

Samsung's Smart TVs awarded with certificates for performance

TÜV Rheinland, one of the most trusted certification institutes in Europe, has awarded Samsung's Smart TVs with a certificate for its Smart TV performance. TÜV Rheinland tested Samsung's new flagship LED TV ES8000 and the ES7500, and thoroughly examined its various innovative features including voice and motion control and facial recognition.



The new certification poses a significant implication in the TV industry, by establishing new test criteria for Smart TVs, an ever growing TV category. This certification ensures that consumers have trustworthy guides that they can refer to when buying a Smart TV. The Smart TV certificate covers both TV's inherent features, picture quality and a variety of Smart TV services such as access to the Internet, e-Mail services, social media and web browsers.

Consumers can make informed decisions

The particular Samsung Smart TVs that offer special advanced features such as voice and motion recognition as well as hardware upgrades, are entitled to receive the Smart TV advanced certificate. In addition to this, Samsung plans to apply for Smart TV certificates for other Smart TV models, ensuring that consumers have independent guides to make informed decisions around their Smart TV purchase.

"Samsung is the first manufacturer to acquire the certificate for Smart TVs, which is recognised as the leading category in the next-generation TV market," said Justin Shaw, business leader for visual display at Samsung Electronics SA.

"Furthermore, Samsung is committed to delivering Smart TVs that will further enhance the user experience for consumers and this certification is certainly evident of this commitment.

"Locally we will be launching this innovative range of TVs to our consumers in early May and we look forward to the opportunities that we believe this will open up for us, where the delivery of quality TVs that push the boundaries of technological innovation is business critical," concluded Shaw.