

PRESS RELEASE
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**SAMSUNG'S 2006 DVD RECORDERS MINIMIZES
FORMAT CONFUSION & ENRICH HOME
ENTERTAINMENT EXPERIENCE**

***New Features Include Super Multi-Format Play & Record, Dual Layer Recording,
Quick Startup Recording, High Speed Audio and USB 2.0 Interface***

Denver, CO – Samsung reinforces its commitment to DVD recording innovation with its 2006 line of six affordable, feature-rich models that also raise the bar for consumer convenience: the **DVD-R130, DVD-R135, DVD-145, DVD-VR330, DVD-VR335** and **DVD-VR345**. **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 robust DVD Recorder family includes both DVD/VCR combo recorders with upconversion capabilities and DVD recorders. These new models feature a black design that suitably matches Samsung's stylish HDTVs, as well as a slim body that makes for easy stacking.

"In each recorder sub-category, we've added features, such as dual layer recording, which increases the disc storage capabilities and quick startup recording, which improves the speed when beginning to record to one second," says **Jim Sanduski, Senior vice president of marketing for Samsung's Audio and Video Products Group**. "Additionally, every one of Samsung's 2006 DVD recorders features high-speed audio, which allows consumers to play back and listen to video in 1.5X high speed, and Auto Chapter Creator."

DVD/VHS Combo Recorders

Samsung's **DVD-VR330** is a DVD/VHS combo recorder that lets consumers archive their cherished collections of VHS tapes by recording them onto DVDs at the touch of a button, or record directly from TV to either format. Samsung's new **EVQ (Enhanced Video Quality)** feature ensures exceptional picture quality every time. EVQ reduces pixel noise produced during digital signal processing, mitigates the cross color phenomenon occasionally produced by separation of Y & C signal and enhances sharpness. The **DVD-VR330** provides super multi-format playback / recording and a smooth 480P progressive scan image. The unit also features an automatic chapter creator and front DV-inputs for true digital transfer from a digital camcorder.

The **DVD-VR335** includes all of the above as well as HDMI out and the ability to upconvert DVDs to near HD quality, up to 1080i.

The **DVD-VR345** is an HD upconversion DVD/VHS combo recorder that upconverts the signal by way of HDMI output, only on line out. In addition to the upconversion capability, the **DVD-VR345** also boasts a super multi format play & record feature, which minimizes any confusion by supporting any format DVD disc, and dual layer recording support, which doubles the potential record time on each DVD to 8.6 GB—14.4hrs in EP—when using dual layer DVDs to record. This advanced recorder comes with **DivX** codec preinstalled, letting users convert bulky videos into smaller DivX files. The 345 also offers STB (set top box) control and Time Slip via RAM.

Both of Samsung's 2006 DVD/VHS combo recorders are currently available: **DVD-VR330** for **\$249 MAP**, and **DVD-VR345** for **\$349 MAP**.

DVD Recorders

For 2006, Samsung has also added two new super slim (45 millimeter) single tray recorders to its lineup. The **DVD-R130** is the perfect DVD recorder for consumers' everyday recording needs, recording in DVD-RAM, -RW, and -R formats with an auto chapter creator function for added convenience, as well as the quick start-up recording feature. The DVD-R130 also sports a front DV-input. The **DVD-R135 High Definition Conversion DVD Recorder** incorporates CM Advance and is perfect for HDTV owners

with its 720p/1080i HD up-conversion abilities. **The DVD-R145** includes all of the above advanced features as well as some notable extras including Dual Layer Recording, DivX, Cable Box Control, and Time Slip Recording with DVD-RAM.

The **DVD-R130, DVD-R135, DVD-145** are available for **\$149 MAP, \$179 MAP** and **\$219 MAP** respectively.

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** 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**

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