

SAMSUNG INTEGRATES FREEVIEW EPG

June 27, 2012 Australia's market leader in panel televisions, Samsung, has become the first manufacturer to integrate the Freeview Electronic Program Guide (EPG) into a number of its newly-released panel TV models.

For the first time, consumers are now able to purchase a panel television from Samsung's latest range that will deliver the Freeview EPG, the "smartest" free-to-air EPG available in the Australian market.

"We're delighted to have partnered with the number one panel television manufacturer in this country so that purchasers of a number of Samsung TV models can now get all the benefits of the Freeview EPG with the added convenience that it is integrated into their set," Freeview General Manager, Liz Ross, said.

Launched in February this year, the next generation Freeview EPG has delivered a major step forward in television technology for consumers, and includes many unique features not available in other EPGs built into digital video recorders (DVRs) and set top boxes (STBs).

"Our partnership with Freeview has given us an opportunity to further consolidate our position in the Australian market through the integration of the Freeview EPG into a number of models within our range of televisions and will offer consumers a superior EPG experience." Evan Manolis, Group Product Manager - AV, Samsung Electronics Australia said.

Samsung models with the integrated Freeview EPG are the X9, X10 and Echo-P, which are available at leading retailers including Harvey Norman, Dick Smith, The Good Guys, Myer, David Jones, JB Hi-Fi and Bing Lee.

For further information, please visit: www.freeview.com.au/epg

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About Freeview

Launched in 2008, Freeview is the free digital television service in Australia. It comprises all the channels from Australia's free-to-view broadcasters. Freeview encourages Australians to watch free-to-view digital television by promoting its benefits including more channels, more moments, better picture and superior sound, for free. Freeview is not-for-profit and owned by ABC, SBS, Seven Network, Nine Network, Network Ten, Prime7, Southern Cross and WIN.

Contacts

Simon Lloyd
02 9292 7003
mailto: simon@accesspr.com.au