

Samsung Vertical TV Reaches CES 2020

Written by Alice Marshall
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Back in April 2019, Samsung announced [the Sero](#) , a TV able to pivot between horizontal and vertical orientation. Now the unique display makes a surprise appearance at CES 2020 ahead of an eventual Western release.



In way of a refresher, the Sero consists of a 43-inch QLED panel and 4.1 channel 60W speakers. It sits on a special stand allowing the aforementioned rotation between orientation, something Samsung says is something millennials, at least those in S. Korea, want. Why? Because smartphones, or at least a want for a display to mirror smartphone displays for mobile shopping, watching online video, scrolling through Instagram or playing games. Bixby comes included, and it can also act as a music visualiser or oversized digital photo frame.

Of course, the Sero is not the only Samsung TV on show at CES 2020. In fact, the company has a full range of MicroLEDs and QLED 8K on offer. The MicroLEDs come in more sizes, including 75-, 88-, 93- and 110-inch, all promising ultra-slim "infinity" designs and peak

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brightness reaching 500 nits. Meanwhile the flagship Q950TS QLED 8K TV range claims a screen-to-body of 99%, making them nearly bezel-free, together with immersive sound through Q-Symphony, Object Tracking Sound+ (OTS+), and Active Voice Amplifier features.

“Consumers use screens every day to work from home, exercise from home, and even shop from home. As our lifestyles continue to evolve, the TV screen is evolving with them to provide consumers access to their favorite content and real-time information whenever and wherever they want it,” Samsung says. “As part of our vision of "Screens Everywhere," we're thrilled to deliver a more vivid and connected at-home viewing experience by incorporating AI-enabled features and 8K technology into our displays.”

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