

Samsung holds final talks on Google TV venture

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File photo shows the headquarters of South Korea's Samsung Electronics in Seoul. Samsung Electronics is holding final talks with Google about launching a television using the US search giant's software platform next year, an executive of the South Korean company said Tuesday.

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Yoon Boo-Keun, president of the visual display division, declined to elaborate on the timing of the launch saying only that Samsung would not unveil the new model at the [Consumer Electronics Show](#) in Las Vegas in January.

Samsung is the world's largest maker of flat-screen televisions, but wants

to offer more high-tech models such as smart TVs to boost profits amid global competition on prices.

The [Google](#) TV will let users surf the Internet, check email and create social networks just as they do on computers and smartphones.

Google's executive chairman Eric Schmidt visited South Korea this month and met executives from Samsung and [LG Electronics](#).

Analysts believe the US giant wants to further expand the reach of its Android operating system into televisions through partnerships with the world's two largest television makers.

Samsung hopes to sell 45 million flat-screen televisions this year, including 12 million smart models.

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