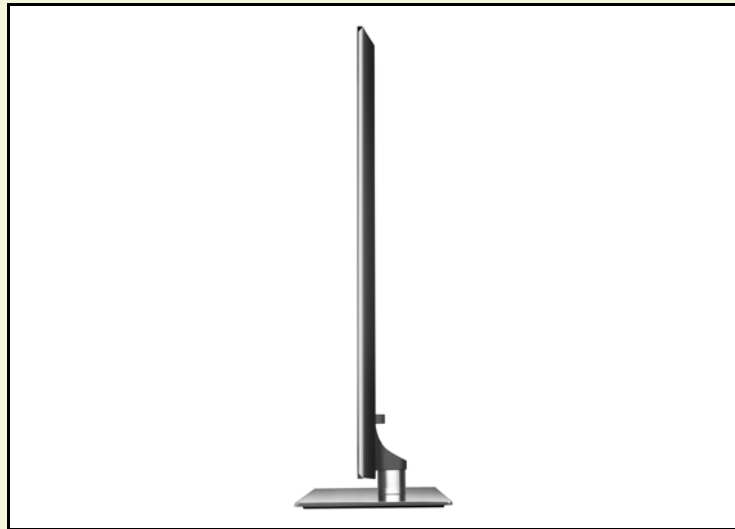




## Samsung LED TV Fact Sheet



Welcome to a whole new world, where Samsung LED technology brings you images you've never seen before. Brighter colours, deeper blacks and sharper images - the Ultra slim Samsung LED is the next generation of television.

### **What is LED TV?**

In the history of television there have been many improvements. The first was black and white TV. Then came colour, stylish designs and bigger screens. Now we have the next breakthrough. Introducing the revolutionary Samsung LED TV powered by LED technology.

### **What is LED?**

Normal televisions use a fluorescent lamp backlight to produce an image. Samsung LED TVs create images using white, light emitting diodes (LED). It's the same technology found in laptop screens. LED lights use much less energy and offer more precise control of colour, contrast and clarity.

Unlike incandescent bulbs (which generate light with filaments) and compact fluorescents (which create light from gases encased in airtight glass containers), LEDs feature semiconductors that turn electricity into either white or colour lights.

### **Why is LED technology revolutionary?**

Until recently, normal LED TVs placed LED lights at the back. The Samsung's designers developed the world's first white Global LED TV, which positions the LEDs on the edge of the frame. This transformative technology has finally made exceptionally slim TVs a reality.

### **What are the features of Samsung's LED TVs?**

### *Superior picture quality*

When it comes to watching TV, the most important feature is how the images look on the screen. In this area, Samsung LED technology delivers unparalleled images for a truly immersive experience.

Samsung LED technology offers precision control over brightness. It can intelligently adjust the brightness level of individual LED lights at any time. This broad colour contrast creates deeper, authentic blacks.

Samsung LED technology means that each LED light has the ability to switch itself on and off independently. This enables the TV to display a wider range of natural colours and provide greater depth. Even with subtle colours.

Samsung LED technology renders crisp, clear images in Full HD with 1920 x 1080p resolution. Artifact removal technology, combined with 240Hz scanning, eliminates motion blur in fast-moving scenes, such as sport.

### *Stylish design*

Using the advanced Global LED technology, Samsung's designers created TVs that are exceptionally thin and light. But the truly revolutionary difference is how easily the TV can be mounted on a wall like a picture frame. This enables them to blend in seamlessly with your viewing environment.

Inspired by the beauty of a water droplet, Samsung's patented Crystal TV design carefully crafts the frame to appear like a water droplet frozen in time. This gives it a reflective quality that is light, clear and unique enough to appear naturally formed. Crystal TV offers smooth lines, soft transparency and subtle colour gradients.

### *Eco-friendly*

Samsung has a profound concern for environmental sustainability. The new LED Global technology significantly reduces environmental footprint and enables a dramatic reduction in power consumption and materials usage. LED TVs have earned a coveted Eco-label mark from the European Union.

By using more efficient light bulbs and improving the optical structure, Samsung LED TVs use 40% less energy. Samsung has also used greener materials, reduced CO2 and VOC emissions, generated less waste by eliminating the need for spray paint and eliminated both lead and mercury.