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Samsung New LED TVs Shines Bright in OMAN

LED Technology Brings Higher Contrast Ratios, Slimmer Designs and Improved Energy Efficiency to the Living Room



Muscat - May 12, 2009 – Samsung Electronics, a market leader and award-winning innovator in consumer electronics, raises the bar for flat-panel TVs everywhere with the launch of an entirely new line-up of advanced LED HDTVs in the sultanate Of Oman, further bolstering Samsung’s LED range after the resounding success of the Series 9 LED Backlit LCD television earlier this year.

The new 6000 (available in 32”, 40” and 46”), 7000 (available in 40”, 46” and 55”) and 8000 (available in 55”) LED Series build upon the success of Samsung’s first and second generation LED HDTV models. Each using LEDs as their primary light source, the televisions all feature ultra-high contrast ratios as well as slim depths that allow for more artful designs, plus increased energy savings.

“Samsung has proven LED technology is a viable choice for consumers desiring the best picture possible from an LCD television. Samsung’s latest LED televisions redefine the standards for viewing quality, energy-efficiency and home entertainment décor,” said Mr. B.J Sr.General Manager, Digital Media Business, Samsung Gulf Electronics. “Samsung stays committed to developing technology and products that go beyond current expectations of value, quality and innovation. And, we are excited to be a key part of this exciting point in TV evolution.”

Key product features:

Top-Notch Picture Quality

Each of the three Samsung LED HDTV Series boast high dynamic contrast ratios, complements of Samsung’s ground breaking LED light source. Compared to a traditional CCFL, LEDs produce darker

blacks that appear endlessly deep to the eye. The Ultra Clear Panel further allows the preservation of every detail even in brightly-lit, imperfect viewing conditions. This is done by effectively allowing more light to pass through the screen and simultaneously reducing reflections from ambient light.

Samsung's entire LED HDTV line-up incorporates a number of innovative features to reduce the motion blur and image judder, which traditionally plague LCD HDTVs when displaying fast movement. All three series boast Samsung's acclaimed Auto Motion Plus™ frame interpolation technology.

Lighting The Way for Functional Design

By using LEDs, Samsung has been able to shave all three series down to ultra-thin depths. At just over an inch thick, the sets remain trim without cutting back on connectivity options, nor foregoing an ATSC tuner. The unit also comes with an ultra-slim wall-mount solution – reducing the gap between the TV and the wall.

Bringing a new aesthetic to Samsung's acclaimed Crystal Design colour finish, the new range feature a series of design options. Ranging from a deep piano black bezel that fades into distinct chrome that finishes as a clear prism along the outer edges (8000 Series) or light ruby (7000 and 6000 Series) highlights, the intensity of the colour subtly changes depending upon the viewing angle, and further accentuates these TV's slim bezels.

Going Greener

Lit by LEDs the Samsung 6000, 7000 and 8000 Series all meet the more stringent Energy Star® v3.0 guidelines by cutting power consumption to significantly new lows. The Liquid Crystal design is created using a non-toxic molding technique, eliminating the emission of environmental pollutants. The pain use is lead free , making the products recyclable. Energy consumption is reduced by 40%+ versus traditional LCD HDTVs of similar size. The LED HDTVs also include an optimised energy savings mode that adjusts the backlight and picture quality while continuing to produce smoother, more natural images.

Moreover, Samsung has reduced the packaging of the new Series, thereby lightening the TVs' carbon footprint, making the world a greener, cleaner place to live.

The new Samsung 6000, 7000 and 8000 are available in all major electronics outlets across the Oman

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About Samsung Electronics Co. Ltd

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of US\$105 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of two main business units: Digital Media & Communications and Device Solutions. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.