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NEWS RELEASE

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**SAMSUNG AND TELEHEALTH SERVICES PARTNER TO INTRODUCE LCD TVS DESIGNED EXCLUSIVELY FOR HOSPITALS**

*New Partnership Combines Innovative Technologies to Bring the Comforts of Home to the Hospital*

Ridgefield Park, NJ & Raleigh, NC, July 29, 2010 — Samsung Electronics America Inc., a market leader and award-winning innovator in consumer electronics, and TeleHealth Services, the nation's leading provider of healthcare grade televisions and interactive patient education systems, today announced the availability of two new UL-approved LCD TVs designed specifically for hospitals. The new line of [healthcare televisions](#), the Samsung LCD 458 Series, integrates hospital-specific features to provide education and entertainment solutions that optimize operational efficiency, promote patient satisfaction and improve sustainability.

"Patients expect more from healthcare facilities and increasingly want access to modern conveniences when they stay away from home. Samsung is excited to partner with TeleHealth Services to deliver solutions that help hospitals enhance the patient experience," said Jonas Tanenbaum, vice president of LCD HDTV marketing at Samsung Electronics America Inc. "These new products demonstrate our continued commitment to bringing premium entertainment experiences to consumers no matter where they are."



Samsung and TeleHealth Services partner on a new healthcare television.

"As the leading provider of patient education and entertainment solutions for the healthcare market, we are proud to be partnering with Samsung to provide this cutting edge technology to make the patient experience more enjoyable," said George Fleming, president and CEO of TeleHealth Services. "This is an exciting time for healthcare technology as these new healthcare LCD models combine the best entertainment features with the latest in healthcare television technology. TeleHealth Services is proud to be Samsung's partner as we provide hospitals with the ultimate patient television experience."

**Superior Entertainment Experience Without Compromise**

Samsung and TeleHealth Services have partnered to bring the comfort of an at-home entertainment experience into the hospitals with these new LCD TVs, available in 26 inches and 32 inches. Featuring a full HD display with Wide Color Enhancer technology, the new models deliver unsurpassed picture quality through sharp, detailed images and smooth motion. The LCD TVs also include Dolby Digital Plus and bottom firing speakers to extend the HD excitement beyond the screen.

One of the main features of the new LCD TVs is the integration of TeleHealth Services' proprietary TIGR® [interactive patient education system](#), which makes an entire library of educational videos available on-demand in hospital rooms. Educational programs can be selected at any time, day or night directly from the patient's bedside. In addition, both models offer USB autosensing side inputs and an interchangeable pillow speaker interface. The USB autosensing side inputs enable patients to easily access content, such as music, movies, videos, games and more. This feature allows patients the ability to enjoy their external entertainment devices easily by connecting them to the television via USB port. Hospitals benefit from the interchangeable [pillow speaker](#) interface that enables inter-compatibility between multiple pillow speaker brands and pin sets. For facilities with existing pillow speakers, the interchangeable pillow speaker allows a great degree of flexibility.

### **Outstanding Operational Efficiency**

The Samsung line of healthcare LCD TVs, featuring TeleHealth Services' proprietary technology, offers a number of key features that make operational efficiency easier. The new line of healthcare televisions is UL listed for hospital use, and it meets the more stringent requirements for use in hospital environments.

To assist in the ease of installation, the Samsung healthcare LCD TVs also feature USB cloning technology, making it easy for administrators to quickly customize and deploy the sets across the facility. Combined with TeleHealth's experience in the healthcare setting and added value services, including TeleHealth's T.I.P.S. program, hospitals are able to receive the full patient entertainment solution.

In hospitals, room space is at a premium. The new Samsung healthcare LCD TVs offer a slim form factor to minimize the television's footprint within the room while still providing the ultimate entertainment experience. Additionally, the 26-inch set weighs less than 14 pounds.

### **Sustainability**

Samsung and TeleHealth Services are committed to delivering technologies and products that reduce environmental impact without sacrificing quality or efficiency. The new Samsung healthcare televisions are the most energy efficient sets in the healthcare market when in normal

mode, and they also feature four Energy Saving modes that can reduce power consumption by up to 70 percent.

For more information about Samsung, including press releases, video content and product images, please visit: <http://www.samsung.com/newsroom>.

For more information about TeleHealth Services, including healthcare television product information, specifications and accessories please visit: <http://www.telehealth.com>.

#### **About Samsung Electronics America, Inc.**

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), a wholly owned subsidiary of Samsung Electronics Co., Ltd., markets a broad range of award-winning, digital consumer electronics and home appliance products, including HDTVs, home theater systems, MP3 players, digital imaging products, refrigerators and washing machines. A recognized innovation leader in consumer electronics design and technology, Samsung is the HDTV market leader in the U.S. Please visit [www.samsung.com](http://www.samsung.com) for more information.

#### **About TeleHealth Services**

With more than 2,500 healthcare clients across the country, TeleHealth Services is the nation's leading provider of integrated technology and communications solutions for the healthcare market. With 50+ years of healthcare expertise and partnerships with industry leading manufacturers, TeleHealth Services is uniquely positioned to offer a full suite of hospital technology solutions that includes:

- [Interactive patient education platforms](#)
- [Healthcare grade televisions and accessories](#)
- [Patient protection and security systems](#)
- [Bedside patient entertainment solutions](#)
- [The latest educational and entertainment content](#)
- [Custom designed communication systems](#)
- [Comprehensive design, implementation, and service packages](#)
- [Flexible financing solutions](#)

Headquartered in Raleigh, North Carolina, TeleHealth Services is a division of Telerent Leasing Corporation, which was founded in 1957. Telerent is a wholly-owned subsidiary of ITOCHU International, Inc., a U.S. company based in New York City and Global 500 Corporation. For more information on TeleHealth, call 800-733-8610, or visit at <http://www.telehealth.com/>.