55-inch Super OLED TV Wows CES Attendees

Posted by Janine E. Mooney, Editor

Samsung Electronics announced that its 55-inch Super OLED TV has been a breakout hit at the 2012 International Consumer Electronics Show, collecting numerous prestigious awards from influential media outlets including Popular Science, Stuff Magazine and G4 TV, as well as a Best of CES Innovations Award from CEA, the producer of the International CES.

• Popular Science - Best of CES 2012: Products of the Future. “After you’ve stood in front of this OLED beauty, it’s hard to look at normal TVs the same way again.”

• G4 TV- Best of the Best Products. “They’re gorgeous, they’re razor thin, the picture on it is looks amazing, the voice recognition is awesome and the motion recognition is awesome.”

• Stuff Magazine - CES Hot Stuff Award. “Ludicrously slim, amazingly bright and devilishly clever… it also has facial recognition and is one of the first TVs with upgradeable innards”

• “Best of CES Innovations 2012” in the Video Displays category —International CES. “Samsung's KN55ES9000 is a beautiful masterpiece of accurate color reproduction and maximized performance. It provides a suite of advanced Smart TV features with a high performance dual core chipset.”

In addition, Samsung’s Smart Evolution, a feature of the Super OLED TV, was recognized with a CES Editor’s Choice Award from Popular Mechanics.

Samsung’s 55-inch Super OLED TV is a masterpiece that will be acclaimed by home entertainment and design enthusiasts alike. Super OLED technology delivers the ultimate in picture quality and thinness, since there is no need for a color filter as the OLED pixel unit comprises self-emitting RGB sub-pixels laid directly on the display panel, each emitting its own light. The technology is also able to differentiate varying degrees of blacks and shadows, so that users can enjoy unparalleled detail even in the darkest of scenes for the ultimate TV experience.

“Samsung is honoured that the journalist and trade community has recognized the Super OLED with so many prestigious awards,” said Hyunsuk Kim, executive vice president, Visual Display Business at Samsung Electronics. “This is a validation of our substantial investment in developing this technology, and in leveraging our long and successful history of creating innovative OLED products, including mobile phones, digital cameras and tablets.”

The Samsung Super OLED TV will be on display at the 2012 International CES, booth #12004, in the Central Hall of the Las Vegas Convention Center (LVCC) from January 10-13, 2012. It will be available commercially worldwide this year.

For more information, please visit www.samsung.com [1].

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