



Samsung Electronics to Change the Game at IFA 2016 with Reveal of New Quantum Dot Curved Monitors

CFG70 and CF791 Monitors Combine Quantum Dot Technology with Player-Friendly Features for an Immersive and Realistic Gaming Experience

BERLIN – August 29, 2016 – At IFA 2016, Samsung Electronics will reinforce its leadership in the growing gaming market with the release of its most powerful and visually-compelling curved gaming monitors yet – the CFG70 (24- and 27-inch models) and CF791 (34-inch model) displays. Samsung will formally introduce the latest additions to its curved monitor portfolio at its IFA press conference, scheduled for September 1, 2016 at 11 a.m. inside the Messe Berlin event center's City Cube Hall.

As the first curved quantum dot gaming monitors, Samsung's CFG70 and CF791 express brilliant colors across a 125-percent sRGB spectrum, while employing an environmentally-safe cadmium-free design. This luminance emphasizes a range of otherwise-hidden game details in both light and dark settings, offering unprecedented visual realism designed to capture the attention of even the most hardcore gamers.

To further amplify the details in today's advanced gaming titles, each CFG70 and CF791 monitor undergoes rigorous factory calibration prior to shipment. This treatment includes optimization of various settings, including black gamma levels for enhanced brightness and white balance levels for temperature management, enabling gamers to enjoy a sharp and brilliant picture regardless of the game in play.

"As the gaming market continues to enjoy rapid worldwide growth, gamers expect advanced display technologies that can bring out the latest video game features and optimize the gameplay experience," said Seog-gi Kim, Senior Vice President, Visual Display Business at Samsung Electronics. "By enhancing our pioneering curved gaming monitors with quantum dot technology, our CFG70 and CF791 displays further surround players and make them feel as if they are part of the game. We are excited to demonstrate this futuristic and immersive gaming environment at IFA 2016."

Samsung's quantum dot technology is already featured in the company's UHD televisions. At IFA 2016, in line with the show's innovation theme, Samsung will highlight how including this tested technology in the new CFG70 and CF791 displays brings the intricacies of today's video games to life.

An Experience that's Ahead of the Game

The new CFG70 curved monitor incorporates a host of user-friendly features to create a premium multi-sensory gaming destination. The CFG70's "Super Arena" design aligns 1800R curvature with sound interactive LED lighting that lets players fully experience the thrill of victory. This format also includes 1 m/s moving picture response time, making it the first curved gaming monitor to offer such functionality. A rapid refresh rate of up to 144 Hz further ensures a seamless and uninterrupted presentation.

For added game management convenience, the CFG70 includes Samsung's user-friendly Gaming UX OSD interface. During competition, gamers can access the interface's intuitive on-screen dashboard to

view all essential settings, ranging from response time to refresh rate, in a single glance. They can also easily adjust gameplay settings through shortcut hot keys located on the front and back of the monitor.

The Gaming Industry's Sharpest Curve

With a 1500R curvature (indicating a curvature radius of 1,500 mm) design, Samsung's CF791 is the most curved gaming monitor currently on the market. Combined with a 100 Hz refresh rate and embedded AMD FreeSync™ Technology, functionality that synchronizes screen refresh rates with gamers' AMD graphics cards, the CF791 monitor offers consistent full-screen presentation. Additionally, the CF791's ultra-wide 21:9 aspect ratio further preserves content quality during multi-screen competition.

Beyond its on-screen visual enhancements, Samsung's new CF791 monitor features a sleek composition that adds ambience and style to any environment. The display's boundless design removes visual distraction and helps gamers stay focused on the screen, rather than the display itself. Players also can customize the monitor's alignment to match their unique ergonomic needs through a vertically-adjustable stand.

As part of the launch of its new monitors, Samsung will offer IFA 2016 attendees a first-hand opportunity to experience this redesigned, immersive arena through an interactive gaming zone. Samsung's booth will include stations where visitors can sample several of today's leading video game titles on the CFG70 and CF791 monitors. Supporting large-format SMART LED signage will broadcast the competition – and visual presentation – to the wider IFA audience.

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