

UHD: The only way to TV

If you are a 90s kid, you are one of the few who can truly appreciate the strides we have made in terms of image quality. Most of us grew up with VHS, which had a resolution of 333X480 pixels. Let that sink in for a minute... and that the cheapest smartphones you can buy on the market now have resolutions twice over and then some. Then came the VCD, followed very closely by DVD, finally bringing resolutions over 1280X720. With the advent of Blu-Ray, we were finally in the super high resolutions game.

While the medium and content has grown much in terms of quality, consumer TVs had a slower growth. We had high definition content, but few devices capable of capitalising on that. Since the TV is seen as a bit of a long-term investment, they are hardly replaced at the drop of a hat.

Thankfully though, TV technology has come too far ahead for people to ignore anymore, and with advancements in tech, prices also become more affordable for people to consider a new purchase more frequently than before. We are now in 2019, and the 1080p has been mainstream for a while. Now, 4K is all the rage, and with the advent of Netflix, and its beautifully rich content at the tip of your fingers, it would be a downright shame to go for anything less than 4K TVs. Plus, many enthusiasts also hook up their TV to their gaming systems or PCs of choice and



play top AAA titles at bleeding edge 4K graphics.

So here's a scenario you can relate to; you just got your own den sorted, the work week just ended and the Eid holidays have just kicked off. You are in the market for a TV to make that den perfect for those friends coming over for movie nights, or late night gaming on your Xbox. You head down to the stores and look through the

models, but knowing that 1080p just isn't enough, and the festival bonus is too measly for anything fancy, you are faced with a dilemma; cave in and get something outdated, or just go home empty-handed.

However, this hypothetical person, based on a real dilemma ridden individual, has one more choice; getting one of the TVs in Samsung's UHD series. For one thing, the UHD series are all of gorgeous

4K resolution, giving you the impression of real life on-screen. Couple that with built-in HDR 10+ support, and you elevate every scene on your TV to a whole new level. For the gamers out there looking into investing in a UHD TV, the in-built Gaming Mode kicks things up a notch by optimising each scene with detailed contrast and saturated colours, along with variable refresh rates and reduced input lag. Plus, the Smart Hub, along with the One Remote control gives you easy access to live TV, popular apps like Amazon Prime Video, Netflix, Spotify and others. The TVs also features integration with popular voice assistant services like Google Assistant and Alexa, along with support for Apple AirPlay 2.

Ergonomically, all of the UHD TVs feature slim bezels to give that edge-to-edge look, like Samsung's Galaxy line of smartphones. They also feature a bevy of ports so that you are never caught short when it comes to connectivity. The UHD TVs also come with special sound technology, providing theatre level sound to your living room, without having to take on the added expense of buying a separate sound system.

Along with Samsung's trusted line of warranty services and free installation, our hypothetical protagonist has just found his perfect match.

By Intisab Shahriyar

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