

## Samsung Reports Higher LED TV Sales

Samsung Electronics Co. said Sunday that it sold 2.6 million units of LCD televisions with light-emitting-diode, or LED, backlight technology in 2009, up from its initial target of around 2 million units.

Samsung, the world's largest liquid-crystal-display television maker by volume, also said it expects its LED-backlit LCD TV sales to grow nearly fourfold to 10 million this year, which suggests the electronics giant will continue to cement its dominant position in the global LCD TV market amid intensifying rivalry in a fast growing segment.

"Samsung plans to make an aggressive move to help its LED TV lineups make up more than half of its total TV models this year," said the company in a statement. "Samsung, which last year released three series of LED TVs ranging from 32 to 55 inches, will launch eight of those series this year with 19 to 65 inches."

The move will likely accelerate the industry shift to the more advanced technology as the LED TV is largely expected to eventually become the mainstream flat-screen TV, superseding the dominant LCD TV that uses cold cathode fluorescent lamp, or CCFL, backlight technology.

LED TVs are thinner and have brighter displays and higher energy efficiency, compared with traditional LCD TVs.

Samsung Electronics also said it will first unveil its three-dimensional LED TV at the coming Consumer Electronics Show 2010, starting Jan. 7.

This 3D technology will allow consumers to enjoy three-dimensional movies, television channels and video games at home with the help of special glasses.