

Pick Out the Perfect Holiday Present with Samsung's Lifestyle TV



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When it comes to decorating our homes, we like to surround ourselves with items that reflect our unique tastes and personalities. This applies not just to things like furniture, artwork and knickknacks, but devices as well, including TVs.

Samsung's introduction of the 'lifestyle TV' has revealed new and dynamic ways to enhance our homes to suit our style. With the holidays coming up, now's the perfect time to explore what the company's versatile lineup has to offer.

Read on for a handy gift guide covering the ins and outs of Samsung's lifestyle TVs, as well as the best holiday gifts to pair with each one.

With its elegant bezels and modern look, The Frame is a lifestyle TV for those who truly love art. The TV's built-in Art Mode transforms your living space into your own personal art gallery, allowing you to decorate your home with approximately 1,400 artworks from world-renowned artists and galleries.

To add an extra touch of realism, the TV includes a function that mimics the texture of canvas, making its digital reproductions look as detailed as the real thing. Its bezel is detachable and magnetic, and can be easily swapped with bezels of different colors to suit your taste, décor or artwork.

Those who like The Frame may also like:

Co-created with French furniture designers Ronan & Erwan Bouroullec, The Serif gained acclaim as a furniture-like TV with its distinctive I-shaped design. The Serif is perfect for those who appreciate interior design. The TV's striking form is

complemented by a likewise eye-catching floor stand¹ that makes the device feel like an objet d'art. For eco-friendly consumers, The Serif comes with 'eco-packaging' – a new kind of product packaging that facilitates the upcycling of the boxes, to easily make a small table, shelves or a cat house.

Those who like The Serif may also like:

The Sero – the TV that rewrote the rule that said TVs should only be used horizontally – is ideal for digital natives who enjoy watching content on their mobile device. The Sero's rotating design and seamless screen-mirroring function allow you to immerse yourself in your favorite content, whether it's in portrait or landscape. The TV also features a powerful, 4.1-channel, 60-watt (W) audio system that transforms your living room into a party zone with rich, full sound.

Those who like watching movies on a big screen with powerful sound will love The Premiere – Samsung's new, ultra-short throw laser projector, which can be placed against a wall and supports screen sizes of up to 130 inches.

The Premiere is exceptionally easy to install, and supports vivid 4K picture resolution. The projector's triple laser technology delivers revolutionary contrast details, while its 4.2-channel, 40-watt (W) speaker and woofer setup and Acoustic Beam surround sound envelop viewers in rich, room-filling audio. Such immersive audio and image performance make watching movies at home a cinematic experience.

Those who like The Premiere may also like:

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