

View the future with QLED



The television has come a long way since its fat boxy days. If you want to know just how far, simply walk into an electronics showroom, and have a look at a 60+ inch QLED TV and prepare to have your mind blown. With that gorgeous 4K resolution, each and everything you see on those panels look even better than real life.

However, QLED TVs have their share of issues, principally the issue of burn-in, where a constant image of something on the TV becomes permanently ghosted onto the panel, meaning the shadow of your ZeeBangla channel logo will forever be imprinted on the panel, even when you are watching Netflix. Other issues include the built-in OS, which are mostly Android, which is not exactly tailor made for TVs.

If you are the discerning customer, and you want the best of the best, step into your nearest Samsung showroom, and feast your eyes on their new QLED panels. Featuring resolutions higher than just the "pedestrian" 4K, and no fears regarding

burn-ins, and of course, the gorgeousness that is HDR, this is the TV to get, of course only if you want the best for you and your friends during those all-day movie marathons.

QLED technology is something Samsung has developed, and their TVs improved upon key aspects of the TV that many competitors simply do not address. So if you are still on the fence about the QLED TV series, here are some of the reasons your next purchase this Eid should be this and not any other TV. When you consider colour reproduction and brightness, QLEDs are just too far ahead to even consider anything else a competition. Couple that with the no burn-in design of Quantum Dot QLEDs, and QLED TVs suddenly start to look like Fred Flinstone's TV. Samsung also has its in-house developed Tizen OS, specifically tailored for their TVs, meaning a fluid user experience, fast boot-up times and regular feature enriching updates and screen mirroring, so you can

share content from your smartphone to the big screen. If you are the type to watch cable like a caveman, don't worry, these TVs have your back as they also feature Digital Clean View, a system to clean up interference from cable TVs. One very misunderstood, but supremely amazing tech for TVs is HDR, meaning High Dynamic Range. This technology balances out a scene by providing enough contrast for dark subjects while fixing any excessively bright aspect of the image and tweaking the colours for a more impressive pop. And their Q HDR Elite (powered by HDR 10+) just takes the existing tech and dials it up all the way to 11. They also provide class leading sound thanks to the special sound technology that comes with the TV, transporting you straight to a theatre experience when watching your favourite action movies.

With all the nerd bits discussed, let's talk a bit more about how it fits into your life without being a burden or an eyesore.

Their QLED TVs have something called Ambient Mode, which very cleverly mimics whatever background the TV has behind it. You could also customise it to show any kind of picture or information you want. If you hate tangled wires dangling from TVs, good news, their One Invisible Connection allows a single cable to connect with their QLED One Connect Box. And what's the point of owning a fancy TV if it didn't come with fancy features like voice control? Say goodbye to the neanderthal way of doing things with buttons, and instead just talk to the TV, and it will understand, and also create opportunities for revitalised sibling wars of pranking one another by constantly changing channels.

If you are in the market for a premium viewing experience this Eid, spare no thought to hesitations, and get yourself the best— get the Samsung QLED TV, because the best just got better.

By Intisab Shahriyar

SAMSUNG
13
YEARS
GLOBAL No.1 TV

SAMSUNG

QLED
SEE THE
BIGGER PICTURE

Q PICTURE
Experience 100%
Color Volume**

Q STYLE
Design your
living space

Q SMART
One Remote Control
is all you need



QLED Range
65" Flat | 65" Curved

Cashback*
UP TO **₹180,000**

FREE
Sound Bar*

FREE DELIVERY
& INSTALLATIONS

UP TO MONTH
12EMI**

Authorized Distributors: **SAMSUNG SmartPlaza**

FairElectronics

TRANSKOM
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RANGS
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Terms & Conditions apply. Offers are valid till 31 August 2019. *Cashback & Free Sound Bar are applicable for selected models of QLED TV only. Product images, features and specifications shown are for representation purpose only, actual may vary from model to model. ** Result based on IHS Markit, Technology Group, TV sets intelligence Service-Premium, Annual Unit and Annual Revenue basis, 2006-2018. Information is not an endorsement of Samsung. Any reliance on these results is at the third party's own risk. Visit www.technology.ihs.com for more details.

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