



SENSATIONALLY SAMSUNG

The all-new SUHD TV combines leading technology with a remarkable design, creating a product that adds to your home's aesthetics.

Contrast, brightness and colour are the three attributes most considered when it comes to cutting-edge television technology, and Samsung has taken the offering to a new level with their all-new, ground-breaking SUHD TV. However, so often can be the case with technology that it appears out of place and ugly, prompting cover up operations and clever concealing techniques when not in use. The SUHD TV however, is beautiful in its own right, and can quite easily be considered a 'statement piece' in a designer home. It is both a design statement and technological leap forward, that has been created to excite the senses and enrich the visual pleasure of television watching through the enhancement of picture, interaction and curved design. Moreover, all of its features and various Smart functions are powered by the new operating system, Tizen, giving viewers easy access to more content, faster and more seamlessly.

Making use of Samsung's eco-friendly nano-crystal technology, the SUHD TV provides 64 times more colour expression than conventional TVs. This is boosted by the intelligent SUHD re-mastering engine, which automatically analyses the brightness of images to minimise additional power consumption while expressing ultimate contrast levels and producing images with much darker blacks

Photos: © Samsung

and an elevated brightness 2.5 times brighter than usual. Samsung SUHD TV features an exclusive Chamfer bezel framework, adding more depth to the screen, with the elegant frame making the TV look like a piece of art when mounted on the wall – crossing the realm between technology an interior design. The soft, textured shirring pattern on the back ensures that the TV maintains its stylish edge from any angle and will never look out of place should the device not be set against a wall. Samsung's new operating system, Tizen will now be standard across all of their Smart TVs. Tizen allows for a multitude of new features, including a more intuitive user interface. With Quick Connect, Samsung smartphones are automatically recognised once paired via BLE (Bluetooth Low Energy) technology. Consumers can share video content from their smartphone to their Smart TV with the press of a button.

For those on the go, you can now wake-up with Briefing on TV, which acts as an alarm by syncing with Samsung mobile products to turn on and display important items such as the time, weather and consumers' schedules, acting like an alarm.

A device such as the Samsung SUHD television proves once again that we have entered into the next realm of technology. Where practicality and intelligence have made room for design and form, allowing a piece of engineering so astounding to look beautiful in your home too. Exceptional quality and performance abound, the SUHD TV brings us one step closer to that connected home. ■ Kevin Taylor

Samsung will offer three new models, the JS9500, JS9000 and JS8500 – in seven screen sizes varying from 55" to 88".

For more information visit www.samsung.com

