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Samsung Electronics' Outdoor Signage Recognized As "Display Innovation of the Year" by AV News

Annual awards program recognizes Samsung's integrated outdoor display technologies for performance and innovative design

SEOUL, Korea – February 14, 2016 – Samsung Electronics Co., Ltd., today announced that it has won the prestigious 2016 "AV Display Innovation of the Year" award from AV News for its OHD Series SMART Signage, an all-inclusive outdoor display solution for brilliant business messaging, and overall excellence in the integrated audio/visual (AV) arena.

"With state-of-the-art technological development and close collaboration, Samsung enables our partners to create customized, immersive and interactive experiences for their own audiences – even in potentially challenging outdoor environments," said Seog-gi Kim, Senior Vice President of Visual Display Business at Samsung Electronics. "We are thrilled to be recognized by leading industry influencers and the media for our commitment to deliver impactful outdoor visual displays, and we look forward to building new, innovative AV technologies that will further enhance the customer experience."

Featuring a flexible and customizable design as well as embedded tools to foster efficient content management, Samsung's OHD Series outdoor displays make it easier for businesses to deliver critical, real-time messaging to widespread audiences. The displays' reinforced composition and internal heating and cooling controls ensure uninterrupted performance even when exposed to extreme weather or temperature conditions ranging from -30 °C to 50 °C, further driving continuous stress-free operations for users.

OHD Series has also been adopted in the Samsung Safety Truck, a technology for trucks that seeks to prevent road accidents. It has also been selected as one of the '25 best inventions of 2015' by TIME Magazine.

Sponsored by AV News, a leading business and technology-focused publication in the AV industry, the AV News Awards celebrates exceptional contributions made by individuals and companies to advance the overall industry. Winners of the "AV Display Innovation of the Year" award and other categories were selected from a pool of nominees by a committee consisting of AV News' editorial staff and wider AV industry influencers.

For more information about the AV News awards, visit www.avnews.org. To learn more about Samsung's OHD Series SMART Signage and its complete line of outdoor display innovations, visit displaysolutions.samsung.com.

For more information on this press release including videos, photos and related Samsung Newsroom articles, please visit news.samsung.com/global/samsung-electronics-outdoor-signage-recognized-as-display-innovation-of-the-year-by-av-news.

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.

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