

Will Samsung Get Lucky With Google TV?

Written by Marco Attard
22. 11. 2011

Samsung is in "last-stage talks" to start making Google-powered TVs according to Samsung TV president Yoon Boo-keun.



The Samsung take on Google TV services will "differ from those of competitors," Boo-keun continues. The company will reveal its Google TV at an event next year. Which event? Samsung is not telling as of yet.

However Samsung does plan to unveil TVs carrying next-generation OLED displays at CES 2012, Las Vegas. And it did display prototypes of a Google TV-enabled Blu-ray player and STB at CES 2010...

Despite a more-than-tight TV (and CE in general) market, Samsung is also optimistic about the future-- Boo-kuen predicts the global flat-panel TV market will grow by around 10% next year, and Samsung is looking to "outperform the market next year."

Times are not too good for Google TV, either-- despite a recent update to Android 3.1, Logitech CEO Guerrino De Luca describes his company's take on the Google platform as a "mistake of implementation of a gigantic nature" (before announcing Logitech is dropping the product), while Sony is too busy working on its own "four screen strategy" and a potential "different kind of TV" to continue working with its once-partner.

Will the third Google TV partner be the lucky one?

Will Samsung Get Lucky With Google TV?

Written by Marco Attard
22. 11. 2011

Go [Samsung Says in Last-Stage Talks to Launch Google TV \(Reuters\)](#)

Go [Logitech CEO: Revue "A Mistake"](#)

Go [Sony Working on "Different Kind of TV"](#)