

## **Samsung Electronics and Steinway Lyngdorf Partner to Deliver Unmatched Audiovisual Experience with 'The Wall'**

*Freestanding Model B Loudspeaker with New P100 Processor Enhances Audiovisual Experience of the Next Generation MicroLED display*

**LAS VEGAS, NV – June 7, 2018** – Samsung Electronics Co., Ltd. announced today its partnership with the world-finest audio systems company, Steinway Lyngdorf, for its next generation MicroLED display, 'The Wall'. Samsung's impressive display and Steinway Lyngdorf's state-of-the-art sound system are a perfect combination that provides the ultimate viewing experience. First introduced at the Consumer Electronics Show (CES) 2018, The Wall was one of the most talked-about displays of the show and continues to generate buzz within the industry.

"The Wall is Samsung's latest symbol of true innovation," said Seog-gi Kim, Executive Vice President of Visual Display Business at Samsung Electronics. "Through our partnership with Steinway Lyngdorf, we are pioneering a new name in display technology and delivering an unmatched, one-of-a-kind audiovisual experience."

The first of its kind, The Wall provides superior color purity and accuracy, perfect viewing experience in both light and dark environments, and is more durable than conventional displays, all with less energy consumption.

The first audio company to create a fully digital amplifier in 1998, Its modular design is configurable and its 146-inch standard size is customizable without affecting performance or presentation quality.

Steinway Lyngdorf is the perfect audio partner for The Wall. Steinway Lyngdorf system became the winner of the coveted "Editor's Choice" award from The Absolute Sound magazine for six consecutive years. Their audio system includes a sound tuning service with RoomPerfect™ room correction, which is one of the world's most sophisticated solutions for adapting the sound system to the environment.

Complementing Samsung's extraordinary visuals is the exquisite sound from Steinway Lyngdorf's freestanding Steinway & Sons Model B loudspeaker, which is paired with the new Steinway & Sons P100 surround sound processor. The Model B is a full-range dipole speaker finely-crafted to produce pure sound quality and lifelike musicality.

"Both products are made with one ultimate goal - to create the most realistic experience possible with today's advanced display technology and the leading sound system design," said Peter Lyngdorf, owner and founder of Steinway Lyngdorf. "By combining a state-of-the-art visual display with a refined audio system, Samsung and Steinway Lyngdorf delivers an enhanced sense of 'being there', and no cost was spared to achieve the ultimate experience."

Samsung and Steinway Lyngdorf are exhibiting Steinway & Sons Model B speaker with The Wall Professional at Infocomm 2018, from June 6<sup>th</sup> to 8<sup>th</sup>. The Wall Professional, which is now available for pre-order, is geared toward both commercial and residential markets from premium indoor spaces, to media spaces and private cinemas. As a first step of the partnership, Samsung and Steinway Lyngdorf have presented The Wall Professional and Model B as a perfect bundle solution for customers who need not only the best viewing, but also superior audiovisual system.

For more information about The Wall, visit : <https://displaysolutions.samsung.com/led-signage/thewall>

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**About Samsung Electronics Co., Ltd.**

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

**About Steinway Lyngdorf**

Since 2005, Steinway Lyngdorf has been the pinnacle of the audio industry. Our name is, and always has been, synonymous with impeccable craftsmanship and 21<sup>st</sup> century technologies. Designed, developed and manufactured in Denmark, Steinway Lyngdorf sound systems are the only system on the planet that are qualified to be manufactured in partnership with Steinway & Sons. For more information about Steinway Lyngdorf – [www.steinwaylyngdorf.com](http://www.steinwaylyngdorf.com)