

# [Sports on QLED] ① Enjoying the Season's Most Unmissable Games to the Max With Samsung QLED 8K



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While the festive season is likely to look slightly different than normal this year, one thing that promises to stay the same this year-end is the sheer variety of sports content available for fans all around the world.

In order to make sure you never miss a single moment of the action of all the upcoming matches this season, Samsung QLED 8K is the perfect companion for avid sports fans thanks to its ultra-large screen, immersive display and revolutionary sound quality.

The roar of the crowd, the coordinated choreography of your favorite athletes and the sheer adrenaline of a win – nothing quite beats a sports game. But with Samsung QLED 8K, you can get closer to the action than ever before thanks to the ultra-wide TV's revolutionary screen and sound technologies.

Samsung QLED 8K provides users with the best viewing experience currently available in the market thanks to its 100% Color Volume capable of creating around 1 billion different colors, along with AI Quantum Processor 8K technology, which enhances even low-resolution streams into 8K quality content.

Not only is the Samsung QLED 8K's picture quality capable of transporting you right into the stadium or venue where your favorite game is being held, your QLED 8K further provides new levels of immersion and realism thanks to its ultra-large screen, Infinity Screen edges and ultra-slim design that ensure the screen blends right into the background and doesn't distract from the action.

Furthermore, it wouldn't be a true sports match without the engaging running commentary of the referees or those satisfying impact noises – which is why QLED 8K's dynamic sound makes it the optimum screen to enjoy your favorite match on. Samsung's QLED 8Ks come with Object Tracking Sound+ (OTS+) feature that intelligently follows an object's movement around the screen and projects it into the space around it with the TV's built-in speakers for lifelike, three-dimensional audio experiences.

In terms of finding all your favorite games, be they live or on-demand, the QLED 8K range has you sorted. Samsung TV Plus, Samsung's free Smart TV video service automatically installed on Samsung Smart TVs in select regions, offers users access to over 100 channels including 13 leading on-demand sports programming channels. With no downloads, additional devices or credit card needed to use Samsung TV Plus, users can simply relax and tune into beIN SPORTS XTRA, fubo Sports Network and more without any inconvenience.

Furthermore, Samsung Smart TV users can easily navigate the major Over the Top (OTT) content service applications with just a few clicks thanks to the Universal Guide feature, which harnesses the power of AI to provide personalized recommendations tailored to your viewing preferences.

Avid fans should be sure to harness their Smart TV to enjoy Thursday Night Football on Amazon Prime Video, a range of primetime and college sports including NFL, MLB, MLS and NASCAR on FOX Sports and world championship boxing on DAZN.<sup>1</sup> And if you're up at a late hour in order to catch an international match, you can rely on the Samsung QLED 8K's Adaptive Picture feature to automatically adjust the TV's settings to the light conditions around you in order to maintain the optimum screen quality, whatever the time of day.

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