



PRESS RELEASE

SAMSUNG ELECTRONICS BREAKS NEW GROUND IN BLU-RAY TECHNOLOGY

LAS VEGAS – January 8, 2007 – Samsung Electronics, a market leader in consumer electronics, today unveiled its second-generation Blu-ray Disc™ player for the home entertainment industry. Samsung expects that the BD-P1200 player will help the company stay a step ahead of the cutting-edge optical media industry, after introducing the first Blu-ray Disc™ (BD) player (model: BD-P1000) to the U.S. market in June 2006.

With the launch of the BD-P1000 Blu-ray Disc player, Samsung was first to offer full high-definition 1080p DVD resolution and clarity to consumers. Now, the next-generation BD-P1200 player will enhance consumers' experiences so that they can enjoy the best video and audio quality available in an HD disc player.

One of the BD-P1200 player's key new features is its Hollywood Quality Video (HQV) processor, which is a powerful unit similar to those used by Hollywood production studios. With its HQV processor, the BD-P1200 player offers true 1080i to 1080p HD de-interlacing, so it can deliver the best HD images possible— even from DVD formats. The player's HDMI version 1.3 connection helps boost the sound quality (via 7.1-channel Dolby Digital Plus) and deep color. This HDMI connection also offers Anynet+ (HDMI-CEC) technology, which enables a single remote control unit to operate the BD player, TV and other AV

products from Samsung. With the BD-P1200 model's HDMI connections, consumers will get superior audio/video quality, with incredible ease and convenience of use.

Samsung and some of the world's other leading electronics makers have teamed up to develop Blu-ray technology as the next-generation format for multimedia entertainment. Blu-ray discs can store five-to ten-times more data than a conventional DVD, so the viewer can watch their favorite movies and TV shows in high definition, instead of the standard definition of existing DVD formats.

Samsung has advanced Blu-ray technology through its in-house manufacturing of such core components as the player's laser pickup, deck, and chipsets. Samsung already offers a Blu-ray recorder that features the company's proprietary dual-lens pickup (one pickup with two lenses that allows backward capability, to play standard DVDs and CDs in addition to Blu-ray discs).

Coming to a Home Near You: Next-Generation BD-P1200 Disc™ Player

Samsung brings consumers a complete home entertainment experience with the new BD-P1200.. The unit will play multimedia content in a variety of different formats including 720p, 1080i and 1080p resolutions. In addition, the BD-P1200 model supports the 192KHz LPCM, Dolby Digital, Dolby Digital Plus, MPEG 2, DTS and MP3 formats for complete versatility in entertainment. The 'Easy Top Menu' allows consumers to change the font and color of subtitles and menu titles according to their tastes, as well as the background color and menu graphics. The BD-P1200 model also has backward compatibility, making it simple to manage and play consumers' media collections.

DVD vs. Blu-ray

	DVD Player	BD Player
Disc capacity	Single-layer: 4.7GB Dual-layer: 8.5GB	Single-layer: 25GB Dual-layer: 50GB
Compression	MPEG 2	MPEG 2/VC-1/H.264
Data transfer rate	Up to 10.08 Mbps	Up to 50 Mbps
Recording time	SD: up to 2 hr. (4.7GB)	HD: up to 2 hr. (25GB)
Max. resolution	SD (720 x 480)	HD (1,920 x 1080)
Output	480p, 480i	480i, 480p, 720p, 1080i, 1080p

BD-P1200, Blu-ray Disc™ Player

Today's high-definition televisions (HDTV) are capable of displaying a far greater amount of movie realism than a standard DVD can deliver. That's why Blu-ray Disc™ (BD) technology was developed. Consumers will marvel at the clarity and full-color spectrum of every scene, while multi-channel sound puts users in the center of the action. The Samsung Blu-ray player gives viewers full 1080p native output and up-conversion for their current collection of DVDs to near-HD quality. This player also offers backwards compatibility to current CD playback, so consumers can prepare to take the next step in DVD technology with Samsung.

HDMI™ Output

HDMI (High Definition Multimedia Interface) transfers high-definition (720p/1080i/1080p) video and audio from your DVD or BD to your TV, home theater, or other digital AV components. Simply connect your Blu-ray player to your home theater system with a single HDMI cable.

Samsung at ICES 2007

To see Samsung Electronics' complete ICES 2007 product lineup, please visit the company's booth (#11033) located in the Central Hall of the Las Vegas Convention Center. For more information on specific products, please visit Samsung Electronics' ICES press site at www.samsung.com/icespress.

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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