

24 April 2008

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## **Samsung Launches Sleek and Stylish "Touch of Color" Monitors**

*A unique design, deep ruby red accent and glass like finish for the TOC monitors*

Samsung Electronics America has announced the introduction of its "Touch of Color" (TOC) series of desktop monitors: the 19-inch T190, 22-inch T220, 24-inch T240 and 26-inch T260. The new line of ultra-sleek monitors shapes a unique edge to Samsung's signature style. These monitors bring the industry-leading performance to a market that is image-conscious. Their minimalist design along with a deep ruby red accent complement the black, glass like finish. Samsung designed the "Touch Of Color" to be more than good looking. They are extremely energy efficient, allowing users to put them on standby mode through the unique SoftPower off function, lowering power consumption to only 0.3W. The maximum contrast ratio of 20,000:1 is included in monitor's enhanced picture features, along with MagicColor intelligent color control and MagicBright Dynamic Contrast control. New MagicTune functions for display settings and hot keys are some other user-selectable, custom capabilities offered by the TOC monitors. "ToC is just the latest step in our company's commitment to constantly introduce innovative designs along with innovative technologies," said John Revie, Samsung visual display marketing senior Vice President. "Developed from years of research and design, specifically in the design-conscious automotive and fashion industries, we hope our Touch of Color design can redefine the role HDTVs play in the home by holding both entertainment and artistic value." Blur-free imagery is ensured by the 2ms GTG response (T190, T220) and 5ms response (T240, T260). T240 and T260 offer an HDMI connection for peripheral devices and higher energy-efficient capabilities in Operating Mode. They provide 50% less power consumption than other typical monitors of the same size in the market. Multi-screen functionality is also supported by the TOC monitors. Users are able to increase their productivity with no additional software needed only by dividing their screen into different workstations. The design of the TOC is achieved through a manufacturing technique which consists of applying a hint of amber coloring to the front of the translucent cabinet. The amber infuses its clean, glass-like finish with a deep ruby red hue. The slim panel and soft curves of these monitors combine to form an elegant and stylish overall design. "With our new Touch of Color monitors, Samsung maintains the industry standard for design and functionality," said Christopher Franey, Vice President, Marketing & Commercial Sales, Samsung Electronics America, Inc. "Our monitors' sleek, minimalist design and deep ruby red accent compliment stylish home and office environments alike. In developing the TOC monitors we did not compromise or sacrifice aesthetics for functionality but instead, achieved the best of both." The T220 and T190 TOC monitors are already available, but the T240 and T260 will be on the market only by the end of July, both through Samsung resellers and distribution channels. The prices for these high-end contemporary monitors range from \$259 for T190, to \$359 for T220, \$499 for T240, and \$599 for T260.