

## Samsung Targets Vertical TV at Millennials

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What do millennial customers want? The answer, according to Samsung, is a TV they can pivot between horizontal and vertical orientations. Enter the Sero, a 43-inch TV able to do exactly that.



Wait, you might ask, why would the young even want a vertical TV in the first place? The answer lies in a want to mirror smartphones for mobile shopping, watching online video, scrolling through Instagram or playing games. In case of conventional TV content, the user can then simply turn the the Sero around, thanks to an integrated panel.

The TV carries a 43-inch QLED panel, together with 4.1-channel 60W speakers. The Samsung Bixby voice assistant comes included, obviously, and the company adds the Sero can also act as a music visualiser or an oversized digital photo frame.

Also launched with the Sero are more versions of two other unusual Samsung TVs-- the Serif and Frame TVs will be available in 43-, 49-, 55-inch sizes. In addition, the Frame TV gets an additional 65-inch version.

The Sero ships in Samsung's home Korea by end May 2019. We have no idea when or even if it will be available in Europe.

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