

Samsung Reveals Spectacular 2016 SUHD TV Lineup to Begin a New Decade of Global TV Leadership

2016 SUHD TVs with Quantum dot display deliver the most true-to-life picture quality, breathtaking design and the smartest user experience with simpler access to content

Lisbon, Portugal – February 20, 2016 – Samsung Electronics Co., Ltd., the number one TV manufacturer worldwide for the past 10 years, today unveiled its spectacular new line-up of SUHD TVs at Samsung MENA Forum 2016, ushering in a new decade of global TV leadership.

Samsung's 2016 SUHD TVs offer 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.

"At Samsung, we strive to provide the very best picture quality for every home, and nothing demonstrates that better than our SUHD TV," said Mustafa Sadick, Head of Visual Display at Samsung Electronics Middle East & North Africa. "Today, we are bringing our SUHD TVs with Quantum dot display featuring the most realistic picture quality, breath taking design and our smartest TV ever to our customers in the Middle East and North Africa."

Our new SUHD TVs represent our singular focus on innovation that matters most to consumers, by providing the very best picture quality for the home," said Mustafa Sadick, Head of Visual Display at Samsung Electronics Middle East & North Africa. "In 2016, we're going beyond anything we've done before to offer a remarkable synergy of design, engineering and craftsmanship."

Samsung SUHD TV with Quantum dot display: Unbeatable Picture Quality

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 colors ever offered by Samsung.

As many people typically watch TV with light in the room, Samsung designed its new SUHD TVs to deliver the optimum viewing experience, 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. Inspired by nature, Ultra Black absorbs natural light the same way that a moth's eye enables it to see better at night.

360 design for Unparalleled Immersion

Four years after introducing the first Curved TVs to the world, Samsung has designed the world's first bezel-less Curved TV, the KS9500 SUHD TV, to provide a more immersive viewing experience.

With no bezel that normally functions as the border, the viewer's attention is focused purely on what matters most – captivating content on the screen. In keeping with this design ethos, Samsung has sought to eliminate all unnecessary elements, even removing screws from the rear of the TV, to create an elegant product that is beautiful from every angle.

Unlimited, Seamless Entertainment through Single Access and Single Remote

Built on the Tizen operating system (OS), Samsung's 2016 Smart TVs make it easier for consumers to discover and access all their favorite content and services, from TV and movies to games and program information, all in one place.

- **New Smart Hub** – The 2016 Smart Hub is designed to provide users with simple access to their favorite content all in one place. Live TV, over the top (OTT), games and even the menu that appears on the home screen of the Samsung Smart TV allows users to access their favorite programs as soon as they turn on the TV.
- **Samsung Smart Control remote** – The new Samsung Smart TV eliminates the need to juggle multiple remote controls. The Samsung Smart TV will automatically recognize the type of game console, OTT box or home theater system that is connected to the TV. This allows users to control such devices with the Smart Control remote — with no setup required.
- **Smart View** – The Samsung Smart View mobile app allows users to share their favorite content instantly with their family. The upgraded Smart View is now available beyond Samsung Galaxy devices, supporting Android and iOS devices, as well as Window PCs.
- **Content Partnerships** - Samsung is bringing the #1 Premium VOD Player in the MENA region, with its vast array of entertainment content to its Smart TV customers through our partnership with MBC SHAHID PLUS. This collaboration offers viewers a choice of on-demand exclusive Arabic series, shows and the latest Arabic movies.

The range of Samsung's SUHD TVs will be available in the Middle East and North Africa starting Q2 2016.

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.

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