

Samsung Introduces 70" Full-HD LCD TV with Local Dimming Technology

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Samsung Electronics has introduced the largest (70 inch) commercially available full high-definition LCD TV in Korea.

The new TV boasts Samsung's very best image enhancement technologies and employs a light-emitting diode (LED) backlight instead of the conventional cold cathode fluorescent lamp (CCFL) version. Moreover, Samsung's unique local dimming technology enables the LED backlight to be turned off in dark image areas, delivering a dynamic contrast ratio of 500,000:1. At the same time, power consumption is lowered by as much as fifty percent.

Meanwhile, Samsung's LED scanning eliminates the flicker and ghosting problems associated with large-screen LCD TVs.

“I am pleased to introduce the 70” Full-HD LCD TV with innovative Local Dimming Technology,” said JongWoo Park, President of the Digital Media Business, Samsung Electronics. “Samsung will continue to strengthen its LCD TV leadership, enhancing Full-HD and large screen LCD TV line-up.”

A high-gloss, “piano black” bezel and titanium chrome trim accentuate the elegance and sophistication of Samsung's new 70” full-HD LCD TV. The dual hidden speakers and rear woofer deliver the rich sound quality to match the larger-than-life on-screen images.

Samsung plans to put the product on sale worldwide in the second half of this year. Samsung is the largest LCD TV supplier in January-March this year with 17.4 percent share by revenue, according to Display Search.

Terminology

Local dimming backlighting : The conventional, bar-shaped CCFL backlight is replaced by an LED backlight consisting of hundreds of light source. The lit parts of the on-screen image can be brightened to the maximum while all light is shut off in the dark areas of the screen. The result is the ultimate contrast ratio. Moreover, the reduction of brightness in the dark areas also cuts power consumption by as much as half.

LED scanning : The LEDs are rapidly shut off in sequence, artificially eliminating the ghosting of the moving images.

Source: Samsung

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