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Samsung QLED awarded  
TIME Magazine's Best  
Inventions of 2018

"A TV That Blends Into the Wall"



A Monthly Insight into the Current Electronics Market

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## WHAT'S NEW

Artificial intelligence and machine learning aim to bridge the resolution gap between 4K and 8K TVs and the video actually available today.

There are two aspects to Samsung's AI up-scaling. The first is machine learning. Video content lots and lots of video content gets analyzed by computers. From this, new filters are created. There are filter for football, auto racing, reality TV, action movies, dramas and so on. There's even, likely, different filters for 1080p sports versus 4K sports. Samsung claims they can have "over 100" different filters.



# QLED 8K TV LAUNCH

Samsung unveils 'Qatar's first QLED 8K TV, in collaboration with Techno Blue Qatar.

Samsung Gulf Electronics, in collaboration with Techno Blue Qatar, announced the launch of the "first" QLED 8K television in Qatar at an event held in Westin Doha.

The introduction of QLED 8K breaks new ground for Samsung's ultra-premium TV and home entertainment offering, delivering beautiful design and supported with the most advanced picture quality in its portfolio," the company said in a statement.

The QLED 8K TV will be offered in 98-inch, 82-inch, 75-inch and 65-inch screen sizes, "designed to meet Qatar's demand for larger screen formats that also provide the incredible performance customers have come to expect from Samsung," the statement noted.

"With Real 8K Resolution features embedded with Samsung's proprietary 8K AI Upscaling technology, Samsung is pushing the boundaries of TV technology for consumers around the world," said

Mustafa Sadick, Head of Visual Display Division at Samsung Gulf Electronics. "We are excited to bring our first QLED 8K TV lineup to Qatar with stunning 8K resolution for a new level of immersion, demonstrated in an interactive manner at today's event."

**Samsung QLED 8K comes with AI Upscaling that uses machine learning to up-scale content to 8K resolution**

Sheikh Nasser bin Hamad Al Thani, Chairman of Techno Blue Qatar, said: "We are excited to collaborate with Samsung to launch the new QLED 8K lineup that has successfully proven its ability to meet the needs of a wide

range of consumers. With our extensive multi-locational distribution facilities, we look forward to building and strengthening our mutual relationship and keep providing our customers with the latest and the best technology."

# QLED TVs push the boundaries of what's possible.

To achieve 8K resolution, the Samsung 8K QLED produces four times more pixels than a 4K UHD TV and 16 times more pixels than a full HD TV.

Samsung's QLED 8K TVs are available across all Samsung's QLED 8K TVs are available across all major retail stores and Samsung brand stores in Qatar. "With Real 8K Resolution features embedded with Samsung's proprietary 8K AI Upscaling technology, Samsung is pushing the boundaries of TV technology for consumers around the world," said Mustafa Sadick, head of Visual Display Division at Samsung Gulf Electronics.



"We are excited to bring our first QLED 8K TV lineup to Qatar with stunning 8K resolution for a new level of immersion, demonstrated in an interactive manner at today's event."

"Not only can you watch content developed in 8K on the QLED's 33-million-pixel screen, but with the 8K AI Upscaling feature, you can also watch your favourite videos from any resolution -from SD to 4K - transformed to as close to-8K quality as possible, depending on the source," the statement added.



## A new era in picture perfection - All new QLED 8K

See the bigger picture not the pixels, and enjoy everything you watch in glorious 8K -even if it's not film in 8K. Our all new QLED 8K TVs give you the ultimate experience, offering stunning depth, incredible sound and over a billion shades of colour.



## QLED 8K - One Giant Leap for Resolution

*The Samsung QLED 8K integrates HDR10+ and Ultra Bright III to manage the TV's contrast and colour. Brightness levels are optimised to help ensure content is displayed beautifully and consistently in almost any lighting conditions. HDR10+ also minimises the impact of glare and reflection in many of Qatar's sunfilled rooms.*

As Samsung's flagship TV, the QLED 8K will also include the unique lifestyle features available across the QLED range that enable consumers to get the most from their TV, while maintaining our highest quality in picture and sound. Additional features include 'One Invisible Connection,' an all-in-one clear cable that frees TV space from unsightly cords. The QLED 8K also features an 'Ambient Mode,' which integrates the TV screen to suit a room's interior decor and design. Display art or photos, or time and weather or take a picture of the wall and set it onscreen, so the TV seamlessly blends in while it is not on.



## Expert Reviews



"Capable of competing with and often surpassing even the best OLEDs"

65Q90R, TechRadar, February 2019



"A stellar TV that sets a mighty high bar"

65Q90R, Trusted Reviews, February 2019