

Curvy TVs? How About... Bendable TVs?

Written by Marco Attard
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Think curvy TVs are not gimmicky enough? How about the latest concept revealed at the Samsung CES 2014 keynote-- the "Bendable TV," an LCD display users can switch between flat and curvy with the touch of a button.

Users can even adjust the curvature of the 85-inch TV, presumably in order to get the "immersiveness" just right...

It all makes for an impressive demo, even if not everyone is taken aback by such a vision for the future of TV. "The challenge for the firms is to demonstrate that the world really needs this," a CCS Insight consultant tells the BBC. "They are, however, a nice attempt at differentiation."

Samsung also shows off more traditional TV offerings, including a giant 105-inch curved UHD LCD with a 21:9 aspect ratio and 5K resolution (just like [the one at the LG stand!](#)), the U9000 series curved UHD TVs and the S9 series flat UHD TVs. All promise compatibility with the latest standards (HEVC, HDMI 2.0, MHL 3.0, HDCP 2.2), improved Smart TV functionality and new post processing technology Samsung calls "auto depth enhancer."



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The company's CES 2014 keynote also had one (perhaps) amusing mishap-- an appearance by blockbuster director Michael Bay (Transformers) went awry due to autocue malfunction. At first Bay insisted "I will just wing this," but failed to do so and stomped off stage instead when asked for an opinion on gigantic Samsung TVs.

"I got so excited to talk, that I skipped over the Exec VP's intro line and then the teleprompter got lost," Bay later wrote in his blog as way of apology. "I guess live shows aren't my thing."

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