



## **Samsung Wins Four 2013 TIPA Awards for its Camera and Imaging Products**

*Samsung continues to demonstrate its leadership in delivering the best and most innovative photo and imaging products on the market*

**Xx May 2013** – Samsung Electronics Co., Ltd, a global leader in digital media and digital convergence technologies, has won four 2013 Technical Image Press Association Awards in the '**Best CSC Advanced**', '**Best Mobile Imaging Device**', '**Best Imaging Innovation**' and '**Best Photo TV**' categories.

For the first time, Samsung's Digital Imaging devices won three 2013 TIPA Awards. The Samsung Smart Camera NX300 won **Best CSC Advanced**, making it the best advanced compact system camera (CSC) on the market.

The NX300's brand new 20.3 Megapixel APS-C CMOS sensor allows users to take images that boast sharp, life-like colours which are crisp and clear in all light conditions. Taking beautifully balanced images even in the darkest conditions is also made possible by the NX300's wide ISO range (ISO100-25600), while its brand new Hybrid Auto Focus (AF) system delivers fast, accurate phase and contrast detection. With its Wi-Fi capability the camera also allows users to share their images instantly. All of these features contributed to the decision of the TIPA judges to award this camera 'Best CSC Advanced'.

The Samsung GALAXY Camera won **Best Mobile Imaging Device** by "redefining the connected camera genre," as stated by the TIPA judges. As the world's first android based 3G camera, the GALAXY Camera combines the professional quality of a high end camera and the freedom of 3G/4G and Wi-Fi connectivity, allowing users to instantly share high quality images with their friends and family. Once captured, users can easily view and edit images on the camera's impressive 4.8-inch HD Super Clear Touch Display.

The world's first one-lens 3D system for a consumer camera, the Samsung 45mm f/1.8 (2D/3D) lens was awarded by the TIPA judges **Best Mobile Imaging Innovation**. Capable of capturing both stills and 1080p Full HD video in perfect 3D, with the Samsung 45mm f/1.8 (2D/3D) lens users can choose to take 2D or 3D images without changing lens by simply turning on the 3D mode.

Samsung was also awarded **Best Photo TV** for its F8000 Smart LED 2D/3D TV as it changes the way users view images on their TVs by allowing them "to interact with the images and share them on social networks, work with apps, and use the TV as an image hub with numerous devices," as stated by the TIPA judges.

"We are extremely proud of winning these four prestigious awards," said Seok Pil Kim, President and CEO of Samsung Electronics Europe. "These awards are recognition from the industry that Samsung continues to deliver innovative, cutting-edge imaging products that place consumers' needs at their hearts, making it simpler to capture, instantly share and view those unforgettable moments."

The Technical Image Press Association (TIPA) Awards are recognised as the most coveted photo and imaging awards worldwide. Every year, TIPA editors vote for the best photo and imaging products introduced to the market during the previous 12 months. The awards ceremony will take place in Tokyo, Japan in June 2013.

### **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of televisions, smartphones, personal computers, printers, cameras, home appliances, LTE systems, medical devices, semiconductors and LED solutions. We employ 236,000 people across 79 countries with annual sales of US\$187.8 billion. To discover more, please visit [www.samsung.com](http://www.samsung.com).



