



Samsung First to Launch YouTube™ 3D content for Smart TV at IFA 2011

Samsung Smart TV Zone to exclusively exhibit newly updated YouTube on TV application featuring YouTube 3D content for Samsung booth attendees at IFA 2011

Berlin, Germany – September 1, 2011 – Today at IFA 2011 (Booth No. 101) Samsung Electronics Co., Ltd, a global leader in digital media and digital convergence technologies, announced it will partner with YouTube™ to be the first to exhibit the YouTube 3D content within the re-vamped YouTube on TV application for Smart TVs from the Samsung booth's "Samsung Smart TV Zone." YouTube 3D content, brought to you exclusively at IFA by Samsung's Smart TV platform, provides users with an entertaining, intuitive, social and visual home entertainment experience like never before.

The 3D device industry has long lacked a source for content until now—with this new YouTube on TV app, anyone can view 3D content on a Smart TV. Consumers will now be able to enjoy thousands of 3D videos,—allowing friends and family to more realistically share and enjoy each other's life moments via YouTube and Samsung Smart TV. YouTube uses standards-compliant video formats to enable the sharing of 3D content with 720p HD video quality across an array of devices, including Smart TVs, Blu-ray players, set-top boxes, mobile phones and gaming consoles.

"Samsung is glad to be a partner in bringing YouTube 3D experiences to TV space for the first time in the world at IFA 2011," said Kyungsik Kevin Lee, vice president of Visual Display Business, Samsung Electronics. "Samsung Smart TV is an ideal platform for YouTube to convey the beautifully visual user interface and 3D experience that consumers will now have at their fingertips for watching and sharing of 3D content worldwide—this partnership will contribute to the continued growth of both the 3D and Smart TV industries."

Using an updated, intuitive user interface specifically optimized for large screen devices and Smart TVs, YouTube on TV has simplified login and search screen functionality—allowing consumers to more easily browse, view, save and rate their favorite content. The service now includes a "personalized profile" which provides users with tailored recommendations based on their individual interests and previous search terms. The YouTube on TV service for Smart TV provides consumers with an expanded home entertainment experience—one that is completely customizable, interactive, immersive and can be enjoyed from the comfort of the home.

"The launch of YouTube on TV underscores one of YouTube's core missions: to make high quality video available anywhere and on any device," said Francisco Varela, YouTube's Global Head of Platform Partnerships. "In addition to our efforts in web and mobile, 3D videos on YouTube can now also be and shared and enjoyed through high-quality/large-screen enabled Smart TVs."

As a continuous market leader, Samsung Smart TV provides the perfect mix of rich content, rich experiences, and convenience to consumers. Much more than just a connected TV, Samsung Smart TV creates an entirely new way to view television through Smart Hub, Smart Design, and Smart 3D functionality. This is further matched by intuitive user experiences and content driven by apps and services made specifically for the TV. Bringing these intelligent features together, Samsung Smart TV serves as the entertainment hub of the home by connecting to not just the Internet, but a variety of other home network devices. Much like user-created content helped in the growth of the smartphone market, YouTube's 3D content for Smart TV service is a testament to the already thriving Smart TV industry. Attendees of IFA 2011 can experience Samsung Smart TV hands-on at Booth No.101 in Samsung's Smart TV Zone.

The new YouTube on TV app with 3D will be available on 2011 Samsung Smart TV and BD Player globally in the 2nd half of 2011.

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Samsung's YouTube Showcase at IFA

YouTube 3D content will be on display exclusively on a Samsung 55-inch D8000 3D LED TV, inside Samsung's Smart TV Zone, Booth No. 101 at IFA (September 2-7, 2011). The new YouTube on TV app with 3D will be available on 2011 Samsung Smart TV and BD Player globally in the 2nd half of 2011.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2010 consolidated sales of US\$135.8 billion. Employing approximately 190,500 people in 206 offices across 68 countries, the company consists of nine independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Memory, System LSI and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, semiconductor chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.