

EVERY Joiiii-FUL LIFE

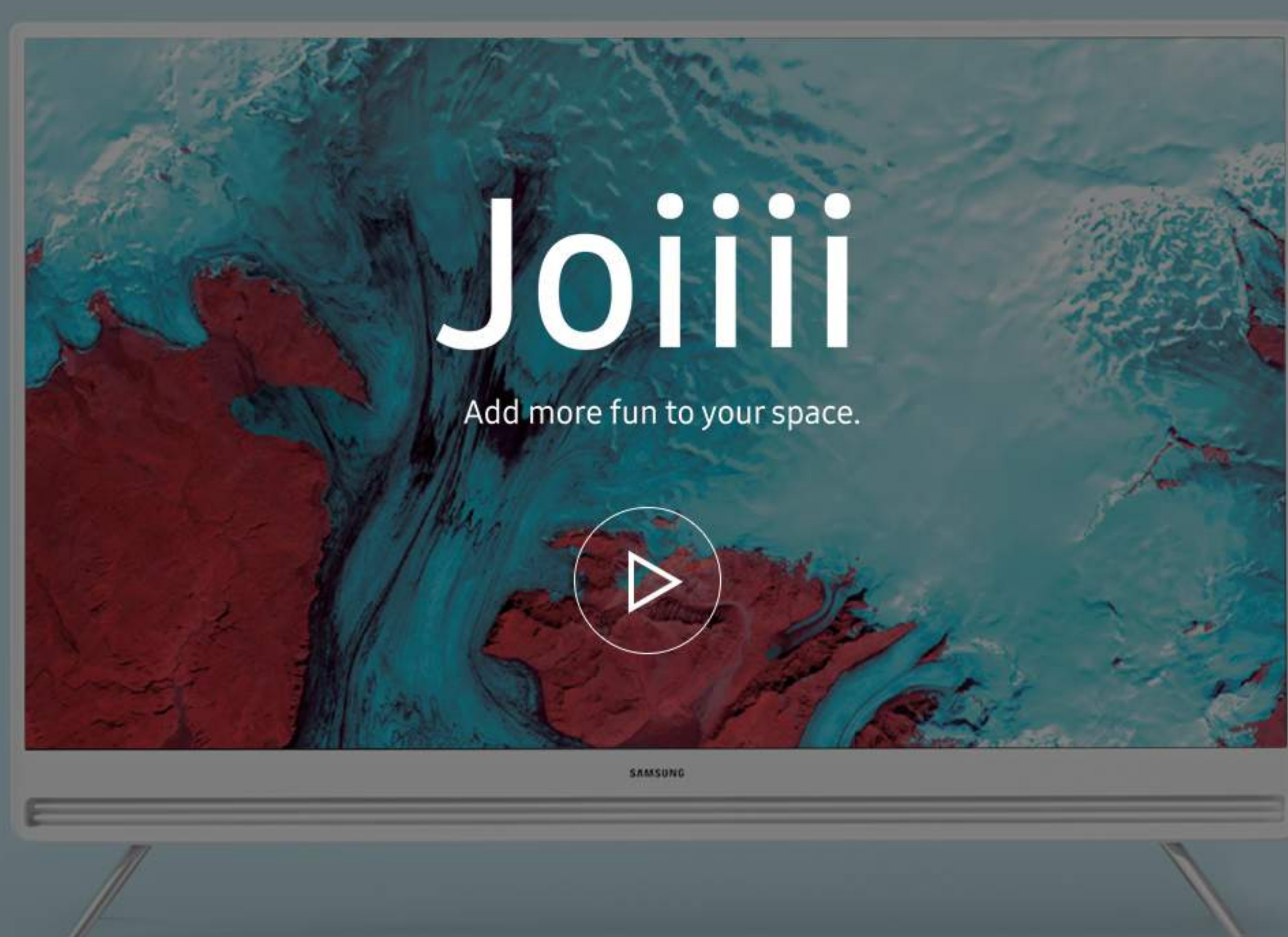
SAMSUNG Joiiii TV DESIGN STORY



A New Kind of TV for a New Kind of Lifestyle

At last, a TV to go with your way of life, instead of the other way around!
Meet Joiiii, the new TV from Samsung Electronics, designed to compliment your unique lifestyle.
Like its namesake, let's see how this new TV brings a bit of bliss into our lives.

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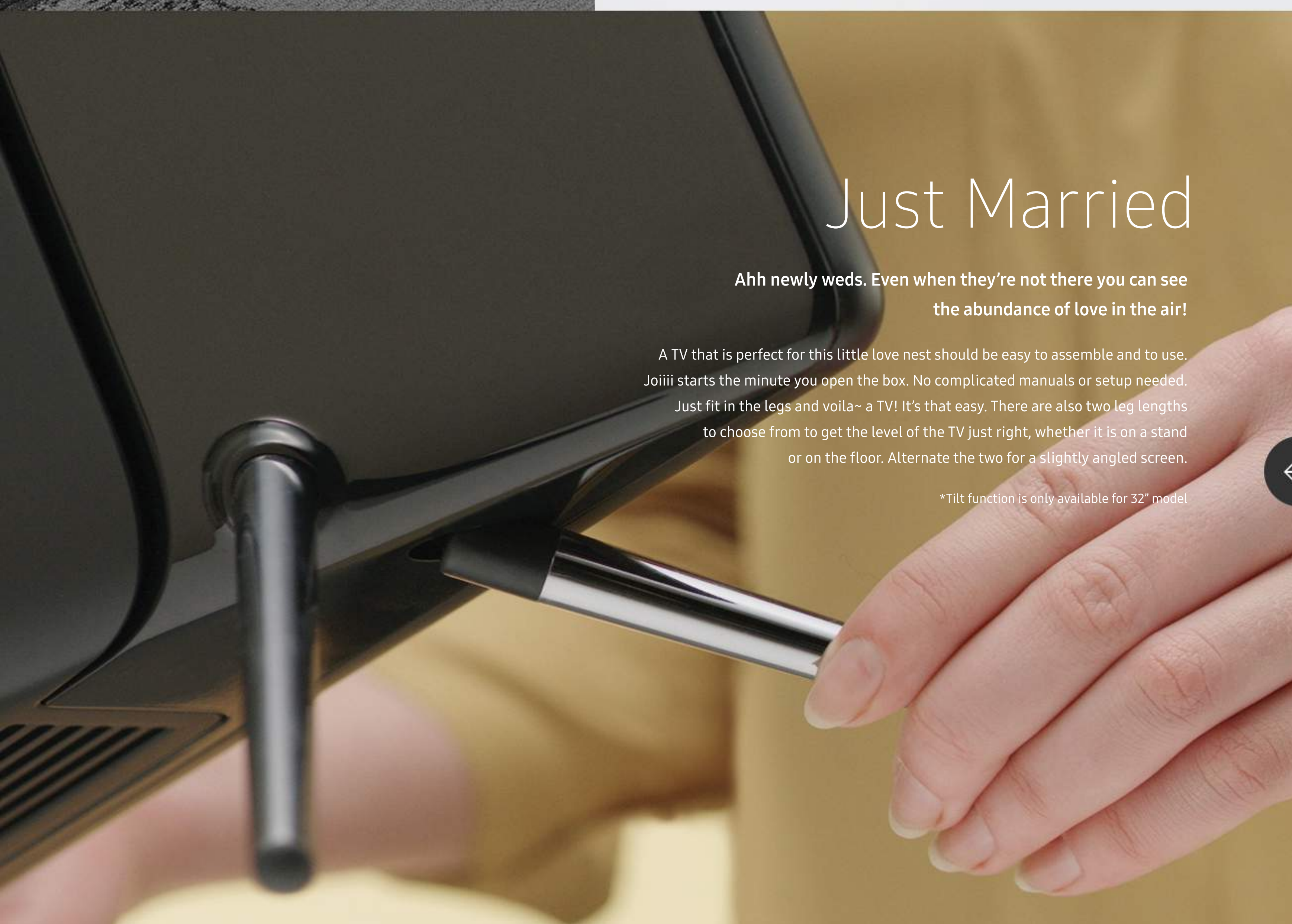
Young & Free

**A TV that is fun to look at will probably go better in this room
than a fancy shiny one, right?**

We think that good design doesn't show how pricey something looks
but how well it goes with your way of life. Reasonable price?
Goes well with the futon? What a Joiiii!



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Just Married

**Ahh newly weds. Even when they're not there you can see
the abundance of love in the air!**

A TV that is perfect for this little love nest should be easy to assemble and to use.
Joiiii starts the minute you open the box. No complicated manuals or setup needed.
Just fit in the legs and voila- a TV! It's that easy. There are also two leg lengths
to choose from to get the level of the TV just right, whether it is on a stand
or on the floor. Alternate the two for a slightly angled screen.

*Tilt function is only available for 32" model



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Sophisticated

Joiiii isn't only about watching your favorite shows.

Even when it's turned off a TV stands out in any room due to the space it takes up.
That's why we designed the exterior to blend in with its surroundings. To go with
the decor instead of standing out like a sore thumb. Not a big black box,
but a centerpiece if you will, a highly detailed design piece at that!

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For a Joiiii-ful Way of Life

The amount of effort and time we put into a product doesn't differ between products.

Joiiii is an iconic design that exceeds any other TV we have available in that it's nice to
look at on or off, standing straight or slightly angled to best fit your everyday patterns...
in short, design that impacts you in a positive way. It's not just another appliance but
a part of your everyday lifestyle that provides you with a unique experience.

This lifestyle specific approach doesn't come about overnight. It is what we here at
Samsung Electronics strive for that is, a meaningful and Joiiii-ful lifestyle.

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