

Samsung launched the Plasma TV line later this year

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Samsung is about to leave the Plasma TV segment

Accordingly, Samsung confirmed that the final batch of Plasma TVs will be finished in November this year. The reason for discontinuing Plasma TV production was that Samsung said it was " *a change in market demand* ".

Samsung also said that in the future, the company will focus on developing 4K TVs and HDTV lines using high-end curved screens.

Reportedly, the failure of Plasma TVs was ever forecast. *Raymond Soneira* , president of analytics firm *DisplayMate*, said that Plasma has a number of advantages over LCDs such as high contrast, wider viewing angles, accurate colors and better motion handling. However, the vast majority of users do not recognize this difference. Besides, many users think that it is quite rough, consuming a lot of power.

Therefore, in April, Panasonic - the world's leading manufacturer of Plasma TVs, has announced to leave this challenging segment. Thus, only " *big man* " LG has joined the Plasma TV segment.

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