

Samsung's curved OLED TV boasts immersive viewing experience by creating panorama effect

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Today at the 2013 International Consumer Electronics Show (CES), Samsung Electronics unveiled Samsung's Curved OLED TV, breaking the barrier of innovation in home entertainment.

The OLED panel is curved, which provides depth to the content

displayed for a more life-like viewing experience.

Additionally, consumers will enjoy the Curved OLED TV for its immersive panorama effect, which is currently not possible with conventional flat-panel TVs. When watching captivating content such as vast landscapes and scenes from nature on the Curved OLED TV, they will feel like they are surrounded by the beautiful scenery.

Leveraging its expertise in [display technology](#), Samsung has optimized the picture quality of the Curved OLED TV to deliver a comfortable viewing experience. Viewing visual contents on Samsung's Curved OLED TV is a comfortable experience for the human eye, as the curved panel allows the distance between the user and TV screen to be the same from almost any angle.

"Samsung is dedicated to developing innovation television solutions, beyond what consumers could ever expect, or could even imagine. We will continue our tradition of developing Samsung TV innovations by steadily introducing new [TV technology](#) that helps enhance the lives of users, even beyond the World's First Curved [OLED TV](#)," said HS Kim, executive vice president of Visual Display Business, [Samsung Electronics](#).

Samsung's product line will be displayed from January 8-11 at booth #12004 in the Central Hall of the Las Vegas Convention Center.

Provided by Samsung

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