Samsung exhibits 400/480 Hz LCD-TV in September
By Rasmus Larsen - 12 Aug 2009

According to several sources close to FlatpanelsHD Samsung will present a 400/480 Hz TV at the upcoming IFA 2009 consumer electronics fair in Berlin in September. The new technology is a step up from Samsung existing 200 Hz technology but utilizes a slightly different underlying functional method.

Samsung already has a 200 Hz TV in their B8000 LED TV series (LCD TV with LED backlight). And this September Samsung is expected to exhibit the first prototype 400 Hz TV.

Current 100/120 Hz (100Hz=EU, 120Hz=USA) and 200/240 Hz LCD-TVs today operates by calculating new images and inserts them into the image stream to make motion smoother. This is done with advanced algorithms.

The upcoming Samsung 400 Hz (or 480 Hz in the US.) utilizes the so-called BFI/DFI principle. BFI/DFI stands for (Black/Dark Frame Insertion), and means that the TV inserts very short black frames between the original picture frames.

The method utilizes the principle that the human eye does not “forget” light instantly. You know this from a very short flash that tends to stay on your eye cornea for a short time. By inserting very short black images between the other frames, you can constantly reset the human eye, in order to improve the perception of response time on a LCD-TV.

We do not yet know much about the actual product used to demonstrate the upcoming Samsung 400 Hz technology besides the fact that the BFI technology has proved helpful on LCD PC panels in the past.

FlatpanelsHD visits the IFA 2009 fair this September in Berlin. Be sure to join the FlatpanelsHD newsletter to receive updates on new product launches on IFA 2009 and future reviews.