size and material, and color efficiency, as well as its future uses. Visitors will also be greeted by 45 SUHD TV models, ranging from 65- to 78-inches in size, as part of The Origin of Quantum Dot art installation.

In the **Smart TV Zone**, visitors can preview TV PLUS, the Video-on-Demand service scheduled for release in the United States during the fourth quarter, and Europe in 2017. Samsung previously launched TV PLUS in Thailand, Vietnam and Korea.

In addition to TV PLUS, several of Samsung’s content partners, including 20th Century Fox, Warner Brothers, Amazon and Netflix, will introduce their HDR and UHD services. Various games that can be played without a console will be introduced as well. Gamefly, a streaming game service, is launching new games dedicated for Samsung Smart TVs every month, and at the upcoming IFA, visitors will be able to enjoy 2K’s Borderlands and Bioshock at the site.

The **AV Zone** will feature a complete 4K entertainment experience, equipped with Samsung SUHD TVs, Ultra HD Blu-ray player (UBD-K8500) and the HW-K950 Soundbar featuring Dolby Atmos® technology. Visitors will have the opportunity to experience cinematic experience and harmony of Samsung’s 4K home entertainment devices.

“As display technology and innovation through light emission has progressed over the last century, the utilization of Quantum dot technology has signaled a new era in TV history,” said Kim.

The earliest principles of Quantum dot technology can be traced back to the Middle Ages, when stained glass windows were sought after for the way they emitted color through natural light. In the 1980s, Quantum dots were first discovered as display materials, utilizing ultra-fine semi-conductive particles 20,000 times smaller than a strand of human hair to emit different colors through light.

Quantum dots express a wider range of colors simply by varying the size of the particles. This allows Samsung's line of SUHD TVs with Quantum dot display to produce the most lifelike colors yet with a durable foundation that maintains the brightness and color of the displays.

Samsung Electronics' booth will be open at Level 2 of CityCube Berlin from September 2 through 7 for IFA 2016.

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