

# Samsung Unveils the Stylish R87 LCD TV, the Latest Addition to its Number One Range



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Press Release Summary = **Samsung release the stylish R87 streamlined design focused LCD TV which is more streamlined and stylish than ever and packed with extra functionality.**

Press Release Body = Following the success of last year's leading **R74 LCD television range**, **Samsung** have now launched the **racy R87**, which is more streamlined and stylish than ever and packed with extra functionality.

**Samsung**, recognised in the industry for its cutting edge LCD design and meticulous attention to detail, has definitely lived up to its reputation by providing an LCD TV which is a curvier and more striking design than ever before. It comes in glossy piano black or a fashionable white finish both with hidden speakers, making this a minimalist designer's dream TV that will enhance any room set.

The beauty does not stop at the design, as the **R87 Series** has unsurpassable picture quality giving an even sharper and exciting viewing experience, maximised through Movie Plus, additional HD connectivity and game mode for the extreme gamer.

The Movie Plus Mode is perfect for those movie fanatics amongst us. This fantastic feature adds additional frames to the action ensuring a

true 50hz output. The result is during fast film scenes such as car chases, the picture remains in focus and as slick as real life.

Another perfect feature for Audio Visual lovers is the inclusion of three High Definition Multimedia Interface (HDMI) connections. This means that you can plug in your games consoles, DVD players and satellite devices all at the same time and know that the ultimate digital experience will be had with all devices.

For the hardcore gamer, the gaming mode provides an unparalleled high definition picture quality which will optimise and enhance gaming graphics at the touch of a button. It has richer, sharper images and a faster response time, giving your games enhanced interactivity. In addition to this, its powerful SRS TruSurround XT sound produces an all round experience that makes you feel like you're living your favourite Lara Croft dream.

**Rob Shaw, Product Manager, Samsung** says: "Last years **R74 LCD range** was such a success that we have improved this further with the R87 and made the model more stylish and functional than ever. We have a great reputation for having TVs that are stylish and modern, and the R87 is the perfect example of how we can take this to the next level. Everyone now can feel proud to own such a beautifully designed TV."

The **R87** is available from Argos, JLP and other high street retailers. It's available in the following sizes: 23", 26", 32", 37", 40", in black and 23", 32" & 40" in white.

**About Samsung Electronics**  
**Samsung Electronics Co., Ltd.** is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2005 parent company sales of US\$56.7 billion and net income of US\$7.5 billion. Employing approximately 128,000 people in over 120 offices in 57 countries, the company consists of five main business units: Digital Appliance Business, Digital Media Business, LCD Business, Semiconductor Business and Telecommunication Network Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs.

**Web Site = <http://www.samsung.com/uk>**

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