



Samsung Electronics unveiled the world's first Curved UHD TV

- *Samsung unveiled the world's first 'Curved UHD TV' in 65- and 55-inch sizes*
- *The Curved UHD TV combines superior technology and curved form factor to deliver a more immersive viewing experience*
- *With the Curved UHD TV, Samsung puts an end to the debate over technological superiority*

BERLIN, GERMANY – Sept. 5, 2013 – Samsung Electronics showed its leadership in the UHD TV market today by unveiling the first Curved UHD TV in the world at IFA 2013, the largest consumer electronics tradeshow in Europe.

The 55- and 65-inch Curved UHD TV deliver unrivaled picture quality due to the combination of UHD TV's great details and curved shape providing a more immersive experience and enhanced sense of presence.

"We introduced the world's first "Curved UHD TV" at IFA 2013 to meet various consumer expectations waiting for next new generation TV technology," said EVP Hyun-suk Kim, head of the Visual Display business at Samsung Electronics. "This will be a milestone opening a new era of next generation TV by invigorating UHD TV market."

Realizing curved UHD TV is more difficult to produce than curved OLED TV due to the panel characteristics. The world's first curved UHD TV proved Samsung's unbeatable position in TV technology once again.

Given that UHD TV market is still at its initial stage, Samsung's will release the Curved UHD TV to market based on consumer response and market demands.

The Curved UHD TV joins a growing Samsung line up of UHD TVs including 110 inches to 98-, 85-, 65- and 55-inch models. This extensive line up of UHD TVs confirms that the next generation of television technology has begun in earnest.

The Curved UHD TV follows the company's recent release of the Curved OLED TV that launched across the world including South Korea and U.S. after it was initially unveiled at CES 2013 earlier this year.

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