

Samsung sees future in three dimensions

Company eyes 5-10% of total sales to be 3Ds

- By Naushad K. Cherrayil, Staff Reporter
- Published: 00:00 April 20, 2010



Dubai: Samsung hopes to sell over 202,000 flat-panel TVs out of the 450,000 TVs expected to sell this year in the Gulf in total, said a top official at Samsung.

"We expect a 45 per cent rise in TV shipments in the Gulf this year, compared to last year, as the demand is staying strong fuelled by the Dubai Shopping Festival and the FIFA World Cup," said Ram Modak, General Manager of Digital Media Business, at Samsung Gulf Electronics, during the unveiling of a new line-up of full 3D ready TVs.

He said that Samsung has no doubt that 3D televisions are the future of home entertainment, the company has seen several new technologies emerging in the past decade, bringing us to the 3D TV. It is an exciting time for the industry, with 3D TV proving to be an important milestone for what can be achieved.

"For now, it is safe to say that 3D TV will stay at the forefront for quite a while, as programmers and filmmakers look for ways to entertain viewers and offer them a new experience. We also look forward to seeing developments with online applications with television and how that will be incorporated into the 3D domain," Modak said.

Samsung is expected to become the first seller of 3D TVs in the Gulf, with models going on sale by middle of next month. The world's largest TV maker is expected to launch 11 models in the LED, LCD and plasma segments, from 40 inch models to 63 inch with a price range from Dh10,000 to Dh25,000. They are expected to sell each unit with two pairs of 3D glasses, a Blu-Ray Disc player and a Shrek cartoon.

When asked about the health warning issued by Sony Australia about 3D TVs, he said warning customers is a social responsibility that the company has towards its customers. The health warning was issued to potentially protect the consumer. He added that the warning was not based on any actual cases, "We have tested and so far we had not come across any epileptic seizures or strokes."

He said the growth is expected to come from Blu-Ray 3D Discs and 3D games, "We have signed an exclusive deal with DreamWorks for the Shrek series and we will be signing more deals by the fourth quarter."

"We expect 3D televisions will make up approximately 5-10 per cent of the sale of all its flat-panel TV sets this year," he said.

Gulf News 2010