Unique QWERTY TV Remote and Wireless Charger Lead Samsung’s Lineup of Accessories in the Home

NEW YORK -- (BUSINESS WIRE) -- Samsung Electronics America Inc. announced details and availability of its innovative new accessories line, which enhances access to 3D and Smart TV for a superior home entertainment experience. The new line is packed with the latest advancements in Samsung Smart TVTM and 3D.

Samsung’s 2011 award-wining TV accessories line features two CES 2011 Innovations Design and Engineering award winners (marked with asterisks). Key products include:

* Wireless-N router and wireless LAN adapter that make setting up a home network hassle-free

* Dual-sided, multi-directional QWERTY TV Remote for easy access to content on your TV

* High-definition TV camera that transforms a television into a large screen video phone

* Four styles of innovative 3D active glasses, including a light-weight, prescription-ready model*

* Stylish wireless charger for 3D active glasses*

* Easy to install ultra-slim wall mounts.

“As home entertainment becomes more interactive, we’ve had to evaluate how to enhance and control the TV experience,” said John Revie, senior vice president of Home Entertainment, Samsung Electronics America, Inc. “The accessories line demonstrates our commitment to an outstanding home entertainment experience through amazingly designed and expertly engineered products.”

More than ever, when searching for movies and updating their social media status, consumers need an easy way to access and interact with the TV. Samsung introduced a new QWERTY TV Remote with an LCD screen that puts control and functionality into the hands of the user. The multidirectional QWERTY TV Remote connects wirelessly with a Samsung Smart TV and features a full physical QWERTY keyboard. When one side of the remote is being used, Samsung’s intuitive features automatically disable the keys on the other side so consumers never need to worry about accidentally hitting any buttons. The QWERTY TV Remote is included with every premium model, including the LED D8000 and D7000 Series and Plasma D8000 Series. It is compatible with LED series D6300 and up (sold separately).

As the TV becomes the media hub for the home, easy connectivity is increasingly critical. Samsung’s new wireless CY-SWR1100 router makes it easy to set up and connect devices to a home network. The simultaneous N dual-band router features two new Samsung technologies that ensure a quick, hassle-free setup:

* Plug & Access technology, which enables connectivity by simply plugging the USB adaptor (sold separately) into a Samsung Smart TV to create instant Wi-Fi access to the Internet.

* One Foot Connection, which establishes a Wi-Fi connection between Samsung 2011 TVs and other compatible devices. During the initial set-up, users simply need to place the router within one foot of these devices to establish a connection. Afterwards, the CY-SWR1100 can be moved to any part of the home while still maintaining this connection.

The Samsung Wireless LAN Adapter, the WISO9ABGN, supports a range of wireless standards. It offers easy access to a variety of content and services via Samsung Apps, and unobtrusively connects Samsung Smart TVs and Blu-ray players via Wi-Fi to the Internet. It also connects Samsung TVs to multimedia devices such as PCs, cameras, Blu-ray players, mobile phones and more.

Samsung improved the quality of widescreen video calls from the comfort of your living room with the introduction of a new Smart TV camera, the CY-STC1100, which is Skype compatible. This camera is designed to work in all lighting conditions and wherever users are seated in relation to the TV. With no headset or additional webcam required, this camera features a built-in HD sensor (720p at 30 fps) and advanced HD video encoding. It also has an auto focus feature to keep the subject from appearing blurry (even when shifting positions) and four high-fidelity microphones to capture voices up to 13 feet away regardless of ambient noise.

Installing the Samsung Smart TV camera is simple. Users plug the USB cable into the TV and attach the TV camera to the back of the set using the camera’s magnets. The CY-STC1100’s slim design, at slightly more than a half an inch thick, blends well with even the thinnest Samsung TVs. A flexible camera neck wraps around the top of the TV, allowing the user to easily adjust the lens position and identify the ideal position.

For more information and images of the entire 2011 TV accessories lineup, please visit: http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.samsungusanews.com&esheet=6649732&lan=en-US&anchor=www.samsungusanews.com&index=1&md5=77b78bf8d75b3b8594452c5ea48a23c8

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