LAS VEGAS - Samsung's 2008 CES press conference highlighted the company's strong commitment to high-definition television with the introduction of some thirty new models for its 2008 lineup, including third-generation LCDs that address the 1080p spec. The Samsung conference also featured an expanded line of videodisc players including a new dual-format disc player that supports Blu-ray and HD DVD media.

**Disc players**

Samsung's first dual-format HD disc player, the BD-UP5000, has yet to arrive in stores. But that hasn't stopped the 2008 launch of its second-generation dual-format player - the BD-UP5500 Duo HD Player. The BD-UP5500 purports full support for Blu-ray and HD DVD discs and includes an Ethernet port for accessing online content and firmware updates.

As a Blu-ray Profile 1.1 device, the BD-UP5500 is expected to incorporate a secondary audio/video decoder for picture-in-picture functionality as well as 256MB of local flash memory storage. The BD-UP5500's HDMI v1.3 port claims support for consumer electronic control (CEC) functionality, expanded color output, and bitstream output for lossless audio formats such as Dolby TrueHD and DTS-HD. The BD-UP5500 is expected to arrive in the second half of 2008, and the BD-UP5000 is expected to arrive early February 2008.

Samsung's new BD-P1500 Blu-ray player is listed as a Profile 1.1 device as well and features bitstream output (via HDMI) for the latest lossless audio formats. Expected to ship in June 2008, the BD-P1500 also adds an Ethernet port for accessing online content including firmware updates. Samsung didn't announce pricing for either the BD-UP5000 nor the BD-P1500.

Rounding out Samsung's disc player announcements was the DVD-F1080 Ultra Compact High-Definition 1080p Upconversion DVD player. Slightly larger than a DVD disc, the DVD-F1080 features HDMI output as well as codec support for DivX, MP3, WMA, and MPEG4 encoded files. The DVD-F1080 is expected to arrive April 2008.

**LCD HDTVs**

The bulk of Samsung's new 2008 HDTV lineup are liquid crystal flat panel televisions - 17 new models were announced. Expected to arrive in March, the Series 4 models feature 1,366x768 screen resolution, hidden down-firing speakers, and a side-accessible HDMI port. The Samsung Series 4 models include screen sizes of 19 inches (LN19A450P), 22 inches (LN22A450P), 26 inches (LN26A450P), 32 inches (LN32A450P), 37 inches (LN37A450P), and 40 inches (LN40A450P).

Samsung's 2008 Series 5 LCDs take the Series 4 specs a step further by offering 1080p screen resolution and three HDMI inputs (one side-accessible). Also expected to arrive in March, the Series 5 models include screen sizes of 32 inches (LN32A550P), 37 inches (LN37A550P), 40 inches (LN40A550P), 46 inches (LN46A550P), and 52 inches (LN52A550P).

Samsung's Series 6 and Series 7 liquid crystal televisions feature the company's new "Touch of Color" bezels that incorporate bits of translucent amber-colored material into the gloss black frame. The Series 6/7 models offer 1080p resolution, 4-ms response time, and 120-Hz display technology that the company claims can reduce motion blur as well as a shaking artifact known as judder. These TVs will also incorporate an Ethernet port for accessing multimedia content on a local network as well as the Samsung-branded InfoLink RSS service that offers customizable weather, news, and sports information provided by USA Today. The Series 6/7 televisions also provide 4 SimplayHD verified HDMI v1.3 ports (one side-accessible) and new screen.
surface films for improved glare reduction. The Series 6 HDTVs are expected to arrive in March 2008 with screen sizes of 40 inches (LN40A650T), 46 inches (LN46A650T), and 52 inches (LN52A650T).

The Series 7 LCD HDTVs add a USB 2.0 port for accessing MPEG and JPEG files, and they incorporate internal flash memory that is loaded at the factory with "premium content" that owners can enjoy right out of the box. The Series 7 models also feature upgraded audio in the form of an integrated subwoofer. Available in May 2008, the Series 7 LCDs will be available in screen sizes of 40 inches (LN40A750T), 46 inches (LN46A750T), and 52 inches (LN52A750T).

**Plasma HDTVs**

Seven new plasma televisions comprise Samsung's new 2008 offerings. The Series 4 and Series 5 plasma TVs feature three CEC-enabled HDMI ports as well as new video processing algorithms that Samsung claims will eliminate common noise and banding artifacts. The Series 4 plasmas also add support for optional 3D viewing features, and the 42 inch (PN42A450P) and 50 inch (PN50A450P) models are expected to arrive in March 2008. The Series 5 plasma HDTVs lack 3D functionality but offer full 1080p resolution as well as an USB 2.0 port for accessing digital music and picture files. Samsung's Series 5 plasma televisions are expected in March 2008 in both 50 (PN50A550P) inch and 58 inch (PN58A550P) screen sizes.

Samsung's Series 7 plasma HDTVs incorporate several new premium features including the company's self-described "Touch of Color" bezels and Ultra FilterBright anti-glare technology that is impressively effective at minimizing the appearance of ambient light reflections. The Series 7 plasmas also offer improved video processing, 4 HDMI v1.3 ports, and an Ethernet port for local network access of multimedia files as well as access to RSS-based content. Available in April 2008, the Series 7 Plasma HDTVs will offer screen sizes of 50 inches (PN50A750T), 58 inches (PN58A750T), and 63 inches (PN63A750T).

**DLP HDTVs**

Samsung is one of the last major manufacturers of DLP-based rear-projection TVs (RPTVs), and the company's 2008 lineup includes new Series 6 and Series 7 models. Series 6 models offer three HDMI ports, 1080p resolution, and a thin bezel design with hidden speakers. The Series 6 DLP HDTVs are expected in April and June and include the models HL50A650 (50 inches), HL56A650 (56 inches), HL61A650 (61 inches) and HL72A650 (72 inches). The Series 7 DLP RPTVs feature an updated LED light engine that Samsung claims is 40 percent brighter than previous designs and will function at least 60,000 hours before needing replacement. The Series 7 LED DLP HDTVs are expected to arrive in April and June 2008 with screen sizes of 61 inches (HL61A750) and 67 inches (HL67A750).

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