

Samsung Announces Partnership With Call of Duty®: Modern Warfare® 4

August 17, 2026

Partnership expands Call of Duty experiences through HDR10+ GAMING, Samsung Gaming Hub access and Call of Duty: NEXT streaming

Company to offer preview of Call of Duty: Modern Warfare 4 on premium Odyssey monitors at Gamescom 2026



Samsung Electronics today announced an exclusive partnership with Activision as the official TV, monitor, soundbar, and Wi-Fi speaker of Call of Duty: Modern Warfare 4, the latest title in one of the world's largest first-person shooter (FPS) franchises. The

collaboration brings Call of Duty together with Samsung's premium display and connected gaming technologies to give players more ways to experience the title before its official launch.

Call of Duty is a critically acclaimed and award-winning franchise that has become one of gaming's most recognized intellectual properties. The collaboration marks another step in Samsung's efforts to expand next-generation gaming experiences across TVs, monitors, soundbars, Wi-Fi speakers, and connected gaming services.

"We are pleased to be the official TV, monitor, soundbar and Wi-Fi speaker partner for Call of Duty: Modern Warfare 4, bringing players a more immersive experience through Samsung's premium display and audio technologies," said Hun Lee, Executive Vice President of the Visual Display (VD) Business at Samsung Electronics. "We will continue working with leading developers to strengthen gaming experiences across our display portfolio."

HDR10+ GAMING Brings Greater Detail to Gameplay

Samsung and Call of Duty will integrate **HDR10+ GAMING** into Call of Duty: Modern Warfare 4. The technology helps deliver more accurate color and contrast, supporting the immersive visual experience that reflects the creative intent of the developers.

"Samsung's display and gaming technologies provide an exciting way to experience Call of Duty: Modern Warfare 4," said Cody Neal, Head of Partnerships at Activision.

"Partnering with Samsung allows us to showcase the game with clarity, scale, and responsiveness that complement the intensity at the heart of Call of Duty."

Modern Warfare 4 will officially support a **32:9 super ultrawide aspect ratio**, allowing Samsung Odyssey G9 users to experience a wider format giving players a broader sense of space in-game.

Samsung will also give consumers around the world more ways to experience Modern Warfare 4 across Samsung TVs, Odyssey monitors, and gaming services.

Samsung Gaming Hub Streaming Call of Duty: NEXT

As part of the collaboration, **Samsung Gaming Hub** users will be able to watch Call of Duty: NEXT live through Samsung Gaming Hub on Aug. 21 at 9 am PST. Ahead of the event, a tune-in banner promoting Call of Duty: NEXT will be featured in the Samsung TV Gaming Hub masthead.

Samsung will also distribute Beta Early Access codes for Call of Duty: Modern Warfare 4 through the Samsung Promotion app. The codes will give selected players an opportunity to experience the Modern Warfare 4 Beta from Aug. 21-25, before the Open Beta begins, starting Aug. 28 through Sep. 1. Users can check for Beta Early Access code availability and event details on the Samsung TV Gaming Hub.

Samsung Gaming Hub allows users to access major cloud gaming services, including Xbox Cloud Gaming, as well as other game-related content, in one place. With it, users can access supported services and content without switching devices.

Gamescom 2026: Samsung Odyssey To Showcase Speed and Detail of Modern Warfare 4

Additionally, Samsung will bring Call of Duty: Modern Warfare 4 to its booth for an early hands-on experience during Gamescom 2026, taking place Aug. 26-30 in Cologne, Germany. As one of the world's leading events for computer and video games, Gamescom brings together players, creators, publishers, and technology brands from across the industry.

At the event, Samsung will provide Call of Duty: Modern Warfare 4 Vault Edition Battle.net game codes to select players who visit its booth. Visitors will also be able to play the highly anticipated title ahead of its official October 23 release on premium Samsung Odyssey gaming monitors. Built for modern gaming, Odyssey monitors give players the visual clarity and smooth performance needed for competitive play and cinematic moments.

For more information, visit www.samsung.com.



Call of Duty: Modern Warfare 4

Gamescom 2026

HDR10+ GAMING

Odyssey Gaming Monitor

