

Press release

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The Sero - latest Samsung lifestyle TV available at Sunrise

- **The first TV for the smartphone generation, now available from Sunrise with a monthly payment plan.**
- **The latest Samsung Lifestyle TV rotates like a smartphone between horizontal and vertical orientation.**
- **Sunrise is the only telecommunications company in Switzerland where customers can experience and buy the Samsung Sero.**

The Sero is Samsung's latest TV innovation in the lifestyle category, which is only available in a handful of countries. The Sero, which translates from Korean as "The Vertical", is a TV that rotates between horizontal and vertical orientation like a smartphone. Users can flexibly switch between the different display orientations depending on the content. The 43-inch lifestyle TV adapts to the desired content and displays series and movies in landscape format and mobile content or apps in portrait format. Samsung has also introduced environmentally friendly packaging to further reduce its ecological footprint.

Sunrise is the only Swiss telecommunications company to enable its customers to experience and purchase the Samsung Sero. The Sero is on display in 20 selected stores throughout Switzerland¹. Sunrise offers the Sero as part of its accessory plan, the device is available with a monthly payment plan from CHF 71/month for 24 months, in conjunction with an [Internet subscription](#) from Sunrise, for which there are currently attractive promotional offers.

Sunrise is the first Swiss telecom provider to enable its customers to buy Internet and TV devices purchased along with a Sunrise Internet subscription, and paying for them in 24 monthly installments. In addition to the Sero, the product catalog includes the following devices: two Samsung TV models in different sizes (2020 editions), a Sonos Beam Soundbar, a 32 GB iPad, and 4K Apple TV. All of these devices are displayed in Sunrise Centers across Switzerland.

The Sunrise accessory plan is the perfect companion to the Sunrise Internet and TV offer. Customers can now not only purchase the latest entertainment devices from Sunrise, but also round off their home entertainment solution with the Sunrise TV neo app.

[Sunrise TV neo max](#) is the only OTT TV app in Switzerland that supports UHD/4K, without the need for an additional set-top box. The app can be used on up to 6 devices at a time, e.g. on smartphones, tablets, PCs, Apple TV, or via Samsung TV.

Sunrise Internet customers ([Sunrise Home Internet](#)) can buy up to 5 devices with the Sunrise accessory plan with a minimum down-payment of CHF 1.- The Internet subscription, Sunrise TV neo max, any mobile subscriptions, and the installment payment plan are summarized in an easy-to-read bill.

More information on the Sunrise accessory plan is available in Sunrise centers and on the website here: www.sunrise.ch

¹ Lausanne l'Ale, Lugano Piazza Dante, Zurich Flagshipstore, Spreitenbach, Zurich Airport, Geneva Rue de Rive, Bellinzona, Opfikon, Aarau, St. Gallen Flagship, Geneva Balxert, Biel Bahnhofstrasse, Basel Freiestrasse, Emmencenter, Winterthur Untertor, Bern Railcity, Basel Greifengasse, Zug Bundesplatz, Rapperswil, Zurich Sihlcity

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