

## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

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September 14, 2006

## **SAMSUNG'S DVD/VHS COMBO PLAYERS INTEGRATE THE LATEST TECHNOLOGY, A SLIM DESIGN & AFFORDABILITY**

***Samsung's DVD/VHS Line Remains a Cut Above the Competition  
With Three New Best-of-Both-Worlds Players***

**Denver, CO – Samsung Electronics**, an award-winning pioneer in the DVD/VHS market, continues to push the innovation envelope with the introduction of three new DVD/VHS combination players: the **DVD-V5650**, **DVD-V8650** and **DVD-V9650**. **Select Samsung DVD models will be on display at the Samsung booth (#357) during CEDIA 2006, September 14-17 at the Colorado Convention Center in Denver.**

The DVD-V9650 player offers premium DVD and VHS capability in a slim, new black design that saves space and matches Samsung's stylish HDTVs. The new player comes just in time for the HDTV boom with digital upconversion technology that upgrades standard DVD resolution to near high-definition quality up to 720p/1080i.

"Samsung was the first company to introduce a DVD/VHS combo player more than five years ago. We continue to lead the industry with our upconversion DVD/VHS player," says **Jim Sanduski, senior vice president of marketing for Samsung's Audio and Video Products Group**. "In response to our customers' enthusiasm for high-definition performance and sleek design, Samsung will continue to add new features to the new affordable DVD/VHS combo player line up."

Consumers who are looking for a way to keep their entertainment setup simple yet high tech need look no further than Samsung's new DVD-V5650 combo player. In addition to superb 480p DVD playback, the player incorporates a four-head hi-fi VCR for superior playback, so recorded programs always look and sound their best. The player features progressive scan output and convenient front A/V input jacks.

For HDTV owners, the DVD-V9650 upconversion DVD/VHS player will exceed their high-definition expectations. The player combines top-notch DVD and VCR playback with the state-of-the-art high-definition conversion technology that up-converts a DVD's native resolution (480p) to output near high-definition formats (720p/1080i). The DVD-V9650 has MP3, JPEG, and WMA playback via DVD. The unit also features progressive scan output, and its HDMI output makes it easy to connect components.

The DVD-V8650 combines a quality DVD player with a 4 Head Hi-Fi VCR. What sets it apart from the pack is its 10-in-2 Multi Memory Card Slot, meaning consumers can take a memory card out of a camera, and slip it right into the front of this player, and watch vacation photos on their TV. It also boasts front AV, progressive scan output, MPEG, JPEG, WMA support as well as DivX playback.

All of Samsung's DVD/VHS combination recorders are currently available: **DVD-V5650** for **\$99 MAP**; **DVD-V8650** for **\$119 MAP** and **DVD-V9650** for **\$129 MAP**.

#### **About Samsung Electronics America, Inc.**

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), a wholly owned subsidiary of Samsung Electronics Co., markets a broad range of award-winning, advanced digital consumer electronics, information systems and home appliance products. The SEA organization oversees the North American operations of Samsung including Samsung Telecommunications America, LP, Samsung Electronics Canada, Inc. and Samsung Electronics Mexico, Inc. Please visit **[www.samsung.com](http://www.samsung.com)** for more information.

**About Samsung Electronics**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2004 parent company sales of US\$55.2 billion and net income of US\$10.3 billion. Employing approximately 113,600 people in over 90 offices in 48 countries, the company consists of five main business units: Digital Appliance Business, Digital Media Business, LCD Business, Semiconductor Business and Telecommunication Network Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs. For more information, please visit [www.samsung.com](http://www.samsung.com).

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