

Samsung Presents 2020 European TV Lineup

Written by Marco Attard
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The Samsung Forum hosts the reveal of the 2020 European TV and audio lineup from company, including the flagship Q950TS QLED 8K TV and an expanded range of QLED 8K and 4K, MicroLED, Lifestyle TVs and soundbars.



Available in Europe in 65-, 75- and 85-inch sizes, the Q950TS promises edge-to-edge images with an Infinity Screen bringing a 99% screen to body ratio. The profile is just 15mm thick, while audio comes through x6 built-in speakers. In addition, Samsung offers the Q900T and Q800T 8K QLED TVs, in sizes ranging from 55- to 98-inches to ensure an 8K TV fits in all spaces.

The 2020 TVs feature "Smart Screen AI" capabilities, with a combination of an 8K content

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processor and the Tizen platform promising to upscale any content, regardless of source or resolution, for display across 33 million pixels. Adaptive Picture ensures "perfect" picture quality regardless of TV location, while an Active Voice Amplifier adjusts voice clarity according to background noise. Objecting Tracking Sound+ (OTS+) creates a 3D sound effect by combining the multiple speakers with proprietary AI algorithm, and Q-Symphony keeps the top and side speakers active when attaching a Q series soundbar.

Speaking of audio, Samsung has a trio of Q series soundbars for the European market-- the Q800, Q70T and Q60T, all featuring integrated Dolby Atmos and DTS:X object-based audio and Acoustic Beam technology. Also available are the S60T and S40T soundbars, with "powerful" standalone performance and a stylish design.

Moving on to more TVs the Sero, the Lifestyle TV with an innovative stand allowing rotation between horizontal and vertical orientations, will be available in Europe. In addition, the Serif will be available in 43-, 49- and 55-inch models in Cloud White and Cotton Blue colours, while the Frame gets 32- and 75-inch models and an AI-based auto-curation feature able to suggest artwork in line with the tastes of the owner.

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