

CONSUMER ELECTRONICS

Samsung raises luxury home entertainment bar

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The company is extending its Micro LED range as market trends reflect a preference from consumers for ultra-large displays. Image credit: Samsung

By LUXURY DAILY NEWS SERVICE

Tech giant Samsung is pushing the ultra-premium television market forward.

The company is expanding the Micro LED line, which features the team's most advanced display technology and integrates artificial intelligence tools. Minimalistic in design with bold visual elements, the improvements seek to strengthen Samsung's position in the luxury home entertainment space.

"Samsung Micro LED represents the pinnacle of home entertainment, bringing a captivating, Hollywood-level viewing experience right into your home," said James Fishler, senior vice president of home entertainment at [Samsung Electronics America](#), in a statement.

"Its stunning picture quality is complemented by its premium design, making our Micro LED a stand-out in any home," Mr. Fishler said. "As more and more people are looking to buy bigger screens, these new size options of Micro LED displays give shoppers even more choices to find the screen that best fits their space and lifestyle."

Elevated entertainment

Launching 89-inch, 101-inch and 114-inch options, three new screen sizes join the Micro LED family. Samsung's latest processors use AI to analyze scenes frame by frame, projecting in 4K.

The innovation emits more than 8 million points of light, a feature that allows its users to enjoy enhanced levels of depth, color, contrast and brightness, raising the bar on at-home picture quality.

Meanwhile, Samsung's proprietary, built-in Micro Color system highlights hues and textures, making the two-dimensional images appear more true to life. The collection also enhances the audio experience.

Micro LED televisions come with Dolby Atmos and Object Tracking Sound Pro. The Active Voice Amplifier Pro technology available on new models utilizes AI analysis to distinguish dialogue from background noise.

Each Micro LED unit's bezel-less look is intended to blend with the interiors of any room to cut down on distractions. A few additional perks from Samsung could help appeal to demand for tech-enabled luxury homes ([see story](#)).



Samsung seeks to strengthen its position in the luxury home entertainment space. Image credit: Samsung

Executives are extending the range of Micro LED choices available to consumers globally, “in accordance with the market trend favoring ultra-large displays,” notes a news release.

“Micro LED is the ultimate display that has all the advantages of all TVs on the market,” said Kang Jin-seon, managing director at Samsung Electronics Korea, in a statement.

“We are expanding the options for consumers who recognize the value of ultra-high-definition displays with the best technology and entering the ultra-premium TV market,” he said. “We will lead the way.”



The Micro LED screen can be split four ways at once and owners can use Art Mode to present collections from world-famous galleries. Image credit: Samsung

This lifestyle preference shift is evidenced by the line’s evolution: luxury owners can, for instance, turn on Art Mode to present collections from world-famous galleries sourced from the Samsung Art Store in their homes.

Adaptability is also a core collection offering. The Micro LED screen can be split four ways at once with the help of 4Vue, advantageous to both domestic sports fans and a rising crop of gamers internationally.

The company is no stranger to high-net-worth audiences. Previous attempts to reach this group have involved collaborations with the likes of U.S. fashion label Thom Browne ([see story](#)) and Parisian fashion brand Maison Margiela ([see story](#)).