

Samsung Collaborates with talkSPORT for Immersive Neo QLED Viewing Experience

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Football fans can also win the opportunity to enjoy a live experience in the Neo QLED pod this December.

With football on our screens this winter like never before, Samsung have launched an exclusive Neo QLED viewing pod at its Samsung KX experience space in King's Cross, London.

Running until Sunday 18th December, the unique pod will offer football fans the opportunity to watch the beautiful game in stunning picture quality on Samsung's QN800B TV. Developed in collaboration with leading sports radio station talkSPORT, visitors will be able to experience first-hand the stunning new era of Neo QLED.

As part of the collaboration, Samsung is sponsoring talkSPORT's World Cup GameDay podcast which gives updates from our reporters on the ground in [Qatar](#). Along with this, talkSPORT will be recording some of the World Cup GameDay episodes from the Neo QLED pod.

Equipped with ultra-sharp lights, extreme contrast and true-to-life colour, Samsung's Neo QLED TV range allows supporters to enjoy spectacular details whilst watching their favourite team.

The Neo QLED range is powered by Quantum Dot and also boasts game-changing Quantum Matrix Technology. Quantum Dots offer naturally bright and colourful picture quality whilst Quantum Matrix technology provides more detailed and better contrast for viewers, along with higher peak brightness and deeper blacks. Working in tandem with a powerful AI-

powered processor, Samsung's Neo QLED 8K TVs can upscale to 8K, improving the picture and sound quality for what you're watching and where you're watching the action.

Read the [original article](#) on Samsung.