

Samsung MicroLED Opens a New Era of Breathtaking Picture Quality and Design



PUBLISHED DEC 10, 2020
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Samsung Electronics announced the launch and pre-sale of the groundbreaking 110" Samsung MicroLED beginning today in Korea. Unlike any other displays currently available on the market, Samsung MicroLED delivers astonishing color vibrancy and brightness with self-emissive LED display technology.

In 2018, Samsung's first MicroLED display was introduced in the form of "The Wall"—a system of configurable modules that could be installed professionally. With the new 110" MicroLED, Samsung is delivering the MicroLED experience in a traditional TV form for the first time. Unlike its modular counterpart, installation and calibration is streamlined since the new 110" MicroLED model is prefabricated—offering stunning video, audio, and smart capabilities out of the box.

In the past year, consumer interest and demand for large screen TVs has continued to grow rapidly. With the launch of the 110" MicroLED, Samsung offers a breathtaking visual experience on an ultra-large next-generation TV display.

"As consumers rely on their televisions for more functions than ever, we are incredibly excited to bring the 110" MicroLED to the commercial market," said Jonghee Han, President of Visual Display Business at Samsung Electronics. "Samsung MicroLED is going to redefine what premium at-home experiences mean for consumers around the world."

Ultra-large screen enthusiasts want excellent picture quality with vibrant colors and stunning resolution. With Samsung's latest engineering innovations, the 110" MicroLED uses micrometer-sized LED lights to eliminate the backlight and color filters utilized in conventional displays. Instead, it is self-illuminating—producing light and color from its own pixel

structures. It expresses 100% of the DCI and Adobe RGB color gamut, and accurately delivers wide color gamut images taken with high-end DSLR cameras. This results in stunning, lifelike colors and accurate brightness from the display's 4K resolution and 8 million pixels.

The 110'' MicroLED also has a processor powerful enough to live up to its display capabilities. Its all-new Micro AI Processor delivers stunning 4K HDR content — resulting in bright, vivid, realistic picture quality that is optimized to each scene.

What's more, the 110'' MicroLED makes that stunning picture quality last for the long term. MicroLEDs are made of inorganic materials which are long-lasting and durable — allowing a lifespan of up to 100,000 hours, or over a decade.

Previously, mass-producing a MicroLED screen as small as 110'' for simple home installation wasn't possible. But Samsung innovated to make it a reality by developing cutting-edge surface mount technology — along with a new production process derived from its semiconductor business — making MicroLED technology easier to manufacture, deliver, and install. These same innovations will allow Samsung to produce even smaller MicroLED models in the future, so even more consumers can enjoy the breathtaking MicroLED experience.

When you turn on the 110'' MicroLED, you are treated to a spectacularly immersive experience thanks to its 99.99% screen-to-body ratio. The black matrix and bezel have been completely removed from the display — leaving only the screen, delivering consumers the most immersive content experience.

Samsung has innovated and optimized its Smart TV features to take advantage of the 110'' MicroLED's massive screen. For example, consumers can use the Multi View feature to comfortably watch up to four sources of content simultaneously on up to 55'' sized split screens. When using this feature, the viewers can connect multiple external devices and enjoy watching news, movies, and other apps simultaneously on one screen — so they can keep up with

multiple sports at once, or stream a walkthrough while playing a video game, all in stunning quality and size.

Plus, the 110'' MicroLED's dynamic audio experience is just as immersive as its visuals. It includes an embedded Majestic Sound System that delivers breathtaking 5.1 channel sound with no external speaker—transforming any room into a luxurious home theater. And its Object Tracking Sound Pro feature identifies objects moving on screen, and projects the sound to follow the action — so when you are watching an action movie and an airplane flies overhead, it will feel like its engines are roaring above you.

The 110'' MicroLED will be available globally in the first quarter of next year following today's unveiling in Korea. For more information about the 110'' MicroLED, please visit: www.samsung.com.

Press release distributed by Media Pigeon on behalf of Samsung Global, on Dec 10, 2020. For more information subscribe and [follow](#) us.

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