

## Samsung's CES: All About the Quantum Dots

Written by Marco Attard  
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Samsung boasts it has "the most seductive TV of all time" at CES as it unveils the SUHD lineup of quantum dot (or nano-crystal, as the company calls it) 4K/UHD resolution TVs.



Launched at a bizarre pre-CES event best described as "Swan Lake meets Tron in a swimming pool," the SUHD line features 3 sets (the JS9500, JS9000 and JS8500) in sizes ranging from 48- to 88-inches. All promise to "surpass the viewing experience of previous displays, delivering superior picture quality with stunning contrast, striking brightness and spectacular colour," with a 64 times the colour expression of regular TVs and a re-mastering engine supposedly analysing images for blacker blacks and brighter, err, brightness.

The flagship SUHD set, the JS9500, features a chamfer bezel design adding further depth to the screen, while the JS9000 has what Samsung describes as a textured "Shirring" design on the back.

Interestingly the sets feature a smart TV platform powered by Tizen, Samsung's open source Android alternative. Users can easily pair the TVs with mobile devices via Bluetooth LE, and Samsung even offers online video content, including UHD resolution content.

In related news, Samsung uses CES to launch the UHD Alliance-- an industry movement with plans for "establishing new standards to support innovation in video technologies including 4K and higher resolutions, high dynamic range, wider colour range and immersive 3D audio."

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Formed together with DirecTV, Dolby, LG, Netflix, Panasonic, Sharp, Sony, Technicolor, Disney, 20th Century Fox and Warner Bros, the alliance hopes to standardise the access to high quality video within all links in the chain, from production and distribution to the consumption of content.

“As the UHD environment continues to evolve, we are strengthening our commitment to high-quality UHD content and devices,” Samsung says. “The Alliance will encourage the development of high-quality UHD content while distinguishing TVs that provide the most premium UHD viewing experience.”

Go [Samsung Revolutionises the Viewing Experience with SUHD TV](#)

Go [Samsung's CES TV Event Got Pretty Weird \(The Verge\)](#)

Go [UHD Alliance to Establish Premium Quality Standards for UHD Content and Devices at CES 2015](#)