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## **Samsung Electronics Showcases Innovations That Transform People's Lives at 2016 Samsung Africa Forum**

- *2016 SUHD TVs with Quantum dot display are Samsung's smartest, most advanced TVs ever, offering true-to-life picture quality and breath-taking design*
- *Practical, thoughtful features in washing machine design and functionality lead the way to make consumers' lives easier*
- *Secure moisture levels and maximise refrigerator space with Samsung's new Twin Cooling Plus™ technology*
- *Samsung prioritises access to education, healthcare and skills for employability in Africa to help achieve continent's Sustainable Development Goals*

**MONACO – February 16, 2016** – Samsung Electronics Co., Ltd. today unveiled its product line-up for 2016 at its annual Samsung Africa Forum event. The company underlined the importance of innovation that makes a meaningful difference in people's everyday lives, showcasing its new bezel-less curved SUHD TVs with Quantum dot display, the industry-first Front Load Washer with AddWash™, and a range of refrigerators and freezers with Twin Cooling™ technology.

"Samsung has continuously worked to help people live smarter lives, and this year we have taken a huge step forward with our diverse products and services," said Mr. Yoo Young Kim, CEO and President of Samsung Electronics, Africa Office. "We will continue to enhance consumers' quality of life by listening to their needs and strengthening our ecosystem."

### **The Next Generation of Home Entertainment**

Samsung unveiled its spectacular new line-up of SUHD TVs that feature unparalleled picture quality with Quantum dot display; the world's first bezel-less curved design, which is beautiful from every angle; and the smartest user experience that makes it easy for consumers to access all their entertainment content in one place.

Samsung's 2016 SUHD TVs feature the world's only cadmium-free, 10-bit Quantum dot display, offering the most true-to-life picture quality with stunning brightness, exceptional contrast and the most lifelike colours ever offered by Samsung. The future of display technology, Quantum dot display converts light into nearly any colour in the visible spectrum without distortion or compromising the brightness level, delivering the optimum viewing experience for consumers, regardless of the lighting environment.

This year, all of the Samsung SUHD TVs will feature the ability to provide a premium high dynamic range (HDR) experience, with 1,000 nit HDR minimum for a higher level of contrast between light and dark images. New Ultra Black™ technology also significantly reduces light reflection, further enhancing picture quality with minimal glare.

Built on the Tizen operating system (OS), Samsung's 2016 Smart TVs make it easier for consumers to discover and access all their favourite content and services, from TV shows and movies, to games and programme information, all in one place. The new Samsung Smart TV eliminates the need to juggle multiple remote controls. The Samsung Smart TV will automatically recognise the type of set-top box, game console, OTT box or home theatre system that is connected to the TV. This allows users to control all of the external devices with the Smart Control remote — with no setup required.

Samsung also unveiled the latest additions to its audio product line-up, including the HW-K950 Soundbar, the company's first to feature Dolby Atmos®, and the industry's first soundbar package to include two Dolby Atmos®-enabled wireless rear speakers. The complete HW-K950 package delivers an incredible 5.1.4-channel sound.

### **Intelligent Digital Appliances Transform the Kitchen**

Many consumers have dreamed of owning a spacious refrigerator that keeps food fresher longer so their weekly grocery shop goes further. It is a common disappointment to reach into the refrigerator to find that the fruits or vegetables have lost their natural moisture, even when kept in the vegetable drawer.

“The R&D team at Samsung worked hard to overcome this problem. Now consumers can keep food fresher, longer, with Samsung's innovative Twin Cooling Plus™ technology,” says Sunil Gupta, Africa Regional Product Manager, Digital Appliances.

Samsung's Twin Cooling Plus™ technology is a truly independent cooling system, preventing unpleasant smells from food moving between the fridge and freezer, ensuring the original flavour of ingredients stored in the freezer is perfectly preserved and odourless.

No air movement between the compartments also means the freezer stays completely frost-free, prolonging the shelf life and the flavour of its contents. It also prevents the build-up of ice, removing the need to defrost the freezer.

Thanks to the Twin Cooling Plus™ technology, consumers can enjoy flexibility with cooling storage depending on their needs. The true independent cooling system allows for turning the freezer into a fridge when required, or just turn off the fridge compartment when leaving home for a long vacation. The five modes are Freezer-Fridge, Energy Saving, Vacation, Fridge Max, and Mini mode.

Samsung today also launches an affordable range of refrigerators and freezers, designed especially for African consumers. These include the vertical freezer, the 180-litre top-mounted freezer, the 1-Door 110-litre fridge, and a chest freezer in the small size capacity of 150 litres.

### **Making the Washing Machine Work For You**

Samsung recognises that in the rush to get laundry done on a frenzied weeknight or during a crazy weekend, a stray sock may simply get overlooked, so Samsung's simple, practical response to that is to add the industry's first “AddWash” door to its front load washer.

The Samsung Front Load Washer with AddWash™ has a distinctive access door that makes it convenient to add any item, such as a piece of forgotten laundry or extra detergent, in mid-cycle without needing to drain the washer and open the main washer door.

AddWash utilises a SuperSpeed feature, which finishes a load in less than an hour. It also features our EcoBubble technology, which premixes detergent with air and water, penetrating clothes 40 times faster than a normal mix of water and soap. It comes with an array of smart functions, making it easier for users to monitor and control wash cycles.

From gently caring for delicate fabrics, to advanced technologies that make detergent work harder, to a full load washed in as little as 30 minutes, Samsung's Front Load Washer with AddWash can easily keep up with your family's toughest laundry tasks.

### **Corporate Citizenship at the heart of business strategy**

For the first time at Samsung Forum, Samsung will be showcasing its Corporate Citizenship initiatives in Africa.

Samsung will bolster its efforts in Africa in a bid to help the continent achieve its Sustainable Development Goals.

“As a global citizen, we felt it was important to use our technology to give back to society. We do this in four ways: by creating new learning opportunities so that young people can enjoy access to better education; by using our technical expertise to develop and provide access to new healthcare solutions; by supporting youth employment through vocational training and skills development; and by reducing our impact on the environment,” says Abey Tau, Corporate Citizenship and Public Affairs Manager.

For more information on this press release, including photos related to the 2016 Samsung Africa Forum, download the event app at: [www.sforum2016.com/afr](http://www.sforum2016.com/afr).

#### **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 material, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).

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