

## **PRESS RELEASE**

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## **SAMSUNG'S HIGH RESOLUTION UPCONVERSION DVD PLAYERS TAKE FULL ADVANTAGE OF HDTV TO DELIVER ULTIMATE HOME THEATER EXPERIENCE**

***New Upconversion DVD Players Let HDTV Owners View  
DVD Collections in a New and Brilliant Light***

**Denver, CO – Samsung Electronics** provides an excellent upgrade for audio / videophiles with two new high-definition upconversion DVD players, the **DVD-HD860** and the **DVD-HD960**. Ideal for consumers who want to savor their existing DVD collections on new HD displays, the players utilize a digital process that upgrades standard DVD resolution to near high-definition quality with 1080i, 720p, and for the first time, 1080p. These models also feature a sleek design that complements Samsung's stylish HDTVs. **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.**

"Samsung's 2006 lineup of high-definition conversion DVD players is sure to please HDTV owners, especially those with large DVD collections." says **Jim Sanduski, senior vice president of marketing for Samsung's Audio and Video Products Group**. "Many consumers are disappointed when they find out the resolution of their existing DVD collection does not match that of their new HDTVs. Now, consumers can convert their entire DVD collections to near HD quality and experience movies at home at a higher resolution than ever before."

Samsung's **DVD-HD960** player rejuvenates DVD libraries by converting a DVD's native resolution (480p) to near high-definition levels (720p/1080i/1080p). Unlike with analog conversion, no data is lost since the upconversion process occurs digitally, resulting in rich, pristine images every time. The DVD-HD960 boasts a natural, clear picture, upconverted by **DCDi by Faroudja** (directional correlation de-interlacing) which substantially eliminates jagged edges that appear when standard interlaced video is viewed on progressive-scan displays

Samsung's **DVD-HD860** and **DVD-HD960** are slim, elegant DVD players with numerous features. In addition to upconversion capabilities, they feature HDMI outputs for simple, single-cable connection of uncompressed digital video, and HD JPEG playback for viewing crystal clear photos in the comfort of your home theater. The super-slim, DVD-HD860 upconverts to 720p/1080i while the DVD-HD960 goes all the way up to a near HD, super crisp 1080p resolution.

Both of Samsung's upconversion DVD players are currently available: **DVD-HD860** for **\$99 MAP** and the **DVD-HD960** for **\$179 MAP**.

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

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), a wholly owned subsidiary of Samsung Electronics Co., Ltd., 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 2005 parent company sales of US\$56.7 billion and net income of US\$7.5 billion. Employing approximately 128,000 people in over 90 offices in 51 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)**.