

Samsung unveils ultra high-end TV

May 10 2012



Visitors look at Samsung Electronics' new TVs that uses organic light-emitting diode (OLED) technology at the company's office in southern Seoul. OLED display produces brighter and more vivid images than flat-screen panels, Samsung said.

South Korea's Samsung Electronics on Thursday unveiled its new-generation premium television as global manufacturers seek to drive slowing sales with lucrative models.

The world's top [TV maker](#) will start selling the 55-inch (140 cm) model, which features advanced [display technology](#), in Korea in the second half of the year, said Kim Hyun-Suk, the head of Samsung's TV unit.

The ultra-thin television has an organic [light emitting diode](#) (OLED) display that produces brighter and more vivid images than flat-screen panels, Samsung said in a statement after showing off the TV at it

headquarters at a news briefing.

OLED, now used in mobile devices such as smartphones, is seen as a next-generation technology after the current LCD or light emitting diode (LED) displays.

"This... will be the premium of the premium TVs," Kim told reporters.

It will cost at least 10.8 million won (\$9,450) in [South Korea](#), more than double the price of current high-end sets.

The model will go on sale in the United States and Europe after its domestic debut, Kim said without elaborating on dates.

Samsung is "carefully studying" the timing of the launch ahead of this summer's London Olympics, Kim said. TV sales generally boom ahead of major sporting events.

But he said it would take two or three years for OLED TVs to become mainstream.

The company will increase production of various types of TV with 55-inch screens or larger in a bid to dominate the premium market, Samsung said.

Research firm NPD DisplaySearch this week forecast global TV shipments this year will remain flat amid slowing demand from Europe and Japan.

It said global manufacturers are rolling out more TVs with large screens to drive up growth, lifting the average size to almost 35 inches in 2012 from less than 30 inches four years ago.

(c) 2012 AFP

Citation: Samsung unveils ultra high-end TV (2012, May 10) retrieved 23 April 2024 from <https://phys.org/news/2012-05-samsung-unveils-ultra-high-end-tv.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.