

## Samsung “Smart Dual View” OLED TV

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At the *2012 Samsung Premium TV Showcase* in Korea, Samsung showed smart dual view OLED TV which offers two channels equally and simultaneously.



We’ve seen “smart dual view” before: “picture in picture” enabled viewing two channels--but the second channel was reduced in size and *sans* sound. With shutter glass 3D, consumers could watch two different programs simultaneously. One family member could watch a soap opera while another followed football—at the same time on same TV. (Samsung’s new OLED TV comes with two pairs of shutter glasses.)

OLED TV is not yet differentiated enough from LCD TV but if Samsung markets OLED TV with “smart dual view”, shutter glass 3D may become that missing commercial distinction.

That’s of Samsung doesn’t muck it up with using “Dual View” also as a marketing phrase in its mobile division as a way to move video from TV to mobile...

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