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Samsung Showcases Industry-leading Advancements in 8K and MicroLED TV Technology at QLED and Advanced Displays Summit

Company unveils ambitions for integrating QLED displays, 8K ecosystem, MicroLED technology and HDR into consumer lifestyle

JOHANNESBURG, South Africa, 04 July 2018 – Samsung Electronics recently hosted its second annual QLED and Advanced Displays Summit at The London West Hollywood Hotel in Los Angeles, California. The Summit offered insights into Samsung's plans for quantum dot (QLED) displays, activities surrounding its full 8K ecosystem, the brand's ambitions of bringing MicroLED technology to consumers and its efforts in integrating HDR into cinemas.

"Samsung has built a reputation for its history of innovation and ground-breaking developments in the TV industry," said Jongsuk Chu, Senior Vice President of Visual Display Business at Samsung Electronics. "We're committed to maintaining that trend by bringing advancements of 8K and MicroLED TV technology to the consumers and continuing our investment in enhancing the viewing experience."

The [QLED](#) and Advanced Displays Summit was co-hosted by Samsung and [Insight Media](#), an advanced display consultant focusing on the display industry. During the event, Samsung demonstrated enhancements, from HDR10+ mastering workflows to Automatic Colour Calibration and no burn-in on its 2018 [QLED TVs](#), showcasing its leadership in the TV display industry.

Participants, including industry experts and influencers, attended to experience live demonstrations and spark dialogue about the current state and challenges of TV technologies. Above all, the [QLED TV](#) demos highlighted Samsung's efforts in pioneering HDR capability by applying next-generation enhancements for the benefit of consumers.

Justin Hume, Chief Marketing Officer of Samsung South Africa, says, "We are already leading the innovation trail in the television space and there's so much more still to come."

The event featured a number of prominent experts in the display industry – ranging from academia experts in the MicroLED technology sector and consultants specialising in HDR cinema integration to renowned

professionals in display and mastering tool industry. Speakers and influencers from the following organisations also attended to discuss TV technology-related topics that included:

- **8K Ecosystem:** Insight Media, Panavision, Samsung Display Company and Display Supply Chain Consultants.
- **Quantum Dots:** Palomaki Consulting, Nanosys, Nanoco and Samsung Advanced Research Institute.
- **Display and Mastering Tools:** FF Pictures, Samsung Research America, Portrait Displays and ColorFront.
- **HDR Cinema:** Samsung Research America, LightView and MKPE Consulting.
- **MicroLEDs:** Fuzhou University, Samsung Electronics, Tesoro Scientific, PlayNitride, Sungkyunkwan University, JBD, Lumiode and N-Tech Research.

For more information about Samsung's [QLED TVs](#) and the QLED & Advanced Display Summit, including speakers and sessions, please visit: www.displaysummit.com/2018-qled-and-advanced-display-summit-at-hollywood.

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