

SAMSUNG UNVEILS VERTICAL TV FOR THE SOCIAL MEDIA AGE

By Livvy Houghton and Alex Hawkins

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Seoul – The latest addition to **Samsung's** TV range is a vertical television optimised for viewing mobile and social media content.

The Sero is a sleek, 43-inch flat screen that is designed to rotate 90 degrees, allowing for vertical or horizontal viewing experiences. Once the screen is in vertical mode, users will be able to synchronise the screens of their smartphones and mirror content by pairing it over near field communication (NFC). In horizontal mode, the Sero acts as a conventional TV.

According to the brand, the vertical format targets Millennials and reflects the way that most mobile content is consumed. Launching in South Korea at the end of May, the Sero is part of three new Samsung televisions designed to reflect the changing lifestyles of consumers. 'Samsung will continue introducing screens that respect personal consumer tastes,' says display president Han Jong-hee.

Vertical viewing is also inspiring new storytelling formats, with filmmaking collective **Pickpocket** recently releasing their vertical short film, Pocket.