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## **Samsung Showcases Serif TV at Grand Designs Live**

*Serif TV reflects Samsung's commitment to pioneering design whilst offering customers the very best in innovative technology*



**LONDON, UK – 30 April 2016** – Samsung Electronics UK today announced that its unique design-led TV, the Samsung Serif TV, will be on display at Grand Designs Live in London from 30 April to 8 May as Samsung seeks to revolutionise the home entertainment experience.

Showcased at the Samsung stand in the Grand Interiors hall, the stunning TV reflects Samsung's commitment to pioneering design whilst offering customers the very best in innovative technology. Spearheading a new concept of TV, the Serif TV acts as piece of furniture rather than a technology product, blending seamlessly into any room setting.

Equipped with a new, custom-designed UI including a unique digital curtain, which applies a digital filter to live content turning it into subtle abstract patterns, the Serif TV is a high impact interior piece that works

across the home. The editable Curtain Mode also forms the backdrop for the new menu, a Bluetooth speaker and a clock, giving owners the opportunity to create a backdrop that compliments the design of their home.

Breaking away from conventional ultra-flat screen TVs, the Serif TV is defined by a single frame, available in white, dark blue and red. The Serif TV and Serif TV Medium come with a stand of four attachable tubular legs enabling the TV to be freestanding, while a removable fabric-covered back panel conceals the ports and connectors, creates a sleek finish from every angle.

The Samsung Serif TV is on display at Stand L76 in the Grand Interiors Hall.

Available in three sizes and in three colours, Samsung Serif TV is available to order now from [www.seriftv.com](http://www.seriftv.com).

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**About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).