

Samsung Develops First 70-inch LCD TV Panel

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Samsung Electronics has developed the first 70-inch LCD panel for use in the consumer TV market. Currently, the largest LCD TV screen size is 65 inches. The company will unveil its 70-inch LCD HDTV at the International Meeting on Information Displays (IMID) 2006, which will open in Daegu, Korea on August 23.

Executive Vice President Kim Sang-Soo of Samsung Electronics said, "Our new 70-inch LCD is not only significantly larger, but also sets a new benchmark of excellence in terms of video image reproduction, viewing angle and image quality. We've designed it to dramatically

enhance the large screen LCD TV user's viewing experience. "

Samsung's latest LCD panel boasts full high-definition resolution (1080p) and a conical viewing angle of 180 degrees for multi-viewing audiences. In addition, its video signal is reproduced at 120Hz, compared to a video signal of 60 Hz for a conventional Full HD LCD panel, enabling rapidly moving video images to be reproduced with crystal clarity.

Samsung will begin producing the new 70-inch LCD during the first half of 2007, bolstering its position in the ultra-large-screen TV segment. With the introduction of the 70" LCD TV, the company will be in a position to compete head-to-head with PDP (plasma display panel) and projection TV makers.

Source: Samsung

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