

# **Samsung Electronics Improves Viewing Experience with New Eco-Friendly LED Monitors**

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Samsung Electronics is continuing to evolve LED monitor technology by offering environmentally-friendly monitors with better viewing angles and eye-catching designs with the release of its 50 and 30 series LED monitors.

Before developing its latest LED monitors, Samsung consumers identified three key areas that would benefit consumer needs - eco-friendliness, design and viewing experience. Samsung addressed these mandates in the following ways:

- Eco-friendly LED backlight: The 50 and 30 series LED monitors highlight Samsung's commitment to putting the PlanetFirst™. Unlike conventional monitors, LED-backlit displays contain few or no environmentally hazardous substances, such as mercury or lead, and use about 40 percent less energy. Samsung's Touch of Color (ToC) technology doesn't use paints, sprays or glues, ensuring they contain no Volatile Organic Compounds (VOCs), making recycling simpler and safer.

Samsung's Magic Eco feature allows users to adjust a monitor's brightness based on different [energy consumption](#) levels with four preset energy-saving options to choose from: 100 percent, 75 percent, 50 percent, and Power-Saving Off. Additionally, the 50 and 30 series monitors meet international energy standards including [Energy Star](#) 5.0 and China's Energy Level 1 grade (50 series), proving themselves eco-friendly products.

- Sleek and slim design: Both the 50 and 30 series introduce new, sleek designs that set them apart from previous design trends. Both have adopted Samsung's trademark ToC technology, reducing monitor thickness dramatically. The 50 series employs a Charcoal gray ToC design, a stand with a chrome finish and a delicate wave back-pattern. The 30 series differentiates itself with its Mystic Brown ToC design, a color not commonly found in conventional monitors, which is reminiscent of rich, handcrafted chocolate. These products truly deliver on Samsung's design philosophy that consumer electronics should resemble pieces of art that help tie a room together.

- The most comfortable viewing experience: Samsung's new 50 and 30 series LED monitors support Samsung's proprietary Magic Angle feature to reduce eye strain and ensure that images are centered when viewed from any angle. This eliminates distortion and provides the best viewing angle whether standing, sitting, or even lying down. Consumers can also

enjoy vivid, dynamic images thanks to the Mega Dynamic Contrast Ratio, ultra-fast response time of 2ms, FHD resolution, and a 16:9 aspect ratio.

Also unique to the 50 series is a new feature called Magic Return. When users are working with two monitors, Magic Return automatically moves content from a screen that is abruptly turned off to the screen that is still on, enabling content to be accessed even if one of the monitors gets disconnected, or shuts off.

“Samsung’s 50 and 30 LED monitors illustrate our commitment to releasing top-of-the-line products that are environmentally-friendly and address the needs of consumers,” said Jin-hwan Kim, Vice President, Visual Display Business, [Samsung Electronics](#). “Through our continuous monitor innovations, we expect the 50 and 30 series of LED monitors will strengthen our leadership in the global LED monitor market.”

Provided by Samsung

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