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## **Samsung Introduces an Entirely New Category in Refrigeration as Part of Kitchen Appliance Lineup at CES 2016**

*Connectivity, capacity and clever thinking ensure Samsung continues to lead the way for meaningful innovation in the kitchen*

**LAS VEGAS – Jan. 5, 2015** – Samsung Electronics Co., Ltd., a global leader in home appliance innovations, today introduced a brand new refrigeration category to the market that cements the refrigerator’s position as the center of the kitchen. With practical innovations infused throughout, Samsung’s latest kitchen appliances will be unveiled this week, alongside its other home appliance introductions, at the CES 2016 from Jan. 6-9, 2016.

“Samsung has strongly reinvigorated the home appliance space with fresh thinking and functionality that have taken appliances from a ‘need’ to a ‘want’. With the new and innovative Family Hub Refrigerator, we are transforming the communal kitchen experience for consumers in ways that will re-define how they view and use their refrigerator,” said John Herrington, Senior Vice President, General Manager of Home Appliances, Samsung Electronics America. “Now more than ever, we are delivering in a big way on the promise of the Internet of Things, not only in refrigeration but in cooking, with a new Wi-Fi-connected range that takes cooking convenience to a new level.”

### **Family Hub Refrigerator Makes Its Debut**

The Samsung Family Hub Refrigerator is a sophisticated multi-tasker that reconnects families, organizes groceries and home tasks, and provides entertainment.

The Family Hub is just that – a hub of household connections, but with a thoroughly digital twist. All communications are housed and displayed on a 21.5 inch full HD LCD resolution screen located on the upper right exterior door. As the refrigerator’s digital family command center, the screen allows you to post, share and update calendars, pin photos, share treasured kids’ works of art, and leave notes – all with the ease and convenience of your smartphone.

From more efficiently managing your groceries, to identifying foods you have or need, to tracking product expiration dates to cut down on waste, the Family Hub is your go-to resource to keep your kitchen fully stocked. In a revolutionary advancement in refrigerator technology, three high quality cameras inside the fridge capture an image every time the door closes. You can then access those images anytime using your smartphone and take a peek inside your fridge. Even if you’re at the store and forget to check on what you need for dinner that night, you can easily pull up the Samsung Smart Home app and have a look right into your Family Hub fridge. There’s no more forgetting what you have at home, and you can even use the refrigerator to do online grocery shopping with the aid of a major credit card partner, as well as manage recipes and compile and share shopping lists.

With the kitchen serving as the center of the home and a common gathering spot, the Samsung Family Hub Refrigerator is perfectly suited to entertain friends and family. It offers options for music streaming to play through its built-in speaker or connect to your Bluetooth wireless speakers, like Samsung’s own Radiant 360 line, to enjoy music throughout the home. You can even enjoy your favorite television programs right on the Family Hub screen using Screen mirroring with your Samsung Smart TV, a huge benefit if you have to prepare food for the football game and don’t want to miss any important play.

The Family Hub is as impressively designed on the inside as it is on the outside. From the Samsung-exclusive FlexZone™ that transforms from fridge to freezer to meet your food storage needs, to keeping food fresher, longer with its Triple and Metal Cooling system, to its flexibility and energy-saving features, this refrigerator places a premium on superior performance and unmatched innovation and design.

Family Hub Refrigerator (model RF28K95800SR) will be available in Spring 2016. It will be available in Counter Depth, Full Depth, Stainless and a new and stunning Black Stainless design.

### **Convenience and Connectivity in the Kitchen**

Samsung's Wi-Fi Slide-in Range with Soft Close Dual Door™ combines advanced technology with the ultimate in flexible functionality to make meal preparation easier and more enjoyable for home cooks.

This range also features Samsung's award-winning Flex Duo™ technology with Soft Close Dual Door which provides ultimate cooking flexibility in oven configurations. Consumers can easily switch between one of the industry's largest single oven compartments at 5.8 cu. ft. or separate into two-compartments (2.4 cu. ft. on top and 3.3 cu. ft. on bottom) by simply inserting or removing a simple but inventive Smart Divider. Maximizing the efficiency of Flex Duo™ even more is the Soft Close Dual Door, which is engineered with a hinge in the middle to open just the top compartment or both and can close softly and quietly to prevent door slams.

Now available with Wi-Fi connectivity, this range leverages Internet of Things (IoT) in a practical innovation that lets you monitor your cooktop and oven remotely. You can preheat and adjust oven cooking temperatures all from your smart phone as well as monitor the cooktop elements to make sure you've turned them off. Easy-grip metallic knobs that are illuminated with ice blue LED lights make it easy to see from across the room that a burner is on – a simple yet meaningful innovation that makes consumers' lives simpler and more efficient.

Samsung's Wi-Fi Slide-in Range with Soft Close Dual Door™ will be available in Spring 2016 in both electric and gas versions.

Samsung will also showcase a full line of other kitchen innovations at the CES 2016, including:

- **Samsung Chef Collection Slide-in Dual Fuel Range:** This versatile range serves up what home cooks need by merging a gas cooktop and an electric oven into one unit ideal for cooking precision and control, while for the first time incorporating Samsung's Flex Duo™ technology.
- **Samsung 4-Door Flex Food Showcase Refrigerator:** The convenient external Food Showcase door opens to a shallow case that provides easy access to frequently used items, while an InnerCase compartment in the same space is used for longer-term storage for larger, fresh food items. Samsung's exclusive FlexZone™, located in the bottom right quadrant, easily transforms from fridge to freezer by selecting from four customizable temperature settings. And its Triple Cooling System keeps food fresh, longer by maintaining even humidity levels throughout the fridge and providing precise temperature calibration.

*To see Samsung's appliances first-hand, visit the Samsung booth #11906 in the Central Hall. Samsung Electronics America's press releases, product images and video content are available at <http://news.samsung.com/us>.*

For more information on this press release including photos and related Samsung Newsroom articles, please visit [news.samsung.com/global/samsung-introduces-an-entirely-new-category-in-refrigeration-as-part-of-kitchen-appliance-lineup-at-2016-ces](http://news.samsung.com/global/samsung-introduces-an-entirely-new-category-in-refrigeration-as-part-of-kitchen-appliance-lineup-at-2016-ces).

### **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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