

[Invitation] A 'Better Normal for All': Samsung's CES 2021 Press Conference



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On January 11, 2021 – the day before the start of the world's largest consumer electronics and IT exhibition, the Consumer Electronics Show (CES) – Samsung Electronics will hold a virtual press conference to showcase how its latest innovations will help create 'a better normal for all'.

Join us at Samsung Newsroom and [Samsung.com](https://www.samsung.com) to view a livestream of the press conference, which begins at 9 a.m. EST.

As always, don't forget to stay tuned to Samsung Newsroom for exclusive content before and after the big event.

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