Samsung's internet enabled TV hits East Africa market

Samsung Electronics has unveiled a flat-panel TV with a provision to access content on various websites, in East Africa. The 29mm LED TV was launched in Kenya at the end of June 2009.

By Walter Wafula 2 Jul 2009

"Samsung's latest LED televisions redefine the standards for viewing quality, energy-efficiency and home entertainment décor," said Justin Shaw, senior manager of CTV at Samsung Electronics Middle East and Africa headquarters, while launching the TV, at the 2009 Samsung Africa Forum in Nairobi.

According to Shaw, the new LED TVs use 40% less energy than the normal LCD TVs, and can be connect to the internet depict information and data online.

The new brands have been launched in 12 markets across the world including the USA, Egypt, South Africa and Kenya with the first in the East Africa region. This year, Samsung also plans to converge more internet platforms to TV with its "Internet@TV" content service which has been developed with Yahoo!, the Internet information interface. Shaw said, the feature will enable consumers with various 2009-model Samsung HDTVs, to use either a wired or wireless Ethernet connection to access content onscreen from content providers like Yahoo!, Flickr, YouTube.

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