

The Samsung logo is displayed in large, white, bold, sans-serif capital letters. It is centered horizontally and positioned in the upper half of the frame. The background is a vibrant, abstract digital landscape with streaks of light in shades of blue, purple, and gold, creating a sense of motion and depth. The entire scene is framed by a dark, thin border.

# SAMSUNG

**2024 HE Communications Guide**

V2 07.02.24

# Purpose

This Communications Guide is designed to help teams develop compelling, on-brand retail marketing elements for the full Samsung TV portfolio. You'll find specs, guiding principles, examples to follow and, of course, plenty of links to assets.

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# Brand guidelines

# Branding

## Logo

Reference Samsung Global Shop Identity for correct logo specifications.

See Samsung Brand Application Advertising for correct logo placement and use across applications.

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### Lettermark rules:

1. Use official lettermark only.
2. Do not manually alter lettermark.
3. Adhere to lettermark clear space.\*

\*See Samsung Global Shop Identity.

# SAMSUNG

CMYK - 0/0/0/0

RGB - 0/0/0

HEX - 000000

# Branding

## Lettermark

The Samsung lettermark is our most valuable brand asset. We use it consistently throughout all retail outlets.

The correct width to height ratio of our lettermark is 6.5:1. Lettermark height is measured with the letter 'S.'

Adhere to lettermark clear space and minimum size guidelines when applying lettermark.

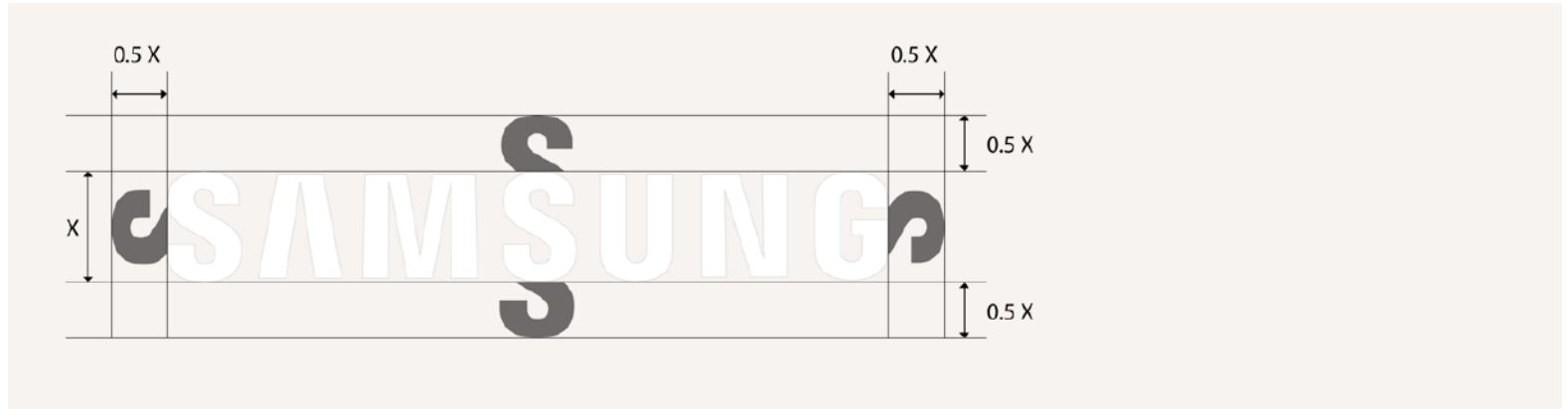
DO NOT manually alter the lettermark form or spacing.

Width to height ratio



Height measured with letter 'S'

Clear Space



# Branding

## Correct Lettermark

There are many outdated and incorrect lettermarks in use. Use this page to identify the correct version of the lettermark.

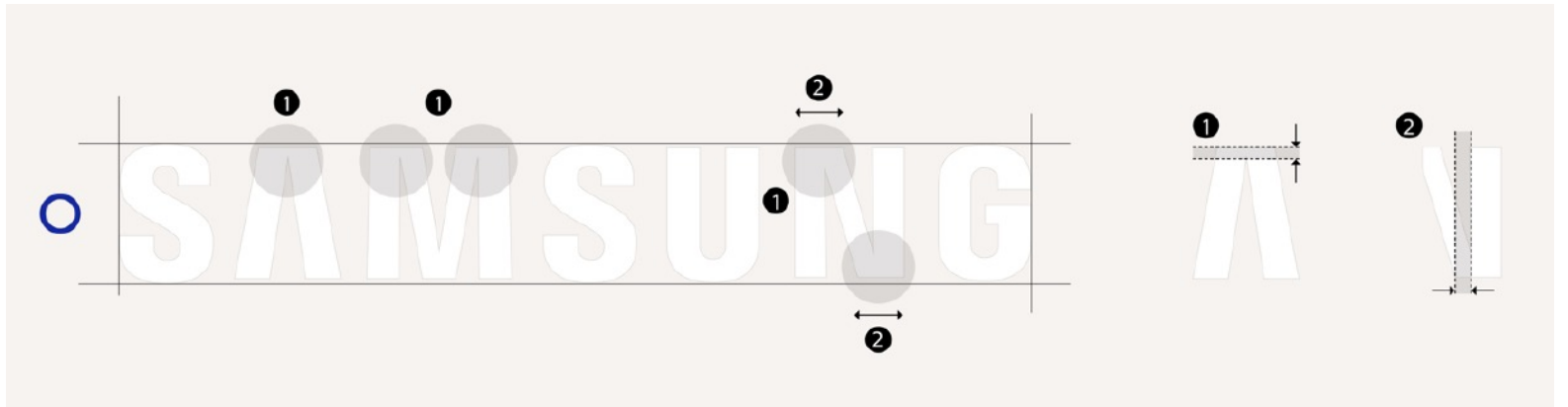
Check for:

1. Sharper inside angles of the letters A, M, N
2. Wider top left and bottom right of letter N

Incorrect lettermark



Correct lettermark



# Typography

	Principle	Description
<b>Headline</b>	<b>Sharp Sans Bold</b>	<ul style="list-style-type: none"><li>- Use auto leading or tighter leading when headlines look too open.</li><li>- Tracking is set at 10pt in headlines.</li><li>- For digital environments (i.e., dotcom, digital banners), Samsung Sharp Sans Medium is approved for usage.</li></ul>
<b>Subheads</b>	Sharp Sans Regular	<ul style="list-style-type: none"><li>- Use auto leading with no tracking.</li></ul>
<b>Offer Copy</b>	<b>Sharp Sans Bold (print &amp; social)</b>  Sharp Sans Regular (banner ads)	<ul style="list-style-type: none"><li>- Use auto leading with no tracking.</li></ul>
<b>CTA</b>	<b>Sharp Sans Bold</b>	<ul style="list-style-type: none"><li>- Use auto leading with no tracking.</li></ul>





# Color palette & proportions

## Primary



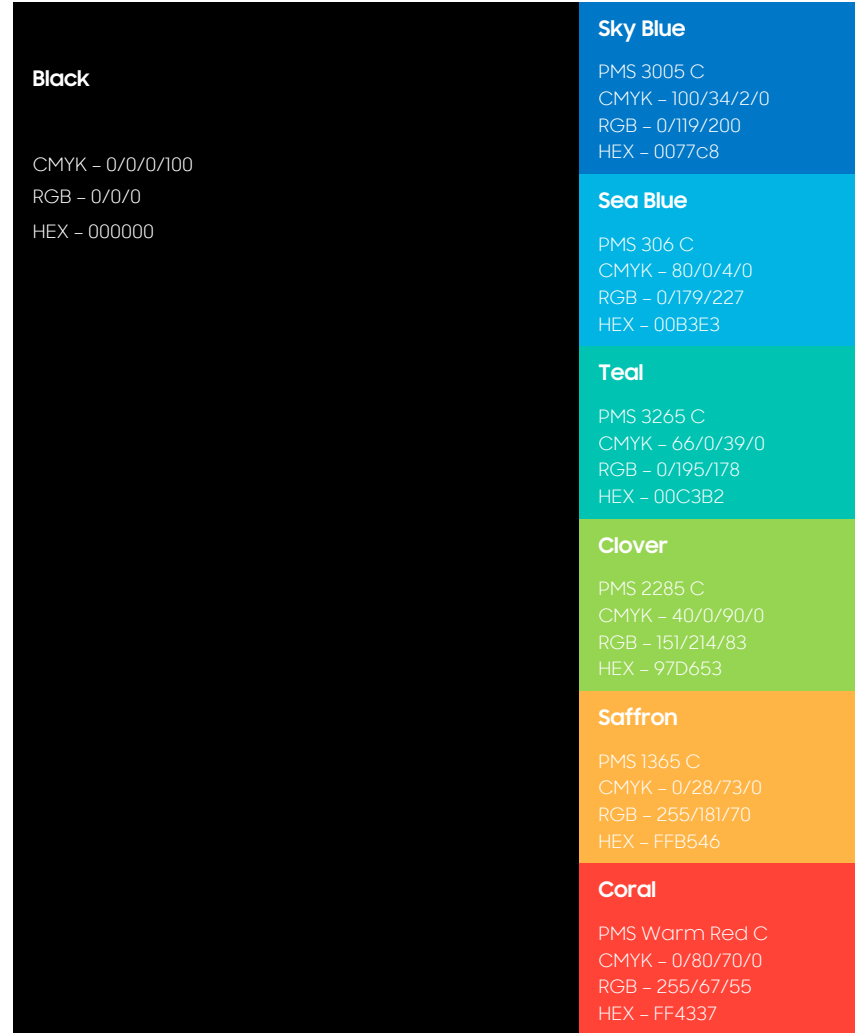
### Samsung Blue

PMS 286C  
 CMYK – 100/80/0/0  
 RGB – 20/40/160  
 HEX – 1428A0

### White

CMYK – 0/0/0/0  
 RGB – 255/255/255  
 HEX – FFFFFFFF

## Secondary



### Black

CMYK – 0/0/0/100  
 RGB – 0/0/0  
 HEX – 000000

### Sky Blue

PMS 3005 C  
 CMYK – 100/34/2/0  
 RGB – 0/119/200  
 HEX – 0077c8

### Sea Blue

PMS 306 C  
 CMYK – 80/0/4/0  
 RGB – 0/179/227  
 HEX – 00B3E3

### Teal

PMS 3265 C  
 CMYK – 66/0/39/0  
 RGB – 0/195/178  
 HEX – 00C3B2

### Clover

PMS 2285 C  
 CMYK – 40/0/90/0  
 RGB – 151/214/83  
 HEX – 97D653

### Saffron

PMS 1365 C  
 CMYK – 0/28/73/0  
 RGB – 255/181/70  
 HEX – FFB546

### Coral

PMS Warm Red C  
 CMYK – 0/80/70/0  
 RGB – 255/67/55  
 HEX – FF4337

# Typeface colors

## Black and white

Use black or white to maximize boldness of our typography.

## Colored text

- Colored text is not allowed.
- However, where certain keywords need to be highlighted, use only Samsung Blue.
- When against black background, use the alternative Samsung Blue or white.
- Colored text should be used extremely selectively and should not be overused.

### Black and white

Lorem ipsum  
dolor sit elit.

Lorem ipsum  
dolor sit elit.

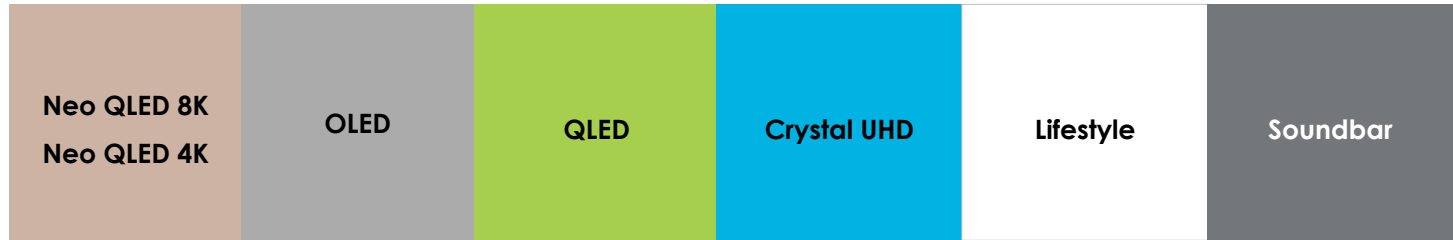
### Blue Color from brand color palette

Lorem ipsum  
dolor sit elit.

Lorem ipsum  
dolor sit elit.

# TV-specific colors

## Main colors



CMYK – 25/37/50/4  
RGB – 186/153/126  
HEX – BA997E

CMYK – 0/0/0/45  
RGB – 157/159/162  
HEX – 9D9FA1

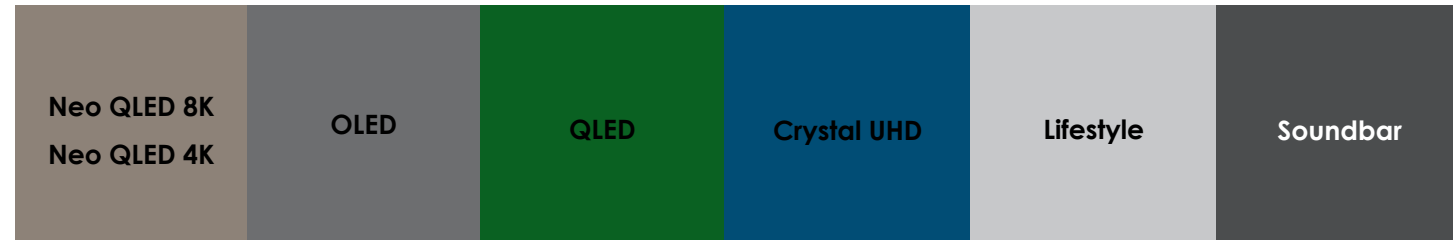
CMYK – 40/0/90/0  
RGB – 165/207/76  
HEX – A5CF4C

CMYK – 80/0/4/0  
RGB – 0/185/232  
HEX – 00B8E8

CMYK – 0/0/0/0  
RGB – 250/250/250  
HEX – FFFFFF

CMYK – 58/46/42/4  
RGB – 115/119/121  
HEX – 737779

## Secondary shadow colors



CMYK – 23/26/33/34

CMYK – 0/0/0/70

CMYK – 75/5/100/55

CMYK – 100/26/0/55

CMYK – 0/0/0/25

CMYK – 67/59/56/37

# Key visuals

Use these globally approved screen infills for functional executions in which creative storytelling and/or seasonal messaging is not possible.



QN900D



QN800D



QN95D



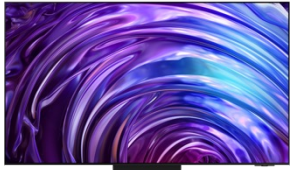
QN90D



QN90D (98'')



QN85D



S95D



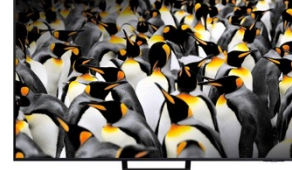
S90D



S85D



Q80D



Q70D



Q60D/Q60DB



DU9000



DU8000/DU8000B



DU7200



The Frame



The Terrace



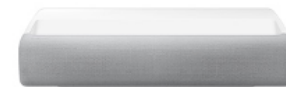
The Freestyle Gen2



The Serif



The Sero



The Premiere - LSP7T



The Premiere - LSP9T



# Iconography

Samsung Neo QLED 8K

OLED

Samsung Neo QLED 4K

QLED

Crystal UHD

**QN900D**

Infinity Air Design

**QN800D**

Quantum Matrix Pro with Mini LEDs

**S95D**

OLED Technology

**S90D**

OLED Technology

**S85D**

OLED Technology

**QN95D**

NQ4 AI Gen2 Processor

**QN90D**

Quantum Matrix with Mini LEDs

**QN85D**

Quantum Matrix with Mini LEDs

**Q80D**

Direct Full Array

**Q70D**

Dual LED

**Q60D**

Dual LED

**DU9000**

Supersize Picture Enhancer

**DU8000**

AirSlim

**DU7200**

PurColor

Sizing

85", 75", 65"

85", 75", 65"

77", 65", 55"

83", 77", 65", 55"

77", 65", 55"

85", 75", 65"

98", 85", 75", 65", 55", 50", 43"

85", 75", 65", 55"

85", 75", 65", 55", 50"

85", 75", 65", 55"

85", 75", 70", 65", 55", 50", 43", 32"

98"

85", 75", 65", 55", 50", 43"

85", 77", 70", 65", 60", 55", 50", 43"

Processor



NQ8 AI Gen3 Processor



NQ8 AI Gen2 Processor



NQ4 AI Gen2 Processor



NQ4 AI Gen2 Processor



NQ4 AI Gen2 Processor



NQ4 AI Gen2 Processor



NQ4 AI Gen2 Processor



NQ4 AI Gen2 Processor



NQ4 AI Gen2 Processor



Quantum Processor with 4K Upscaling



Quantum Processor Lite with 4K Upscaling



Crystal Processor 4K



Crystal Processor 4K



Crystal Processor 4K

Backlight



Quantum Matrix Pro with Mini LEDs



Quantum Matrix Pro with Mini LEDs



OLED Technology



OLED Technology



OLED Technology



Quantum Matrix with Mini LEDs



Quantum Matrix with Mini LEDs



Quantum Matrix with Mini LEDs



100% Color Volume with Quantum Dot



100% Color Volume with Quantum Dot



100% Color Volume with Quantum Dot



PurColor



Mega Contrast



PurColor

HDR



Neo Quantum HDR 8K Pro



Neo Quantum HDR 8K+



OLED HDR Pro



OLED HDR+



OLED HDR



Neo Quantum HDR+



Neo Quantum HDR+



Neo Quantum HDR



Quantum HDR+



Quantum HDR



Quantum HDR



HDR



HDR



HDR

Sound



Object Tracking Sound Pro



Object Tracking Sound+



Object Tracking Sound+



Object Tracking Sound Lite



Object Tracking Sound Lite



Object Tracking Sound+



Object Tracking Sound+



Object Tracking Sound Lite



Object Tracking Sound Lite



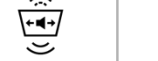
Object Tracking Sound Lite



Object Tracking Sound Lite



Object Tracking Sound Lite



Object Tracking Sound Lite



Object Tracking Sound Lite

Additional Features



Infinity Air Design



Real 8K Resolution with AI Upscaling



OLED Glare Free



Motion Xcelerator 144Hz+



Contour Design



Infinity One Design



Motion Xcelerator 144Hz+



Motion Xcelerator 120Hz



Direct Full Array



Dual LED



Dual LED



4K Upscaling



AirSlim



4K Upscaling

# Portfolio hierarchy





How to think and talk about our 2024 portfolio of TVs—from most premium to most accessible.

Samsung Neo QLED 8K	Samsung Neo QLED 4K	OLED	QLED	Crystal UHD
<p>Our flagship TVs with unbelievable picture quality, our highest resolution and most mind-blowing sound.</p> <p><b>National models:</b></p> <ul style="list-style-type: none"> <li>• QN900D</li> <li>• QN800D</li> </ul> <p><b>Key features:</b></p> <ul style="list-style-type: none"> <li>• Quantum Matrix Pro with Mini LEDs</li> <li>• Neural Quantum Processor 8K</li> <li>• Dolby Atmos™ with Object Tracking Sound Pro</li> </ul> <p><b>Fenced words:</b></p> <ul style="list-style-type: none"> <li>• “exceptional”</li> <li>• “mind-blowing”</li> <li>• “unbelievable”</li> <li>• “our best”</li> </ul>	<p>Elite TVs featuring crisp resolution, AI-based upscaling, a vivid range of colors and impressive sound with Dolby Atmos™ built-in.</p> <p><b>National models:</b></p> <ul style="list-style-type: none"> <li>• QN95D</li> <li>• QN90D</li> <li>• QN87D</li> <li>• QN85D</li> </ul> <p><b>Key features:</b></p> <ul style="list-style-type: none"> <li>• Quantum Matrix with Mini LEDs</li> <li>• Neural Quantum Processor 84</li> <li>• Dolby Atmos™ with Object Tracking Sound+</li> </ul> <p><b>Fenced words:</b></p> <ul style="list-style-type: none"> <li>• “intense”</li> <li>• “brilliant”</li> <li>• “impressive”</li> <li>• “incredible”</li> </ul>	<p>Premium TVs with dramatic detail, powerful brightness and strong contrast.</p> <p><b>National models:</b></p> <ul style="list-style-type: none"> <li>• S95D</li> <li>• S90D</li> <li>• S85D</li> </ul> <p><b>Key features:</b></p> <ul style="list-style-type: none"> <li>• OLED Technology</li> <li>• Neural Quantum Processor 4K</li> <li>• LaserSlim Design</li> <li>• Dolby Atmos™ with Object Tracking Sound+</li> </ul> <p><b>Fenced words:</b></p> <ul style="list-style-type: none"> <li>• “bold”</li> <li>• “vibrant”</li> <li>• “powerful”</li> <li>• “dramatic”</li> </ul>	<p>Advanced TVs featuring bold color, a bright picture and awesome motion enhancements.</p> <p><b>National models:</b></p> <ul style="list-style-type: none"> <li>• Q80D</li> <li>• Q70D</li> <li>• Q60D</li> </ul> <p><b>Key features:</b></p> <ul style="list-style-type: none"> <li>• 100% Color Volume with Quantum Dot</li> <li>• Quantum Processor 4K</li> <li>• Motion Xcelerator Turbo+</li> </ul> <p><b>Fenced words:</b></p> <ul style="list-style-type: none"> <li>• “versatile”</li> <li>• “distinctive”</li> <li>• “precise”</li> <li>• “realistic”</li> </ul>	<p>Essential TVs with a wide range of color and plenty of smart TV capabilities.</p> <p><b>National models:</b></p> <ul style="list-style-type: none"> <li>• DU9000</li> <li>• DU8000</li> <li>• DU7200</li> </ul> <p><b>Key features:</b></p> <ul style="list-style-type: none"> <li>• Dynamic Crystal Color</li> <li>• Crystal Processor 4K</li> <li>• HDR</li> </ul> <p><b>Fenced words:</b></p> <ul style="list-style-type: none"> <li>• “savvy”</li> <li>• “smart”</li> <li>• “rich”</li> <li>• “crowd-pleasing”</li> </ul>



# Target shoppers

How to think about and talk to the shoppers who are most likely to purchase our TVs.

Target audience	 <b>Innovation Fanatics</b>	 <b>Informed Enthusiasts</b>	 <b>Social Natives</b>	 <b>Functional Pragmatists</b>
<b>Mindset while shopping category</b>	Seeking <b>latest and greatest</b> and want to be seen as the "go-to person" on all things tech.	Views tech as a <b>life enhancer</b> . Does their research to make sure they're getting the TV they need <b>without wasting money</b> on bells and whistles.	Seeking <b>seamless tech</b> and value products that make them <b>look sophisticated</b> .	Prefer to <b>shop in-person</b> and highly value the expertise of store associates as they <b>struggle to keep up</b> with innovation despite their appreciation of tech.
<b>Purchase driver</b>	New Design/Style of TV, Slimmer TV	Better Resolution, Upgrade to Smart TV	More Reliable TV, Slimmer TV	Bigger TV, Current TV is Outdated
<b>Demographics</b>	Older Millennial, Male, Urban	Gen X, Equal Male/Female Split, Suburban	Gen Z and Millennial, Male, Urban	Boomer, Female, Suburban
<b>Self-perception</b>	View themselves as a <b>leader</b> and always <b>ahead of the curve</b> .	View themselves as <b>quiet leaders</b> preferring to listen and absorb. They also identify as <b>homebodies</b> and enjoy a nice night in watching TV or movies with those in their household.	View themselves as <b>fun and energetic</b> . They believe they are in the <b>time of their lives</b> and enjoy spending time out with friends.	View themselves as <b>grounded, creatures of habit</b> . They prefer to move slower and more purposefully and appreciate time spent decompressing at home.
<b>TV usage</b>	Gaming, Premium Cable, Streaming Live TV	Streaming (subscription, free with ads, free live TV)	Gaming, working out, podcasts, home business	Watching movies, streaming, watching DVDs

# Creative approach

These checklists for copy and design guide our development of TV and soundbar creative for 2024.

## Copy

- Leads with direct, everyday language
- Clearly communicates “what's in it for the shopper”
- Passes “grandparent” test (can be understood without prior knowledge)

## Design

- Has a premium look and feel
- Uses color to grab attention
- Shows the model's rank within the TV family
- Available screen sizes are prominent
- Layout treats "what's in it for the shopper" as a focal point
- Any imagery directly connects with “what's in it for the shopper”
- Any recognizable brand partnership logos (e.g., Dolby Atmos™) are featured
- Any QR codes include a compelling reason to scan

## Example:

**SAMSUNG**  
Neo QLED 8K QN900D  
85" Other available sizes: 75" 65"

Where this TV ranks in the family:  
Neo QLED 8K  
Neo QLED 4K QLED 4K  
QLED 4K  
Crystal UHD 4K

**Our best-of-the-best 8K picture**

Our slimmest bezel  
Infinity Air Design

Our highest resolution  
Neo Quantum HDR 8K Pro

Transform content to 8K!  
Real 8K Resolution with AI Upscaling Pro

QR code

# Short-form creative

Short copy should be used in quick-hitting pieces of creative where the goal is piquing interest and succinctly communicating benefits while shoppers are still in the early consideration phases of their journey.

Here's an example:

**SAMSUNG**  
**QLED 4K Q70D**  
**75"** Other available sizes: 85" 65" 55"

Where this TV ranks in the family:


- Neo QLED 8K
- Neo QLED 4K
- QLED 4K
- Crystal UHD 4K

**A smooth picture for games and sports**

**Well-lit details**  
Dual LED

**True-to-life color<sup>1</sup>**  
100% Color Volume with Quantum Dot

**Distinct contrast**  
Quantum HDR



# Medium- form creative

Medium copy should be leveraged to provide shoppers with greater insight into key features that differentiate our products from the competition to help them distinguish and answer "Why Samsung?" while they're in the middle of their research phase and moving towards the buy/shopping phase.

Here's an example:

**SAMSUNG**  
**QLED Q70D**  
**55"** Other available sizes: **65" 75" 85"**

## Why QLED

- 1 True-to-life color**  
Take in breathtaking color that stays true at any level of brightness.  
100% Color Volume With Quantum Dot<sup>1</sup>
- 2 Smooth motion**  
Experience smooth action with exceptional motion enhancements.  
Motion Xcelerator Turbo
- 3 Watch content in up to 4K resolution**  
Content instantly transformed to incredibly sharp, up to 4K resolution.<sup>2</sup>  
4K AI upscaling

<sup>1</sup>QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR modes for television. Utilizes AI-based formulas. Features and specifications subject to change and may vary by model. YPP000000000000

# Spec sheets & energy guides

Follow these links to find downloadable spec sheets and energy guides for each TV.

**Spec Sheets**

**Energy Guides**

QN900D	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
QN800D	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
S95D	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
S90D	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
S85D	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
QN95D	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
QN90D	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
QN90D (98")	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
QN85D	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
Q80D	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
Q70D	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
Q60D	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>

**Spec Sheets**

**Energy Guides**

DU9000	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
DU8000	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
DU7200	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
The Frame	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
The Terrace Partial Sun	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
The Terrace Full Sun	<a href="#">Spec Sheet Link</a>	
The Freestyle Gen2	<a href="#">Spec Sheet Link</a>	
The Serif	<a href="#">Spec Sheet Link</a>	<a href="#">Energy Guides Link</a>
The Sero		<a href="#">Energy Guides Link</a>
The Premiere LSP7T	<a href="#">Spec Sheet Link</a>	
The Premiere LSP9T	<a href="#">Spec Sheet Link</a>	

**SAMSUNG**

# TV models



**Neo QLED QN900D**

**Neo QLED 8K QN900D**

# Product images

Use globally approved screen infills for functional executions in which creative storytelling/seasonal messaging is not possible.

Use creative imagery infills (or, when appropriate, seasonal campaign infills) to anchor the product image in humanized storytelling.






Download product and screen infill images [here](#).










**Our best-of-the-best 8K picture**

Our flagship TV features our highest resolution, slimmest profile and most mind-blowing sound.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Infinity Air Design</b> Our slimmest bezel	<b>Neo Quantum HDR 8K Pro</b> Our highest resolution	<b>Real 8K Resolution With AI Upscaling Pro</b> Transform content to our best 8K	<b>AI Motion Enhancer Pro</b> Eliminate motion blur with AI	<b>Dolby Atmos™ and Object Tracking Sound Pro</b> Our best TV sound powered by AI technology
	See more of the screen and less of the borders with our slimmest profile.	Take in our best 8K picture with a huge range of contrast and color.  *QN900D 65" has Neo Quantum HDR 8K+	See our clearest picture with our best 8K resolution using AI.*  *Utilizes AI-Based formulas to upscale to 8K resolution. Resulting picture may vary based on source content.	See fast-moving objects with exceptional clarity made possible by AI technology, which minimizes motion distortion, blurring and stuttering	Don't just hear the action—feel it—with our best TV audio and built-in Dolby Atmos® sound.
<b>OTHER FEATURES</b>	<b>Real Depth Enhancer Pro</b> A new level of depth in every image with AI technology	<b>NQ8 AI Gen3 Processor</b> Our fastest processor	<b>Quantum Matrix Pro with Mini LEDs</b> Bring out hidden details	<b>Motion Xcelerator 240 Hz*</b> Our clearest motion	<b>Auto HDR Remastering</b> Content converted to HDR-like quality
	Experience real-life depth and dimension on screen.	See clear detail, stunning depth, shading and textures that result in a better-than-the-theater experience.	Discover details you've been missing—even in dark and light scenes.	Play games and content with ultra-smooth motion and virtually no lag or blur.*  *240Hz is limited to 4K resolution and requires compatible content connection from compatible PCs. Motion Xcelerator 240Hz is sometimes called Motion Xcelerator Turbo 8K Pro.	Elevate your viewing experience with our best 4K color and contrast.






**Our best-of-the-best 8K picture**

Our flagship TV features our highest resolution, slimmest profile and most mind-blowing sound. Incredibly clear motion and a powerful processor make this TV stand out from the rest.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Infinity Air Design</b> Our slimmest bezel	<b>Neo Quantum HDR 8K Pro</b> Our highest resolution	<b>Real 8K Resolution With AI Upscaling Pro</b> Transform content to our best 8K	<b>AI Motion Enhancer Pro</b> Eliminate motion blur with AI	<b>Dolby Atmos™ and Object Tracking Sound Pro</b> Our best TV sound powered by AI technology
	See more of the screen and less of the borders with an almost-invisible profile. The image reaches all edges of your TV, giving you an expansive view.	Take in our best 8K quality picture with a huge range of contrast and color. Brighter brights, darker darks bring you an unbelievable picture.  *QN900D 65" has Neo Quantum HDR 8K+	See our clearest picture with our best 8K resolution that instantly improves as you watch. It's 4x higher resolution than FHD for everything from games to movies and more. That's Samsung TV with AI Upscaling.  *Utilizes AI-Based formulas to upscale to 8K resolution. Resulting picture may vary based on source content.	See fast-moving objects with exceptional clarity with AI technology that detects the type of ball used in various sports and smooths its motion frame-by-frame.	Don't just hear the action—feel it—with our best TV audio and built-in Dolby Atmos® sound. Dramatic 3D audio fills the room as AI Sound tracks the action on screen with pinpoint accuracy.
<b>OTHER FEATURES</b>	<b>Real Depth Enhancer Pro</b> A new level of depth in every image with AI technology	<b>NQ8 AI Gen3 Processor</b> Our fastest processor	<b>Quantum Matrix Pro with Mini LEDs</b> Bring out hidden details	<b>Motion Xcelerator 240 Hz*</b> Our clearest motion	<b>Auto HDR Remastering</b> Content converted to HDR-like quality
	Experience real-life depth and dimension on screen. AI technology pinpoints where you should focus and brings the object into the foreground, enhancing the feeling of 3D depth.	See our clear detail, stunning depth, shading and textures that result in a better-than-the-theater experience, in addition to enhancing your audio and total TV performance.	Discover details you've been missing—even in dark and light scenes. It has 1.5x more lighting zones than normal Quantum Matrix technology for even greater detail.	Play games and content with amazingly smooth motion and virtually no lag or blur. Get uninterrupted action with crisp visuals rendered at top speeds.*  *240Hz is limited to 4K resolution and requires compatible content connection from compatible PCs. Motion Xcelerator 240Hz is sometimes called Motion Xcelerator Turbo 8K Pro.	Elevate your viewing experience with our best 4K color and contrast. AI-based algorithms help create brighter highlights and details.

**Our best-of-the-best 8K picture**

Our flagship TV features our highest resolution, slimmest profile and most mind-blowing sound. Incredibly clear motion and a powerful processor make this TV stand out from the rest for a brighter, fuller viewing experience.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>Infinity Air Design</b> Our slimmest bezel</p>	<p><b>Neo Quantum HDR 8K Pro</b> Our highest resolution</p>	<p><b>Real 8K Resolution With AI Upscaling Pro</b> Transform content to our best 8K</p>	<p><b>AI Motion Enhancer Pro</b> Eliminate motion blur with AI</p>	<p><b>Dolby Atmos™ and Object Tracking Sound Pro</b> Our best TV sound powered by AI technology</p>
	<p>See more of the screen and less of the borders with an almost-invisible profile. The image reaches all edges of your TV, giving you a more expansive view for all your movies, shows and content.</p>	<p>Take in our best 8K quality picture with a huge range of contrast and color. Brighter brights, darker darks bring you an unbelievable picture so clear, you can see every pixel.  *QN900D 65" has Neo Quantum HDR 8K+</p>	<p>See our clearest picture with our best 8K resolution. It instantly improves as you watch for 4x higher resolution than FHD for everything from games to movies, all thanks to 512 AI neural networks that help update each scene.* That's Samsung TV with AI Upscaling.  *Utilizes AI-Based formulas to upscale to 8K resolution. Resulting picture may vary based on source content.</p>	<p>See fast-moving objects with exceptional clarity with AI technology that detects the type of ball used in various sports and smooths its motion frame-by-frame, minimizing motion stuttering, distortion and blurring.</p>	<p>Don't just hear the action—feel it—with our best TV audio powered by AI technology and built-in Dolby Atmos® sound. Dramatic 3D audio fills the room as AI Sound tracks the action on screen with pinpoint accuracy, so you can keep up with every piece of dialogue or background noise.</p>
<b>OTHER FEATURES</b>	<p><b>Real Depth Enhancer Pro</b> A new level of depth in every image with AI technology</p>	<p><b>NQ8 AI Gen3 Processor</b> Our fastest processor</p>	<p><b>Quantum Matrix Pro with Mini LEDs</b> Bring out hidden details</p>	<p><b>Motion Xcelerator 240 Hz*</b> Our clearest motion</p>	<p><b>Auto HDR Remastering</b> Content converted to HDR-like quality</p>
	<p>AI technology pinpoints where you should focus and brings the object into the foreground, enhancing the feeling of 3D depth. With an upgraded, AI-based deep learning, experience depth and dimension on screen just like you do in real life.</p>	<p>See our clearest detail, stunning depth, shading and textures that results in a better-than-the-theater experience. Behind the scenes, the crazy-high-performance processor automatically transforms your content up to 8K, in addition to enhancing your audio and total TV performance. When every detail matters, it's worth seeing in 8K.</p>	<p>Discover details you've been missing—even in dark and light scenes. It has 1.5x more lighting zones than normal Quantum Matrix technology for even greater detail—and backlight dimming for better brightness.</p>	<p>Play games and content with amazingly smooth motion and virtually no lag or blur. Get uninterrupted action with crisp visuals rendered at blazing-fast speeds up to 240 frames per second for any content.*  *240Hz is limited to 4K resolution and requires compatible content connection from compatible PCs. Motion Xcelerator 240Hz is sometimes called Motion Xcelerator Turbo 8K Pro.</p>	<p>Elevate your viewing experience with our best 4K color and contrast. AI-based algorithms help create brighter highlights and details.</p>

**Neo QLED 8K QN900D**

# Lifestyle photography

Lifestyle photography aids in driving emotional connection and resonance with shoppers, allowing them to visualize our TVs in their homes as well as envision moments shared around our TVs.

Additionally, lifestyle photography helps shoppers more easily visualize the scale and size of the TV beyond reliance on specs.

Download images [here](#).



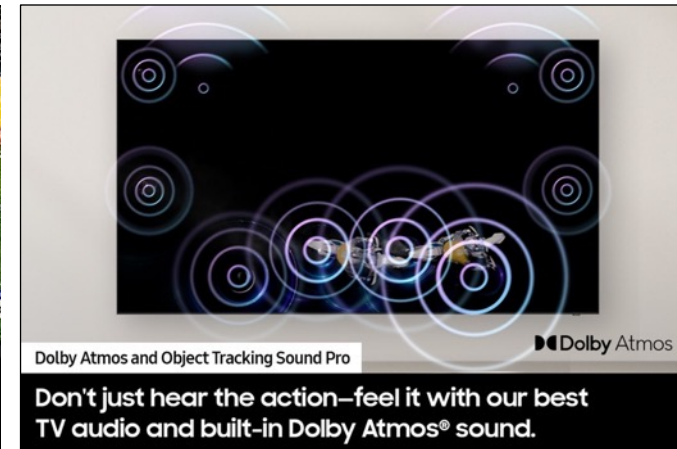
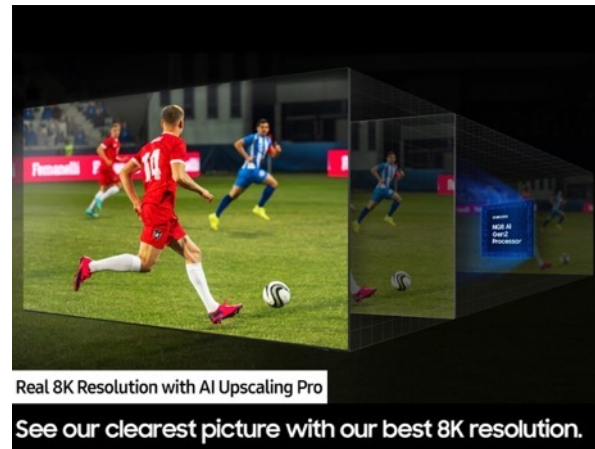
Neo QLED 8K QN900D

# Brand benefit images

Brand Benefit Images (BBIs) bring key feature benefits to life visually.

As they say, a picture is worth a thousand words, and these awe-inspiring images allow shoppers to more swiftly and fully understand how the feature shown will enhance their viewing experience.

Download images [here](#).



Neo QLED 8K QN900D

# What's in the box

These images show product dimensions of exactly what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here](#).

**Model: 65" QN900D Neo QLED 8K**

**What's in the box:**

- TV
- One Connect Box
- One Connect Cables (0.3m, 2.5m in length)
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 56.4 x 32.1 x 0.5
- TV With Stand: : 56.4 x 35.1 x 10.5
- Stand Footprint: 14.6 x 11.9 x 10.5

Stand height not shown in visual

Features and specifications subject to change

**Model: 75" QN900D Neo QLED 8K**

**What's in the box:**

- TV
- One Connect Box
- One Connect Cables (0.3m, 2.5m in length)
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 65.2 x 37 x 0.5
- TV With Stand: 65.2 x 40.1 x 11.2
- Stand Footprint: 14.6 x 11.9 x 11.2

Stand height not shown in visual

Features and specifications subject to change

**Model: 85" QN900D Neo QLED 8K**

**What's in the box:**

- TV
- One Connect Box
- One Connect Cables (0.3m, 2.5m in length)
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 73.9 x 42 x 0.5
- TV With Stand: 73.9 x 45.1 x 12
- Stand Footprint: 14.6 x 12 x 12

Stand height not shown in visual

Features and specifications subject to change

The image features a central perspective of a stadium track, possibly a running track, with a bright, glowing light source at the far end. The entire scene is heavily distorted with motion blur, creating a sense of rapid movement and speed. The colors are vibrant, with a mix of blues, purples, and oranges. The text 'Neo QLED 8K QN800D' is overlaid in the lower half of the image in a bold, white, sans-serif font.

**Neo QLED 8K QN800D**

**Neo QLED 8K QN800D**

# Product images

Use globally approved screen infills for functional executions in which creative storytelling/seasonal messaging is not possible.

Use creative imagery infills (or, when appropriate, seasonal campaign infills) to anchor the product image in humanized storytelling.






Download product and screen infill images [here](#).










**An 8K TV with exceptional detail in every scene**

This unbelievable TV features a more detailed image, high resolution and great sounds.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>Quantum Matrix Pro with Mini LEDs</b></p> <p>Bring out hidden details</p>	<p><b>Neo Quantum HDR 8K+</b></p> <p>High 8K resolution</p>	<p><b>Real 8K Resolution With AI Upscaling</b></p> <p>Transform content to 8K</p>	<p><b>AI Motion Enhancer</b></p> <p>See clear motion of fast-moving objects in sports</p>	<p><b>Dolby Atmos™ and Object Tracking Sound+</b></p> <p>Sound that moves you powered by AI technology</p>
	<p>Discover details you've been missing—even in dark and light scenes.</p>	<p>Take in a hyper-realistic 8K picture with color and contrast.</p>	<p>See a clear picture with 8K resolution using AI technology.*</p> <p>*Utilizes AI-Based formulas to upscale to 8K resolution. Resulting picture may vary based on source content.</p>	<p>Eliminate stutter of fast-moving objects in live sports.</p>	<p>Put yourself in the middle of the action with built-in Dolby Atmos® .</p>
<b>OTHER FEATURES</b>	<p><b>Real Depth Enhancer Pro</b></p> <p>A new level of depth in every image with AI technology.</p>	<p><b>NQ8 AI Gen2 Processor</b></p> <p>Our fast processor</p>	<p><b>Motion Xcelerator 165Hz*</b></p> <p>Super clear motion</p>	<p><b>Auto HDR Remastering</b></p> <p>Content converted to HDR-like quality</p>	<p><b>Samsung Tizen OS</b></p> <p>A smarter home screen</p>
	<p>Experience real-life depth and dimension on screen.</p>	<p>See clear detail, stunning depth, shading and textures that result in a better-than-the-theater experience.</p>	<p>Stream your content with ultra-smooth motion and virtually no lag or blur.*</p> <p>*165Hz is limited to 4K resolution and requires compatible content connection from compatible PCs. Motion Xcelerator 165Hz is sometimes called Motion Xcelerator Turbo 8K+.</p>	<p>Elevate your viewing experience with our best 4K color and contrast.</p>	<p>Discover your must-have apps and streaming services all just a few clicks away.*</p> <p>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</p>






**An 8K TV with exceptional detail in every scene**

This unbelievable TV features a more detailed image, high resolution and great sound. Clear movement and enhanced depth bring you extra awe.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>Quantum Matrix Pro with Mini LEDs</b></p> <p>Bring out hidden details</p>	<p><b>Neo Quantum HDR 8K+</b></p> <p>High 8K resolution</p>	<p><b>Real 8K Resolution With AI Upscaling</b></p> <p>Transform content to 8K</p>	<p><b>AI Motion Enhancer</b></p> <p>See clear motion of fast-moving objects in sports</p>	<p><b>Dolby Atmos™ and Object Tracking Sound+</b></p> <p>Sound that moves you powered by AI technology</p>
	<p>Discover details you've been missing—even in dark and light scenes. It has 1.5x more lighting zones than normal Quantum Matrix technology for even greater detail.</p>	<p>Take in a hyper-realistic 8K picture with color and contrast. See deep blacks, bright highlights and a wide spectrum of lifelike colors—all in stunning 8K resolution.</p>	<p>See a clear picture with 8K resolution that instantly improves as you watch. It's 4x higher resolution than FHD—for everything from games to movies and more. That's Samsung TV with AI Upscaling.*</p> <p><small>*Utilizes AI-Based formulas to upscale to 8K resolution. Resulting picture may vary based on source content.</small></p>	<p>Never lose sight of fast-moving objects in sports like football, basketball, or hockey. AI technology smooths blur and stutter so you can enjoy the action without missing a detail.</p>	<p>Put yourself in the middle of the action with built-in Dolby Atmos®. When cars are speeding across your Samsung AI TV screen, 3D sound moves right along with them, thanks to Object Tracking Sound+.</p>
<b>OTHER FEATURES</b>	<p><b>Real Depth Enhancer Pro</b></p> <p>A new level of depth in every image with AI technology.</p>	<p><b>NQ8 AI Gen2 Processor</b></p> <p>Our fast processor</p>	<p><b>Motion Xcelerator 165Hz*</b></p> <p>Super clear motion</p>	<p><b>Auto HDR Remastering</b></p> <p>Content converted to HDR-like quality</p>	<p><b>Samsung Tizen OS</b></p> <p>A smarter home screen</p>
	<p>Experience real-life depth and dimension on screen. AI technology pinpoints where you should focus and brings the object into the foreground, enhancing the feeling of 3D depth.</p>	<p>See clear detail, stunning depth, shading and textures that result in a better-than-the-theater experience, in addition to enhancing your audio and total TV performance.</p>	<p>Stream your content with ultra-smooth motion and virtually no lag or blur. Faster response and rendering mean your button-mashing gets better results with visuals that stay crisp.*</p> <p><small>*165Hz is limited to 4K resolution and requires compatible content connection from compatible PCs. Motion Xcelerator 165Hz is sometimes called Motion Xcelerator Turbo 8K+.</small></p>	<p>Elevate your viewing experience with our best 4K color and contrast. AI-based algorithms help create brighter highlights and details.</p>	<p>Stream your favorite shows. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. Discover your must-have apps and streaming services all just a few clicks away. *</p> <p><small>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</small></p>

**An 8K TV with exceptional detail in every scene**

This unbelievable TV features a more detailed image, high resolution and great sound. Clear movement and enhanced depth bring extra awe to everything you watch.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>Quantum Matrix Pro with Mini LEDs</b></p> <p>Bring out hidden details</p>	<p><b>Neo Quantum HDR 8K+</b></p> <p>High 8K resolution</p>	<p><b>Real 8K Resolution With AI Upscaling</b></p> <p>Transform content to 8K</p>	<p><b>AI Motion Enhancer</b></p> <p>See clear motion of fast-moving objects in sports</p>	<p><b>Dolby Atmos™ and Object Tracking Sound+</b></p> <p>Sound that moves you powered by AI technology</p>
	<p>Discover details you've been missing—even in dark and light scenes. It has 1.5x more lighting zones than normal Quantum Matrix technology for even greater detail—and backlight dimming for better brightness.</p>	<p>Take in a hyper-realistic 8K picture with color and contrast. See deep blacks, bright highlights and a wide spectrum of lifelike colors—all in stunning 8K resolution adding depth and brilliance to the image.</p>	<p>See a clear picture with 8K resolution. It instantly improves as you watch for 4x higher resolution than FHD—for everything from games to movies, all thanks to 256 AI neural networks that help update each scene. That's Samsung TV with AI Upscaling.*</p> <p>*Utilizes AI-Based formulas to upscale to 8K resolution. Resulting picture may vary based on source content.</p>	<p>Never lose sight of fast-moving objects in sports like football, basketball, or hockey. AI technology smooths blur and stutter so you can enjoy the action without missing a detail on your 8K TV.</p>	<p>Put yourself in the middle of the action with built-in Dolby Atmos®. When cars are speeding across your Samsung AI TV screen, sound moves right along with them to deliver realistic, 3D audio, thanks to Object Tracking Sound+.</p>
<b>OTHER FEATURES</b>	<p><b>Real Depth Enhancer Pro</b></p> <p>A new level of depth in every image with AI technology.</p>	<p><b>NQ8 AI Gen2 Processor</b></p> <p>Our fast processor</p>	<p><b>Motion Xcelerator 165Hz*</b></p> <p>Super clear motion</p>	<p><b>Auto HDR Remastering</b></p> <p>Content converted to HDR-like quality</p>	<p><b>Samsung Tizen OS</b></p> <p>A smarter home screen</p>
	<p>AI technology pinpoints where you should focus and brings the object into the foreground, enhancing the feeling of 3D depth. With an upgraded, AI-based deep learning, experience depth and dimension on screen just like you do in real life.</p>	<p>See clear detail, stunning depth, shading and textures that results in a better-than-the-theater experience. Behind the scenes, the crazy-high-performance processor automatically transforms your content up to 8K, in addition to enhancing your audio and total TV performance. When every detail matters, it's worth seeing in 8K.</p>	<p>Stream your content with ultra-smooth motion and virtually no lag or blur. Faster response and rendering mean your button-mashing gets better results with visuals that stay crisp, no matter how much action is on-screen.*</p> <p>*165Hz is limited to 4K resolution and requires compatible content connection from compatible PCs. Motion Xcelerator 165Hz is sometimes called Motion Xcelerator Turbo 8K+.</p>	<p>Elevate your viewing experience with our best 4K color and contrast. AI-based algorithms help create brighter highlights and details.</p>	<p>Stream your favorite shows. Follow recipes. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. In just a few clicks, get instant access to your must-have apps and endless content from the streaming services you love. And with Voice Assistants built into your TV, it's easy to get to it all with just the sound of your voice.*</p> <p>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</p>

Neo QLED 8K QN800D

# Brand benefit images

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Download images [here](#).



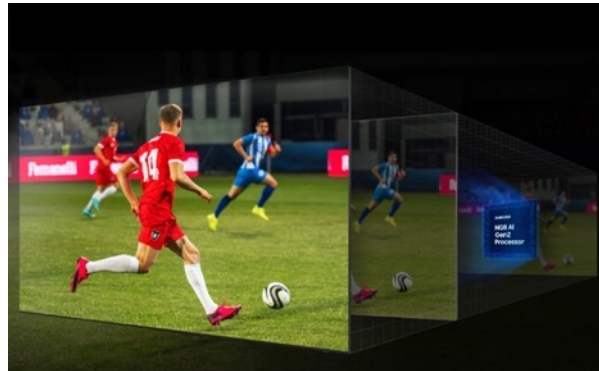
Quantum Matrix Pro with Mini LEDs

Discover details you've been missing— even in dark and light scenes.



Neo Quantum HDR 8K+

Take in a hyper-realistic 8K picture with color and contrast.

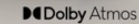


Real 8K Resolution with AI Upscaling

See a clear picture with 8K resolution.



Dolby Atmos and Object Tracking Sound+



Put yourself in the middle of the action with built-in Dolby Atmos®.



AI Motion Enhancer

Eliminates motion stutter to create a smoother viewing experience.\*

\*Utilizes AI-Based formulas

Neo QLED 8K QN800D

# What's in the box

These images show product dimensions of exactly what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here](#).

**Model:**  
65" QN800D Neo QLED 8K

**What's in the box:**

- TV
- One Connect Box
- One Connect Cables (0.3m, 2.5m in length)
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 56.8 x 32.4 x 0.7
- TV With Stand: 56.8 x 35.4 x 10.5
- Stand Footprint: 14.2 x 11.7 x 10.5

Stand height not shown in visual.

Features and specifications subject to change.

**Model:**  
75" QN800D Neo QLED 8K

**What's in the box:**

- TV
- One Connect Box
- One Connect Cables (0.3m, 2.5m in length)
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 65.7 x 37.4 x 0.7
- TV With Stand: : 65.7 x 40.3 x 11.3
- Stand Footprint: 14.2 x 11.7 x 11.3

Stand height not shown in visual.

Features and specifications subject to change.

**Model:**  
85" QN800D Neo QLED 8K

**What's in the box:**

- TV
- One Connect Box
- One Connect Cables (0.3m, 2.5m in length)
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 74.5 x 42.4 x 0.7
- TV With Stand: 74.5 x 45.4 x 12
- Stand Footprint: 14.2 x 11.7 x 12

Stand height not shown in visual.

Features and specifications subject to change.



**OLED S95D**

**S95D**

# Product images

Use globally approved screen infills for functional executions in which creative storytelling/seasonal messaging is not possible.






Use creative imagery infills (or, when appropriate, seasonal campaign infills) to anchor the product image in humanized storytelling.

Download product and screen infill images [here](#).



**Our most powerful OLED with expert-validated colors**






This premium TV features dramatic detail, reduced glare and our most powerful brightness.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>OLED Technology</b> Vibrant details	<b>OLED Glare-Free</b> A new glare-free finish	<b>OLED HDR Pro</b> Incredible contrast	<b>Motion Xcelerator 144Hz*</b> Peak motion enhancements 144Hz*	<b>Real Depth Enhancer</b> 3D-like scenes with AI
	Discover pure blacks, bright whites and Pantone-validated color.	Watch everything you love with nearly no glare.	Experience an infinite amount of brightness and dramatic detail.	Play games and content with smooth motion and virtually no lag or blur.*  *144Hz requires compatible content connection from compatible PCs. **Motion Xcelerator 144Hz is sometimes called Motion Xcelerator Turbo+.	Experience depth and dimension on screen just like you do in real life.
<b>OTHER FEATURES</b>	<b>Dolby Atmos™ and Object Tracking Sound+</b> Sound that moves you powered by AI technology	<b>4K AI Upscaling*</b> Transforms all content into 4K resolution*	<b>NQ4 AI Gen2 Processor</b> A speedy processor	<b>Expert Calibration</b> Professionally calibrated picture quality	<b>Samsung Tizen OS</b> The best smart tv platform with multi-year software support
	Put yourself in the middle of the action with built-in Dolby Atmos®.	Content is instantly transformed to incredibly sharp, up to 4K resolution using AI.*  *Utilizes AI-Based formulas.	The power behind the 4K picture that actively improves the quality.	Enjoy true-to-life TV colors at home, calibrated by Samsung experts before it leaves our factory.	Discover your must-have apps and streaming services all just a few clicks away.*  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.








**Our most powerful OLED with expert-validated colors**

This premium TV features dramatic detail, reduced glare and our most powerful brightness. Smooth motion and depth make for non-stop beauty.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>OLED Technology</b> Vibrant details	<b>OLED Glare-Free</b> A new glare-free finish	<b>OLED HDR Pro</b> Incredible contrast	<b>Motion Xcelerator 144Hz*</b> Peak motion enhancements 144Hz*	<b>Real Depth Enhancer</b> 3D-like scenes with AI
	Discover pure blacks, bright whites and Pantone-validated color—all combined with amazing detail and brightness.	Watch everything you love with nearly no glare. Anti-glare technology limits light distraction on your screen.	Experience an infinite amount of brightness and dramatic detail across a wide range of Pantone-Validated colors.	Play games and content with ultra-smooth motion and virtually no lag or blur. Get uninterrupted action with crisp visuals rendered at top speeds.*  *144Hz requires compatible content connection from compatible PCs. **Motion Xcelerator 144Hz is sometimes called Motion Xcelerator Turbo+.	Experience depth and dimension on screen just like you do in real life. For all content, Real Depth Enhancer mirrors how the human eye processes depth by increasing foreground contrast.
<b>OTHER FEATURES</b>	<b>Dolby Atmos™ and Object Tracking Sound+</b> Sound that moves you powered by AI technology	<b>4K AI Upscaling*</b> Transforms all content into 4K resolution*	<b>NQ4 AI Gen2 Processor</b> A speedy processor	<b>Expert Calibration</b> Professionally calibrated picture quality	<b>Samsung Tizen OS</b> The best smart tv platform with multi-year software support
	Put yourself in the middle of the action with built-in Dolby Atmos®. When cars are speeding across your Samsung AI TV screen, 3D sound moves right along with them, thanks to Object Tracking Sound+.	Instantly transforms lower resolution content to 4K using AI technology. Get enhanced clarity whether you're watching an HD movie, live sports or even looking back at home videos.*  *Utilizes AI-Based formulas.	The power behind the 4K picture that actively improves the quality. Utilizing 20 specialized networks the AI-powered processor drives the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.	Enjoy true-to-life TV colors at home, calibrated by Samsung experts before it leaves our factory. Specialized equipment ensures accurate, consistent color based on industry standards.	Stream your favorite shows. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. Discover your must-have apps and streaming services all just a few clicks away. *  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.

**Our most powerful OLED with expert-validated colors**

This premium TV features dramatic detail, reduced glare and our most powerful brightness. Smooth motion, depth and 4K processing make for a non-stop, breathtaking picture.

TOP 5 FEATURES IN PRIORITY ORDER					
	<p><b>OLED Technology</b></p> <p>Vibrant details</p>	<p><b>OLED Glare-Free</b></p> <p>A new glare-free finish</p>	<p><b>OLED HDR Pro</b></p> <p>Incredible contrast</p>	<p><b>Motion Xcelerator 144Hz*</b></p> <p>Peak motion enhancements 144Hz*</p>	<p><b>Real Depth Enhancer</b></p> <p>3D-like scenes with AI</p>
	<p>Discover pure blacks, bright whites and Pantone-validated color. Combined with detail and brightness, this pixel-packed screen gives you a dramatic view for everything you watch.</p>	<p>Watch everything you love with nearly no glare. Anti-glare technology limits light distraction on your screen. Say goodbye to washed out images and see your TV's clarity, color and contrast shine through.</p>	<p>Experience an infinite amount of brightness and dramatic detail across a wide range of Pantone-Validated colors. Your picture is optimized to make bright whites and pure blacks crisp and clear.</p>	<p>Play games and content with smooth motion and virtually no lag or blur. Get uninterrupted action with crisp visuals rendered at top speeds, so you always have a seamless, non-stop picture.*</p> <p><small>*144Hz requires compatible content connection from compatible PCs. **Motion Xcelerator 144Hz is sometimes called Motion Xcelerator Turbo+.</small></p>	<p>Experience depth and dimension on screen just the way you see it in real life. Real Depth Enhancer creates an immersive experience on your 4K AI TV by mirroring how the human eye processes depth by increasing foreground contrast. For all content, this simple adjustment brings the picture that much closer to reality.</p>
OTHER FEATURES	<p><b>Dolby Atmos™ and Object Tracking Sound+</b></p> <p>Sound that moves you powered by AI technology</p>	<p><b>4K AI Upscaling*</b></p> <p>Transforms all content into 4K resolution*</p>	<p><b>NQ4 AI Gen2 Processor</b></p> <p>A speedy processor</p>	<p><b>Expert Calibration</b></p> <p>Professionally calibrated picture quality</p>	<p><b>Samsung Tizen OS</b></p> <p>The best smart tv platform with multi-year software support</p>
	<p>Put yourself in the middle of the action with built-in Dolby Atmos®. When cars are speeding across your Samsung AI TV screen, sound moves right along with them to deliver realistic, 3D audio, thanks to Object Tracking Sound+.</p>	<p>Instantly transforms lower resolution content into 4K using AI technology. Whether you're watching an HD movie, live sports or even looking back at home videos, *get enhanced clarity with our high-performance, AI-powered processor that upgrades your content scene by scene.*</p> <p><small>*Utilizes AI-Based formulas.</small></p>	<p>The power behind the 4K picture that actively improves the quality. The NQ4 AI Gen2 Processor keeps everything running, using 20 specialized networks to drive the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.</p>	<p>Enjoy true-to-life TV colors at home, calibrated by Samsung experts before it leaves our factory. Specialized equipment ensures accurate, consistent color based on industry standards. This maximizes your viewing experience and provides a more accurate representation of the content being viewed.</p>	<p>Stream your favorite shows. Follow recipes. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. In just a few clicks, get instant access to your must-have apps and endless content from the streaming services you love. And with Voice Assistants built into your TV, it's easy to get to it all with just the sound of your voice.*</p> <p><small>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</small></p>

S95D

# Lifestyle photography

Lifestyle photography aids in driving emotional connection and resonance with shoppers, allowing them to visualize our TVs in their homes as well as envision moments shared around our TVs.

Additionally, lifestyle photography helps shoppers more easily visualize the scale and size of the TV beyond reliance on specs.

Download images [here](#).



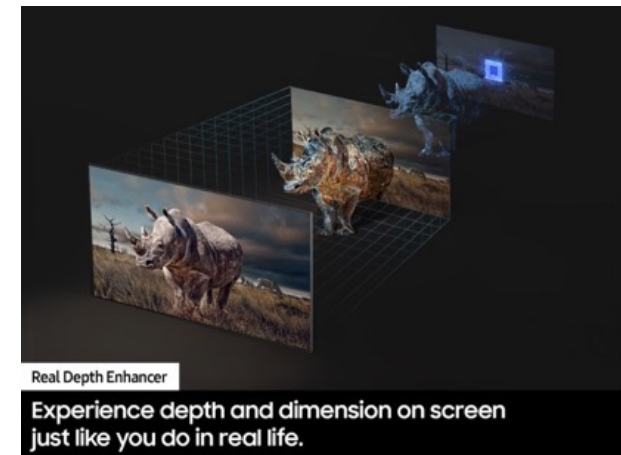
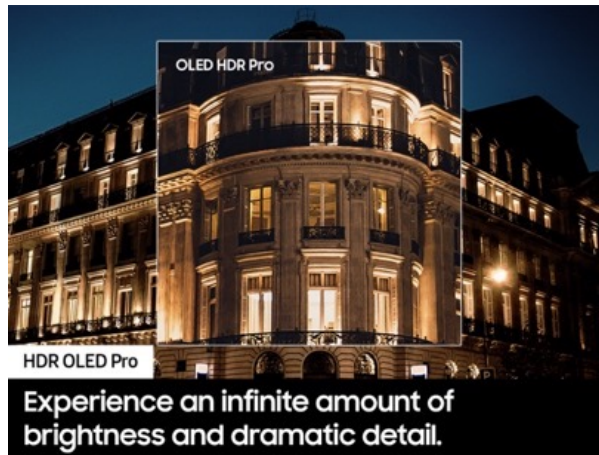
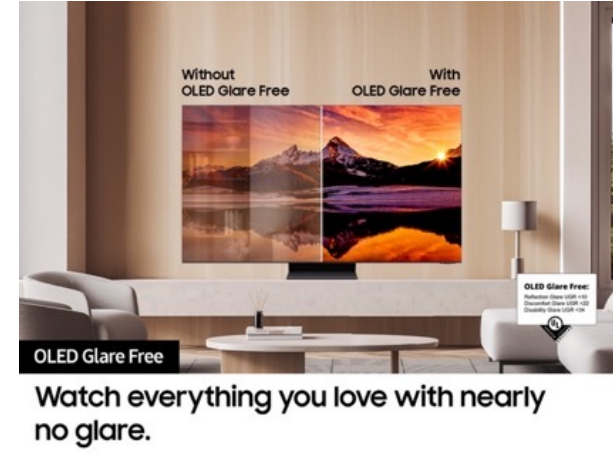
S95D

# Brand benefit images

Brand Benefit Images (BBIs) bring key feature benefits to life visually.

As they say, a picture is worth a thousand words, and these awe-inspiring images allow shoppers to more swiftly and fully understand how the feature shown will enhance their viewing experience.

Download images [here](#).



S95D

# What's in the box

These images show product dimensions of exactly what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here](#).

**Model:**  
77" S95D OLED

**What's in the box:**

- TV
- One Connect Box
- Power Cable
- Slim Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 67.6 x 38.7 x 0.4
- TV With Stand: 67.6 x 41.3 x 11.3
- Stand Footprint: 14.2 x 11.7 x 11.3

Stand height not shown in visual. Features and specifications subject to change.

**Model:**  
65" S95D OLED

**What's in the box:**

- TV
- One Connect Box
- Power Cable
- Slim Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 56.8 x 32.7 x 0.4
- TV With Stand: 56.8 x 35.2 x 10.5
- Stand Footprint: 14.2 x 11.7 x 10.5

Stand height not shown in visual. Features and specifications subject to change.

**Model:**  
55" S95D OLED

**What's in the box:**

- TV
- One Connect Box
- Power Cable
- Slim Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 48.2 x 27.8 x 0.4
- TV With Stand: 48.2 x 30.4 x 10.5
- Stand Footprint: 14.2 x 11.7 x 10.5

Stand height not shown in visual. Features and specifications subject to change.

The background is a dynamic, abstract composition of flowing, liquid-like shapes. The colors transition from deep emerald green on the left to vibrant cyan and finally to rich, saturated blue on the right. The surfaces are highly reflective, with bright highlights and deep shadows that create a sense of depth and movement, resembling molten glass or a digital fluid simulation.

**OLED S90D**

**S90D**

# Product images

Use globally approved screen infills for functional executions in which creative storytelling/seasonal messaging is not possible.






Use creative imagery infills (or, when appropriate, seasonal campaign infills) to anchor the product image in humanized storytelling.

Download product and screen infill images [here](#).



**A dramatic picture that jumps off the screen**






This premium TV features a detailed image, strong contrast and clear motion.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>OLED Technology</b> Vibrant details	<b>OLED HDR+*</b> Bold contrast*	<b>Motion Xcelerator 144Hz*</b> Peak motion enhancements 144Hz*	<b>Real Depth Enhancer</b> 3D-like scenes with AI	<b>4K AI Upscaling*</b> Transforms all content into 4K resolution*
	Discover pure blacks, bright whites and Pantone-validated color.	Enjoy powerful brightness and rich contrast.* *S90D 48" and 42" have OLED HDR.	Play games and content with smooth motion and virtually no lag or blur.* *144Hz requires compatible content connection from compatible PCs. **Motion Xcelerator 144Hz is sometimes called Motion Xcelerator Turbo+.	Experience depth and dimension on screen just like you do in real life.	Content instantly transformed to incredibly sharp up to 4K resolution.* *Utilizes AI-Based formulas.
<b>OTHER FEATURES</b>	<b>Dolby Atmos™ and Object Tracking Sound Lite</b> Hear the action powered by AI technology	<b>NQ4 AI Gen2 Processor</b> A speedy processor	<b>Samsung Tizen OS*</b> The best smart tv platform with multi-year software support*	<b>PANTONE Validated</b> Expert-validated colors	<b>Samsung Gaming Hub*</b> Game all day—no console required
	Keep your ears on the action with built-in Dolby Atmos™@.	The power behind the 4K picture that actively improves the quality.	Discover your must-have apps and streaming services all just a few clicks away.* *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life.	Where gaming comes together. Stream your favorite games right from your TV. No console required.* *High speed internet connection, additional gaming service subscriptions and compatible controller required. *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.








**A dramatic picture that jumps off the screen**

This premium TV features a detailed image, strong contrast and clear motion. Increased depth and 4K upscaling help bring clarity to your content.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>OLED Technology</b></p> <p>Vibrant details</p>	<p><b>OLED HDR+*</b></p> <p>Bold contrast*</p>	<p><b>Motion Xcelerator 144Hz*</b></p> <p>Peak motion enhancements 144Hz*</p>	<p><b>Real Depth Enhancer</b></p> <p>3D-like scenes with AI</p>	<p><b>4K AI Upscaling*</b></p> <p>Transforms all content into 4K resolution*</p>
	<p>Discover pure blacks, bright whites and Pantone-validated color—all combined with amazing detail and brightness.</p>	<p>Enjoy powerful brightness and rich contrast. Your TV analyzes each scene to boost brightness and improve the image.*</p> <p>*S90D 48" and 42" have OLED HDR.</p>	<p>Play games and content with ultra-smooth motion and virtually no lag or blur. Get uninterrupted action with crisp visuals rendered at top speeds.*</p> <p>*144Hz requires compatible content connection from compatible PCs. **Motion Xcelerator 144Hz is sometimes called Motion Xcelerator Turbo+.</p>	<p>Experience depth and dimension on screen just like you do in real life. For all content, Real Depth Enhancer mirrors how the human eye processes depth by increasing foreground contrast.</p>	<p>Content instantly transformed to incredibly sharp up to 4K resolution. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, experience it all transformed into sharp 4K resolution.*</p> <p>*Utilizes AI-Based formulas.</p>
<b>OTHER FEATURES</b>	<p><b>Dolby Atmos™ and Object Tracking Sound Lite</b></p> <p>Hear the action powered by AI technology</p>	<p><b>NQ4 AI Gen2 Processor</b></p> <p>A speedy processor</p>	<p><b>Samsung Tizen OS*</b></p> <p>The best smart tv platform with multi-year software support*</p>	<p><b>PANTONE Validated</b></p> <p>Expert-validated colors</p>	<p><b>Samsung Gaming Hub*</b></p> <p>Game all day—no console required</p>
	<p>Keep your ears on the action with built-in Dolby Atmos™. You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio.</p>	<p>The power behind the 4K picture that actively improves the quality. Utilizing 20 specialized networks the AI-powered processor drives the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.</p>	<p>Stream your favorite shows. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. Discover your must-have apps and streaming services all just a few clicks away.*</p> <p>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</p>	<p>Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life. Every hue, tint and skin tone offers a more accurate and beautiful picture.</p>	<p>Where gaming comes together. Stream your favorite games right from your TV. No console required. You'll also get recommendations on what to play next, based on what you like.*</p> <p>*High speed internet connection, additional gaming service subscriptions and compatible controller required. *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</p>

**A dramatic picture that jumps off the screen**

This premium TV features a detailed image, strong contrast and clear motion. Increased depth and AI-powered 4K upscaling all work to bring clarity to your content.

TOP 5 FEATURES IN PRIORITY ORDER					
	<p><b>OLED Technology</b></p> <p>Vibrant details</p>	<p><b>OLED HDR+*</b></p> <p>Bold contrast*</p>	<p><b>Motion Xcelerator 144Hz*</b></p> <p>Peak motion enhancements 144Hz*</p>	<p><b>Real Depth Enhancer</b></p> <p>3D-like scenes with AI</p>	<p><b>4K AI Upscaling*</b></p> <p>Transforms all content into 4K resolution*</p>
	<p>Discover pure blacks, bright whites and Pantone-validated color. Combined with detail and brightness, this pixel-packed screen gives you a dramatic view for everything you watch.</p>	<p>Enjoy powerful brightness and rich contrast. Your TV analyzes each scene to boost brightness and improve image clarity.*</p> <p>*S90D 48" and 42" have OLED HDR.</p>	<p>Play games and content with smooth motion and virtually no lag or blur. Get uninterrupted action with crisp visuals rendered at top speeds, so you always have a seamless, non-stop picture.*</p> <p>*144Hz requires compatible content connection from compatible PCs. **Motion Xcelerator 144Hz is sometimes called Motion Xcelerator Turbo+.</p>	<p>Experience depth and dimension on screen just the way you see it in real life. Real Depth Enhancer creates an immersive experience on your 4K AI TV by mirroring how the human eye processes depth by increasing foreground contrast. For all content, this simple adjustment brings the picture that much closer to reality.</p>	<p>Content instantly transformed to incredibly sharp up to 4K resolution. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, experience it all transformed into sharp 4K resolution with our high-performance, AI-powered processor that upgrades your content scene by scene. *</p> <p>*Utilizes AI-Based formulas.</p>
OTHER FEATURES	<p><b>Dolby Atmos™ and Object Tracking Sound Lite</b></p> <p>Hear the action powered by AI technology</p>	<p><b>NQ4 AI Gen2 Processor</b></p> <p>A speedy processor</p>	<p><b>Samsung Tizen OS*</b></p> <p>The best smart tv platform with multi-year software support*</p>	<p><b>PANTONE Validated</b></p> <p>Expert-validated colors</p>	<p><b>Samsung Gaming Hub*</b></p> <p>Game all day—no console required</p>
	<p>Keep your ears on the action with built-in Dolby Atmos™. You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio—putting you right in the middle of the car chase, stampede or party scene.</p>	<p>The power behind the 4K picture that actively improves the quality. The NQ4 AI Gen2 Processor keeps everything running, using 20 specialized networks to drive the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.</p>	<p>Stream your favorite shows. Follow recipes. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. In just a few clicks, get instant access to your must-have apps and endless content from the streaming services you love. And with Voice Assistants built into your TV, it's easy to get to it all with just the sound of your voice.*</p> <p>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</p>	<p>Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life. Every hue, tint and skin tone offers a more accurate and beautiful picture.</p>	<p>Widen your world of gaming instantly without a console. Gaming Hub is where gaming comes together—bringing the best of console games, streaming games and more—all in one place. With easier access to your favorite games, standalone apps and accessories, start playing faster than ever. Plus, get recommendations for other games, adjust settings to optimize gameplay and more.*</p> <p>*High speed internet connection, additional gaming service subscriptions and compatible controller required. *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</p>

S90D

# Lifestyle photography

Lifestyle photography aids in driving emotional connection and resonance with shoppers, allowing them to visualize our TVs in their homes as well as envision moments shared around our TVs.

Additionally, lifestyle photography helps shoppers more easily visualize the scale and size of the TV beyond reliance on specs.

Download images [here](#).



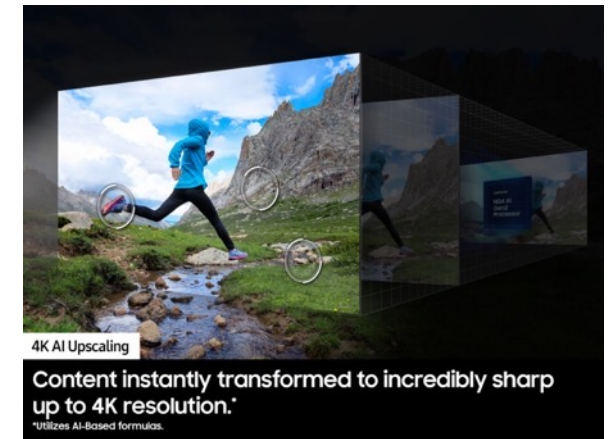
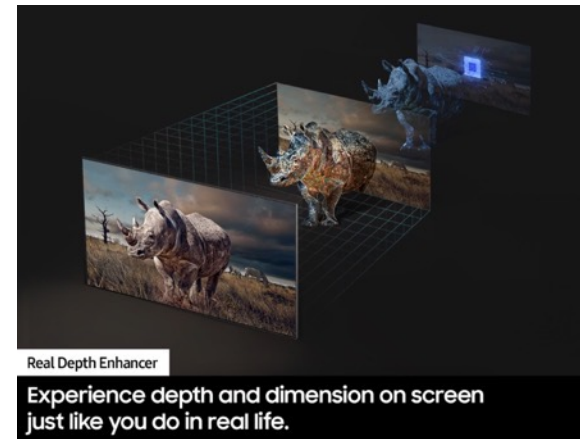
S90D

# Brand benefit images

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Download images [here](#).



S90D

# What's in the box

These images show product dimensions of exactly what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here](#).

**Model: 83" S90D OLED**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell Remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 72.9 x 41.8 x 1.8
- TV With Stand: 72.9 x 44.6 x 14.1
- Stand Footprint: 14.4 x 12.8 x 14.1

Stand height not shown in visual.

Features and specifications subject to change.

**Model: 77" S90D OLED**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell Remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 67.7 x 38.6 x 1.8
- TV With Stand: 67.7 x 41.7 x 14.1
- Stand Footprint: 14.4 x 12.8 x 14.1

Stand height not shown in visual.

Features and specifications subject to change.

**Model: 65" S90D OLED**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell Remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 56.9 x 32.5 x 1.6
- TV With Stand: 56.9 x 35.3 x 10.4
- Stand Footprint: 14.4 x 11.8 x 10.4

Stand height not shown in visual.

Features and specifications subject to change.

**Model: 55" S90D OLED**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell Remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 48.2 x 27.7 x 1.6
- TV With Stand: 42.1 x 27 x 10.4
- Stand Footprint: 14.4 x 11.8 x 10.4

Stand height not shown in visual.

Features and specifications subject to change.

The background is a dynamic, abstract composition of flowing, metallic, reddish-gold liquid or fabric. The colors range from deep, dark reds and purples on the left to bright, shimmering golds and oranges on the right. The texture is highly reflective, with numerous highlights and shadows that create a sense of depth and movement. The overall effect is one of luxury and high-tech sophistication.

**OLED S85D**

**S85D**

# Product images

Use globally approved screen infills for functional executions in which creative storytelling/seasonal messaging is not possible.






Use creative imagery infills (or, when appropriate, seasonal campaign infills) to anchor the product image in humanized storytelling.

Download product and screen infill images [here](#).



**A stylish OLED with bold contrast and design**




This premium TV features details and contrast, expert-validated colors and a slim bezel.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>OLED Technology</b> Vibrant details	<b>OLED HDR</b> Deep contrast	<b>Contour Design*</b> Sleek body design*	<b>Motion Xcelerator 120Hz*</b> Smooth motion*	<b>Real Depth Enhancer</b> 3D-like scenes with AI
	Discover pure blacks, bright whites and Pantone-validated color.	Full-scale brightness and contrast.	Made to look elegant and bold.* *65" and 55" Class have Contour Design. 77" Class have a Laser Slim design.	Experience smooth action with exceptional motion enhancements.* *Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.	Experience depth and dimension on screen just like you do in real life.
<b>OTHER FEATURES</b>	<b>Dolby Atmos™ and Object Tracking Sound Lite</b> Hear the action powered by AI technology	<b>4K AI Upscaling*</b> Transforms all content into 4K resolution*	<b>NQ4 AI Gen2 Processor</b> A speedy processor	<b>Samsung Tizen OS*</b> The best smart tv platform with multi-year software support*	<b>PANTONE Validated</b> Expert-validated colors
	Keep your ears on the action with built-in Dolby Atmos™.	Content is instantly transformed to incredibly sharp, up to 4K resolution using AI.* *Utilizes AI-Based formulas.	The power behind the 4K picture that actively improves the quality.	Discover your must-have apps and streaming services all just a few clicks away.* *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life.








**A stylish OLED with bold contrast and design**

This premium TV features details and contrast, expert-validated colors and a slim bezel. Its design brings a modern look to your space.

TOP 5 FEATURES IN PRIORITY ORDER					
	<b>OLED Technology</b> Vibrant details	<b>OLED HDR</b> Deep contrast	<b>Contour Design*</b> Sleek body design*	<b>Motion Xcelerator 120Hz*</b> Smooth motion*	<b>Real Depth Enhancer</b> 3D-like scenes with AI
	Discover pure blacks, bright whites and Pantone-validated color—all combined with amazing detail and brightness.	Full-scale brightness and contrast. With OLED HDR, every pixel is self-illuminated.	Made to look elegant and bold with a wave-inspired structure that gives you one continuous design that blends into your home.*  *65" and 55" Class have Contour Design. 77" Class have a Laser Slim design.	Experience smooth action with exceptional motion enhancements for a seamless picture.*  *Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.	Experience depth and dimension on screen just like you do in real life. For all content, Real Depth Enhancer mirrors how the human eye processes depth by increasing foreground contrast.
OTHER FEATURES	<b>Dolby Atmos™ and Object Tracking Sound Lite</b> Hear the action powered by AI technology	<b>4K AI Upscaling*</b> Transforms all content into 4K resolution*	<b>NQ4 AI Gen2 Processor</b> A speedy processor	<b>Samsung Tizen OS*</b> The best smart tv platform with multi-year software support*	<b>PANTONE Validated</b> Expert-validated colors
	Keep your ears on the action with built-in Dolby Atmos™. You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio.	Instantly transforms lower resolution content to 4K using AI technology. Get enhanced clarity whether you're watching an HD movie, live sports or even looking back at home videos.*  *Utilizes AI-Based formulas.	The power behind the 4K picture that actively improves the quality. Utilizing 20 specialized networks the AI-powered processor drives the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.	Stream your favorite shows. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. Discover your must-have apps and streaming services all just a few clicks away.*  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life. Every hue, tint and skin tone offers a more accurate and beautiful picture.

**A stylish OLED with bold contrast and design**

This premium TV features details and contrast, expert-validated colors and a slim bezel. Its design brings you a modern look, while clear motion and depth enhance the picture.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>OLED Technology</b> Vibrant details	<b>OLED HDR</b> Deep contrast	<b>Contour Design*</b> Sleek body design*	<b>Motion Xcelerator 120Hz*</b> Smooth motion*	<b>Real Depth Enhancer</b> 3D-like scenes with AI
	Discover pure blacks, bright whites and Pantone-validated color. Combined with detail and brightness, this pixel-packed screen gives you a dramatic view for everything you watch.	Full-scale brightness and contrast. With OLED HDR, every pixel is self-illuminated for a dramatic picture.	Made to look elegant and bold with a wave-inspired structure that gives you one continuous design that blends into your home.*  *65" and 55" Class have Contour Design. 77" Class have a Laser Slim design.	Experience smooth action with exceptional motion enhancements. Get crisp visuals at a speed of 120 frames per second for a seamless picture.*  *Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.	Experience depth and dimension on screen just the way you see it in real life. Real Depth Enhancer creates an immersive experience on your 4K AI TV by mirroring how the human eye processes depth by increasing foreground contrast. For all content, this simple adjustment brings the picture that much closer to reality.
<b>OTHER FEATURES</b>	<b>Dolby Atmos™ and Object Tracking Sound Lite</b> Hear the action powered by AI technology	<b>4K AI Upscaling*</b> Transforms all content into 4K resolution*	<b>NQ4 AI Gen2 Processor</b> A speedy processor	<b>Samsung Tizen OS*</b> The best smart tv platform with multi-year software support*	<b>PANTONE Validated</b> Expert-validated colors
	Keep your ears on the action with built-in Dolby Atmos™. You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio—putting you right in the middle of the car chase, stampede or party scene.	Content instantly transformed to incredibly sharp up to 4K resolution. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, experience it all transformed into sharp 4K resolution with our high-performance, AI-powered processor that upgrades your content scene by scene.*  *Utilizes AI-Based formulas.	The power behind the 4K picture that actively improves the quality. The NQ4 AI Gen2 Processor keeps everything running, using 20 specialized networks to drive the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.	Stream your favorite shows. Follow recipes. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. In just a few clicks, get instant access to your must-have apps and endless content from the streaming services you love. And with Voice Assistants built into your TV, it's easy to get to it all with just the sound of your voice.*  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life. Every hue, tint and skin tone offers a more accurate and beautiful picture.

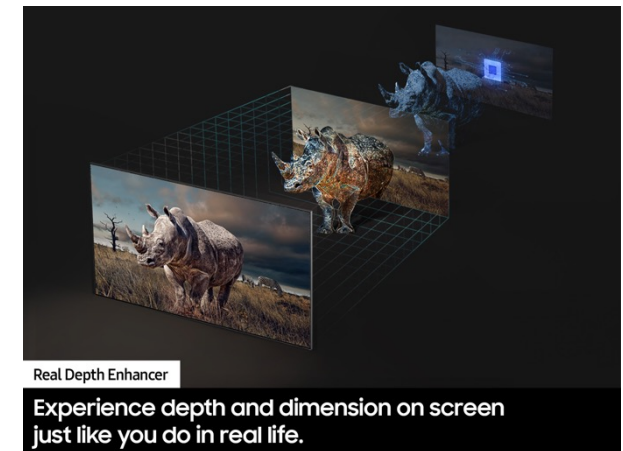
S85D

# Brand benefit images

Brand Benefit Images (BBIs) bring key feature benefits to life visually.

As they say, a picture is worth a thousand words, and these awe-inspiring images allow shoppers to more swiftly and fully understand how the feature shown will enhance their viewing experience.

Download images [here](#).



S85D

# What's in the box

These images show product dimensions of exactly what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here](#).

**Model: 77" S85D OLED**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 67.5 x 38.9 x 1.8
- TV With Stand: 67.5 x 41.7 x 13.1
- Stand Footprint: 14.4 x 12.8 x 14.2

Stand height not shown in visual.

Features and specifications subject to change.

**Model: 65" S85D OLED**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 57 x 32.5 x 1.3
- TV With Stand: 57 x 35.3 x 10.4
- Stand Footprint: 0.8 x 9.7 x 10.4

Stand height not shown in visual.

Features and specifications subject to change.

**Model: 55" S85D OLED**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 48.2 x 27.6 x 1.3
- TV With Stand: 48.2 x 30.1 x 9.3
- Stand Footprint: 0.8 x 9.1 x 9.3

Stand height not shown in visual.

Features and specifications subject to change.



**Neo QLED 4K QN95D**

**QN95D**

# Product images

Use globally approved screen infills for functional executions in which creative storytelling/seasonal messaging is not possible.






Use creative imagery infills (or, when appropriate, seasonal campaign infills) to anchor the product image in humanized storytelling.

Download product and screen infill images [here](#).








**Our top 4K picture with incredible resolution**

This elite TV features a crisp picture, high contrast and a slim bezel.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>NQ4 AI Gen2 Processor</b> A speedy processor	<b>Quantum Matrix with Mini LEDs</b> Brilliant details	<b>Infinity One Design</b> Incredible slim design	<b>Neo Quantum HDR+</b> High 4K resolution	<b>Anti Reflection</b> No more distractions
	The power behind the 4K picture that actively improves the quality.	Catch every detail in dark to bright scenes.	A barely-there TV frame helps keep your focus on the screen.	See content come to life with remarkable picture quality and brightness.	Watch everything you love with nearly no reflections—and no distractions.
<b>OTHER FEATURES</b>	<b>Motion Xcelerator 144Hz*</b> Peak motion enhancements 144Hz*	<b>Real Depth Enhancer Pro</b> A new level of depth in every image with AI technology	<b>4K AI Upscaling</b> Watch content in up to 4K resolution	<b>Samsung Tizen OS</b> A smarter home screen	<b>Auto HDR Remastering</b> Content converted to HDR-like quality
	Play games and content with smooth motion and virtually no lag or blur.*  *144Hz requires compatible content connection from compatible PCs. Motion Xcelerator 144Hz is sometimes called Motion Xcelerator Turbo+.	Experience real-life depth and dimension on screen.	Content instantly transformed to incredibly sharp up to 4K resolution using AI.  *Utilizes AI-Based formulas.	Discover your must-have apps and streaming services all just a few clicks away.*  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Elevate your viewing experience with our best 4K color and contrast.

**Our top 4K picture with incredible resolution**






This elite TV features a crisp picture, high contrast and a slim bezel. It also boasts a powerful processor and anti-reflective screen.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>NQ4 AI Gen2 Processor</b></p> <p>A speedy processor</p>	<p><b>Quantum Matrix with Mini LEDs</b></p> <p>Brilliant details</p>	<p><b>Infinity One Design</b></p> <p>Incredible slim design</p>	<p><b>Neo Quantum HDR+</b></p> <p>High 4K resolution</p>	<p><b>Anti Reflection</b></p> <p>No more distractions</p>
	<p>The power behind the 4K picture that actively improves the quality. Utilizing 20 specialized networks the AI-powered processor drives the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.</p>	<p>Catch every detail in dark to bright scenes. Precise lighting from Mini LEDs boost brightness so you don't miss a thing. It all works to make your picture that much more intense.</p>	<p>A barely-there TV frame helps keep your focus on the screen. This minimalist design has an impossibly slim and sleek profile.</p>	<p>See content come to life with remarkable picture quality and brightness. No exaggeration: the things on screen look true enough to touch. You'll get to absorb all the nuances of the latest Hollywood movies and the shows you love made for High Dynamic Range.</p>	<p>Watch everything you love with nearly no reflections and no distractions. Now your entertainment can look as good in the morning as it does at night with the lights on. Anti-Reflection technology limits light distraction on your screen by reducing the glare.</p>
<b>OTHER FEATURES</b>	<p><b>Motion Xcelerator 144Hz*</b></p> <p>Peak motion enhancements 144Hz*</p>	<p><b>Real Depth Enhancer Pro</b></p> <p>A new level of depth in every image with AI technology</p>	<p><b>4K AI Upscaling</b></p> <p>Watch content in up to 4K resolution</p>	<p><b>Samsung Tizen OS</b></p> <p>A smarter home screen</p>	<p><b>Auto HDR Remastering</b></p> <p>Content converted to HDR-like quality</p>
	<p>Play games and content with smooth motion and virtually no lag or blur. Get uninterrupted action with crisp visuals rendered at top speeds, so you always have a seamless, non-stop picture.*</p> <p><small>*144Hz requires compatible content connection from compatible PCs. Motion Xcelerator 144Hz is sometimes called Motion Xcelerator Turbo+.</small></p>	<p>Experience depth and dimension on screen just like you do in real life. Real Depth Enhancer Pro finds the focal point in each frame and adjusts for a fully dimensional picture.</p>	<p>Content instantly transformed to incredibly sharp up to 4K resolution using Samsung AI technology. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, you get sharper visuals.*</p> <p><small>*Utilizes AI-Based formulas.</small></p>	<p>Stream your favorite shows. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. Discover your must-have apps and streaming services all just a few clicks away. *</p> <p><small>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</small></p>	<p>Elevate your viewing experience with our best 4K color and contrast. AI-based algorithms help create brighter highlights and details.</p>



**Our top 4K picture with incredible resolution**

This elite TV features a crisp picture, high contrast and a slim bezel. It also boasts a powerful processor and anti-reflective screen, so you always get a clear view.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>NQ4 AI Gen2 Processor</b></p> <p>A speedy processor</p>	<p><b>Quantum Matrix with Mini LEDs</b></p> <p>Brilliant details</p>	<p><b>Infinity One Design</b></p> <p>Incredible slim design</p>	<p><b>Neo Quantum HDR+</b></p> <p>High 4K resolution</p>	<p><b>Anti Reflection</b></p> <p>No more distractions</p>
	<p>The power behind the 4K picture that actively improves the quality. The NQ4 AI Gen2 Processor keeps everything running, using 20 specialized networks to drive the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.</p>	<p>Catch every detail in dark to bright scenes. Precise lighting from Mini LEDs boost brightness so you don't miss a thing.</p>	<p>A barely-there TV frame helps keep your focus on the screen. This minimalist design has an impossibly slim and sleek profile while giving you an expansive view.</p>	<p>See sensational contrast, stellar brightness and vivid color—just as the director intended. No exaggeration: the things on screen look true enough to touch. You'll get to absorb all the nuances of the latest Hollywood movies and the shows you love made for High Dynamic Range.</p>	<p>Watch everything you love with nearly no reflections and no distractions. Now your entertainment can look as good in the morning as it does at night with lights on. Anti-Reflection technology limits light distraction on your screen by reducing the effects of glare. Say goodbye to washed out images and see your TV's clarity, color and contrast shine through.</p>
<b>OTHER FEATURES</b>	<p><b>Motion Xcelerator 144Hz*</b></p> <p>Peak motion enhancements 144Hz*</p>	<p><b>Real Depth Enhancer Pro</b></p> <p>A new level of depth in every image with AI technology</p>	<p><b>4K AI Upscaling</b></p> <p>Watch content in up to 4K resolution</p>	<p><b>Samsung Tizen OS</b></p> <p>A smarter home screen</p>	<p><b>Auto HDR Remastering</b></p> <p>Content converted to HDR-like quality</p>
	<p>Play games and content with ultra-smooth motion and virtually no lag or blur. Get uninterrupted action with crisp visuals rendered at top speeds.*</p> <p>*144Hz requires compatible content connection from compatible PCs. Motion Xcelerator 144Hz is sometimes called Motion Xcelerator Turbo+.</p>	<p>Experience depth and dimension on screen just like you do in real life. Real Depth Enhancer Pro finds the focal point in each frame and adjusts for a fully dimensional picture. It brings out the images in the foreground to better mirror real life.</p>	<p>Content instantly transformed to incredibly sharp up to 4K resolution using Samsung AI technology. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, you get sharper visuals with our high-performance, AI-powered processor that upgrades your content scene by scene.*</p> <p>*Utilizes AI-Based formulas.</p>	<p>Stream your favorite shows. Follow recipes. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. In just a few clicks, get instant access to your must-have apps and endless content from the streaming services you love. And with Voice Assistants built into your TV, it's easy to get to it all with just the sound of your voice. *</p> <p>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</p>	<p>Elevate your viewing experience with our best 4K color and contrast. AI-based algorithms help create brighter highlights and details.</p>

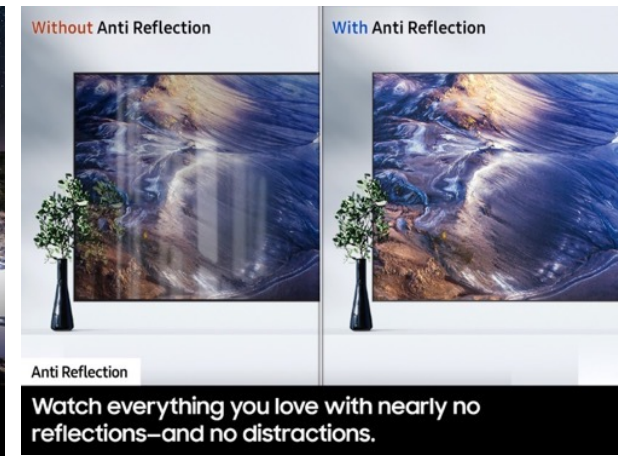
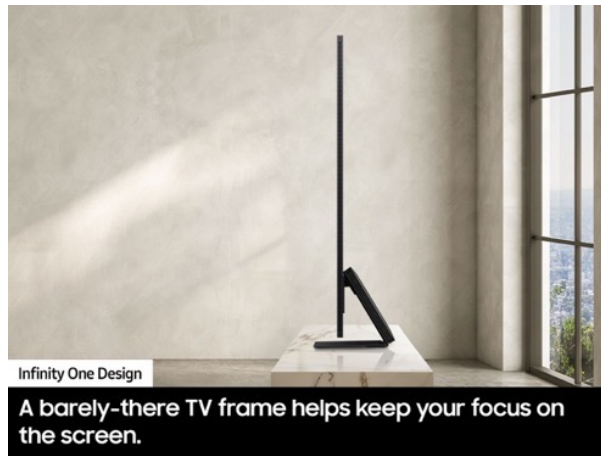
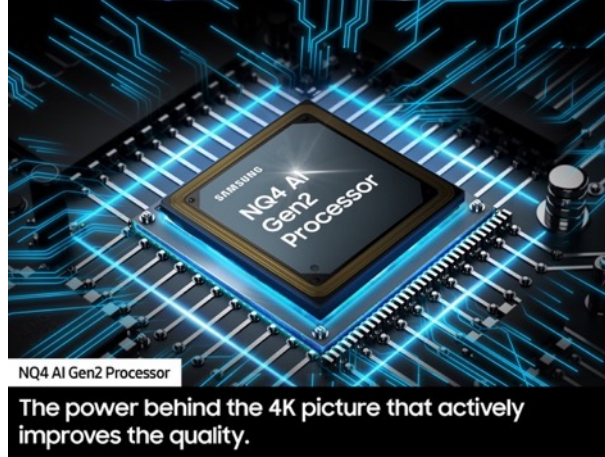
QN95D

# Brand benefit images

Brand Benefit Images (BBIs) bring key feature benefits to life visually.

As they say, a picture is worth a thousand words, and these awe-inspiring images allow shoppers to more swiftly and fully understand how the feature shown will enhance their viewing experience.

Download images [here](#).



QN95D

# What's in the box

These images show product dimensions of exactly what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here](#).

**Model: 85" QN95D**

**What's in the box:**

- TV
- Power Cable
- One Connect Box
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 74.4 x 42.4 x 0.9
- TV With Stand: 74.4 x 45 x 12.5
- Stand Footprint: 16.5 x 11.8 x 12.5

Stand height not shown in image.

Features and specifications subject to change.

**Model: 75" QN95D**

**What's in the box:**

- TV
- Power Cable
- One Connect Box
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 65.7 x 37.5 x 0.9
- TV With Stand: 65.7 x 40 x 11.9
- Stand Footprint: 16.5 x 11.8 x 11.9

Stand height not shown in image.

Features and specifications subject to change.

**Model: 65" QN95D**

**What's in the box:**

- TV
- Power Cable
- One Connect Box
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 56.9 x 32.5 x 0.8
- TV With Stand: 56.9 x 35.1 x 10.7
- Stand Footprint: 15.4 x 11.8 x 10.7

Stand height not shown in image.

Features and specifications subject to change.



**Neo QLED 4K QN90D**

**QN90D**

# Product images

Use globally approved screen infills for functional executions in which creative storytelling/seasonal messaging is not possible.






Use creative imagery infills (or, when appropriate, seasonal campaign infills) to anchor the product image in humanized storytelling

Download product and screen infill images [here](#).








**An impressive TV with vivid color and contrast.**

This elite TV features crisp resolution, clear motion and high contrast.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>Quantum Matrix with Mini LEDs</b></p> <p>Brilliant details</p>	<p><b>Neo Quantum HDR+</b></p> <p>High 4K resolution</p>	<p><b>Dolby Atmos™ and Object Tracking Sound+</b></p> <p>Sound that moves you powered by AI technology</p>	<p><b>Motion Xcelerator 144Hz*</b></p> <p>Peak motion enhancements 144Hz*</p>	<p><b>Real Depth Enhancer Pro</b></p> <p>A new level of depth in every image with AI technology</p>
	<p>Catch every detail in dark to bright scenes.</p>	<p>See content come to life with remarkable picture quality and brightness.</p> <p>* QN90D 50" and 43" have Neo Quantum HDR.</p>	<p>Put yourself in the middle of the action with built-in Dolby Atmos®.*</p> <p>*QN90D 50" and 43" have Object Tracking Sound Lite.</p>	<p>Play games and content with smooth motion and virtually no lag or blur.*</p> <p>*QN90D 98" has Motion Xcelerator 120Hz (Motion Xcelerator Turbo). Motion Xcelerator 144Hz* is sometimes called Motion Xcelerator Turbo+.</p> <p>**144Hz requires compatible content connection from compatible PCs.</p>	<p>Experience real-life depth and dimension on screen.</p>
<b>OTHER FEATURES</b>	<p><b>4K AI Upscaling</b></p> <p>Watch content in up to 4K resolution</p>	<p><b>NQ4 AI Gen2 Processor</b></p> <p>A speedy processor</p>	<p><b>Auto HDR Remastering</b></p> <p>Content converted to HDR-like quality</p>	<p><b>HDR Brightness Optimizer</b></p> <p>Catch detail in dark scenes</p>	<p><b>Samsung Tizen OS</b></p> <p>The best smart tv platform with multi-year software support</p>
	<p>Content instantly transformed to incredibly sharp up to 4K resolution using AI.</p> <p>*Utilizes AI-Based formulas.</p>	<p>The power behind the 4K picture that actively improves the quality.</p>	<p>Elevate your viewing experience with our best 4K color and contrast.</p>	<p>Dark scenes become detailed so that everything is more visible.</p>	<p>Discover your must-have apps and streaming services all just a few clicks away. *</p> <p>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</p>


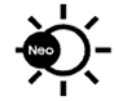



**An impressive TV with vivid color and contrast.**

This elite TV features crisp resolution, clear motion and high contrast. It has a brilliant and smooth picture made possible by ultra-fine lighting and brightness.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>Quantum Matrix with Mini LEDs</b></p> <p>Brilliant details</p>	<p><b>Neo Quantum HDR+</b></p> <p>High 4K resolution</p>	<p><b>Dolby Atmos™ and Object Tracking Sound+</b></p> <p>Sound that moves you powered by AI technology</p>	<p><b>Motion Xcelerator 144Hz*</b></p> <p>Peak motion enhancements 144Hz*</p>	<p><b>Real Depth Enhancer Pro</b></p> <p>A new level of depth in every image with AI technology</p>
	<p>Catch every detail in dark to bright scenes. Precise lighting from Mini LEDs boost brightness so you don't miss a thing. It all works to make your picture that much more intense.</p>	<p>See content come to life with remarkable picture quality and brightness. No exaggeration: the things on screen look true enough to touch. You'll get to absorb all the nuances of the latest Hollywood movies and the shows you love made for High Dynamic Range.</p> <p>* QN90D 50" and 43" have Neo Quantum HDR.</p>	<p>Put yourself in the middle of the action with built-in Dolby Atmos®. When cars are speeding across your Samsung AI TV screen, 3D sound moves right along with them, thanks to Object Tracking Sound+.*</p> <p>*QN90D 50" and 43" have Object Tracking Sound Lite.</p>	<p>Play games and content with smooth motion and virtually no lag or blur. Get uninterrupted action with crisp visuals rendered at top speeds, so you always have a seamless, non-stop picture.**</p> <p>*QN90D 98" has Motion Xcelerator 120Hz (Motion Xcelerator Turbo). Motion Xcelerator 144Hz* is sometimes called Motion Xcelerator Turbo+.</p> <p>**144Hz requires compatible content connection from compatible PCs.</p>	<p>Experience real-life depth and dimension on screen. AI technology pinpoints where you should focus and brings the object into the foreground, enhancing the feeling of 3D depth.</p>
<b>OTHER FEATURES</b>	<p><b>4K AI Upscaling</b></p> <p>Watch content in up to 4K resolution</p>	<p><b>NQ4 AI Gen2 Processor</b></p> <p>A speedy processor</p>	<p><b>Auto HDR Remastering</b></p> <p>Content converted to HDR-like quality</p>	<p><b>HDR Brightness Optimizer</b></p> <p>Catch detail in dark scenes</p>	<p><b>Samsung Tizen OS</b></p> <p>The best smart tv platform with multi-year software support</p>
	<p>Content instantly transformed to incredibly sharp up to 4K resolution using Samsung AI technology. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, you get sharper visuals.*</p> <p>*Utilizes AI-Based formulas.</p>	<p>The power behind the 4K picture that actively improves the quality. Utilizing 20 specialized networks the AI-powered processor drives the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.</p>	<p>Elevate your viewing experience with our best 4K color and contrast. AI-based algorithms help create brighter highlights and details.</p>	<p>Dark scenes become detailed so that everything is more visible. The tone of the image adjusts in real time so you can see the screen in any lighting. Plus with improved brightness, you get a rich picture with more to see.</p>	<p>Stream your favorite shows. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. Discover your must-have apps and streaming services all just a few clicks away. *</p> <p>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</p>

**An impressive TV with vivid color and contrast.**

This elite TV features crisp resolution, clear motion and high contrast. It has a brilliant and smooth picture made possible by ultra-fine lighting and brightness—all with a 3D-like image and sound.

TOP 5 FEATURES IN PRIORITY ORDER					
	<p><b>Quantum Matrix with Mini LEDs</b></p> <p><b>Brilliant details</b></p>	<p><b>Neo Quantum HDR+</b></p> <p><b>High 4K resolution</b></p>	<p><b>Dolby Atmos™ and Object Tracking Sound+</b></p> <p><b>Sound that moves you powered by AI technology</b></p>	<p><b>Motion Xcelerator 144Hz*</b></p> <p><b>Peak motion enhancements 144Hz*</b></p>	<p><b>Real Depth Enhancer Pro</b></p> <p><b>A new level of depth in every image with AI technology</b></p>
	<p>Catch every detail in dark to bright scenes. Precise lighting from Mini LEDs boost brightness so you don't miss a thing.</p>	<p>See sensational contrast, stellar brightness and vivid color—just as the director intended. No exaggeration: the things on screen look true enough to touch. You'll get to absorb all the nuances of the latest Hollywood movies and the shows you love made for High Dynamic Range.</p> <p>* QN90D 50" and 43" have Neo Quantum HDR.</p>	<p>Put yourself in the middle of the action with built-in Dolby Atmos®. When cars are speeding across your Samsung AI TV screen, sound moves right along with them to deliver realistic, 3D audio, thanks to Object Tracking Sound+.*</p> <p>*QN90D 50" and 43" have Object Tracking Sound Lite.</p>	<p>Play games and content with ultra-smooth motion and virtually no lag or blur. Get uninterrupted action with crisp visuals rendered at top speeds.**</p> <p>*QN90D 98" has Motion Xcelerator 120Hz (Motion Xcelerator Turbo). Motion Xcelerator 144Hz* is sometimes called Motion Xcelerator Turbo+.</p> <p>**144Hz requires compatible content connection from compatible PCs.</p>	<p>AI technology pinpoints where you should focus and brings the object into the foreground, enhancing the feeling of 3D depth. With an upgraded, AI-based deep learning, experience depth and dimension on screen just like you do in real life.</p>
OTHER FEATURES	<p><b>4K AI Upscaling</b></p> <p><b>Watch content in up to 4K resolution</b></p>	<p><b>NQ4 AI Gen2 Processor</b></p> <p><b>A speedy processor</b></p>	<p><b>Auto HDR Remastering</b></p> <p><b>Content converted to HDR-like quality</b></p>	<p><b>HDR Brightness Optimizer</b></p> <p><b>Catch detail in dark scenes</b></p>	<p><b>Samsung Tizen OS</b></p> <p><b>The best smart tv platform with multi-year software support</b></p>
	<p>Content instantly transformed to incredibly sharp up to 4K resolution using Samsung AI technology. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, you get sharper visuals with our high-performance, AI-powered processor that upgrades your content scene by scene.*</p> <p>*Utilizes AI-Based formulas.</p>	<p>The power behind the 4K picture that actively improves the quality. The NQ4 AI Gen2 Processor keeps everything running, using 20 specialized networks to drive the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.</p>	<p>Elevate your viewing experience with our best 4K color and contrast. AI-based algorithms help create brighter highlights and details.</p>	<p>Dark scenes become detailed so that everything is more visible. The tone of the image adjusts in real time so you can see the screen in any lighting.</p>	<p>Stream your favorite shows. Follow recipes. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. In just a few clicks, get instant access to your must-have apps and endless content from the streaming services you love. And with Voice Assistants built into your TV, it's easy to get to it all with just the sound of your voice. *</p> <p>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</p>



**QN90D**

# Lifestyle photography

Lifestyle photography aids in driving emotional connection and resonance with shoppers, allowing them to visualize our TVs in their homes as well as envision moments shared around our TVs.

Additionally, lifestyle photography helps shoppers more easily visualize the scale and size of the TV beyond reliance on specs.

Download images [here](#).



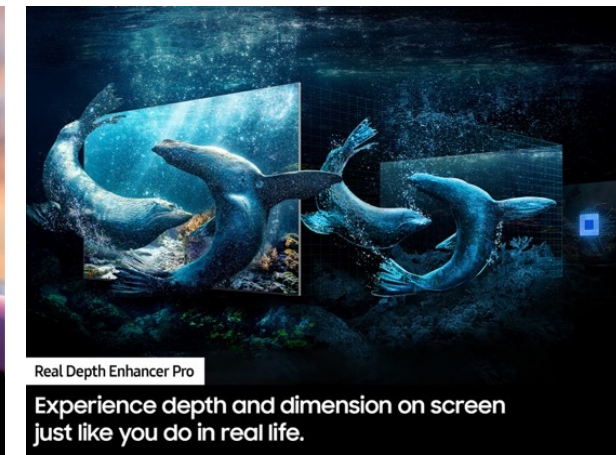
QN90D

# Brand benefit images

Brand Benefit Images (BBIs) bring key feature benefits to life visually.

As they say, a picture is worth a thousand words, and these awe-inspiring images allow shoppers to more swiftly and fully understand how the feature shown will enhance their viewing experience.

Download images [here](#).



QN90D

# What's in the box

These images show product dimensions of exactly what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here](#).

**Model: 85" QN90D Neo QLED 4K**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell Remote™ TMZ560E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 74.5 x 42.6 x 1.1
- TV With Stand: 74.5 x 45 x 12.6
- Stand Footprint: 16.4 x 10.5 x 12.6

Stand height not shown in view.

Features and specifications subject to change.

**Model: 75" QN90D Neo QLED 4K**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell Remote™ TMZ560E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 65.7 x 37.7 x 1.1
- TV With Stand: 65.7 x 40 x 11.9
- Stand Footprint: 16.4 x 10.4 x 11.9

Stand height not shown in view.

Features and specifications subject to change.

**Model: 65" QN90D Neo QLED 4K**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell Remote™ TMZ560E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 56.9 x 32.6 x 1.1
- TV With Stand: 56.9 x 35.1 x 10.7
- Stand Footprint: 15.4 x 9.3 x 10.7

Stand height not shown in view.

Features and specifications subject to change.

**Model: 55" QN90D Neo QLED 4K**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell Remote™ TMZ560E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 48.3 x 27.8 x 1.1
- TV With Stand: 48.3 x 30.2 x 9.3
- Stand Footprint: 15.3 x 8.5 x 9.3

Stand height not shown in view.

Features and specifications subject to change.

**Model: 50" QN90D Neo QLED 4K**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell Remote™ TMZ560E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 43.8 x 25.4 x 1.1
- TV With Stand: 43.8 x 27.8 x 8.7
- Stand Footprint: 20.4 x 8.6 x 8.7

Stand height not shown in view.

Features and specifications subject to change.

**Model: 43" QN90D Neo QLED 4K**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell Remote™ TMZ560E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 37.8 x 22 x 1.1
- TV With Stand: 37.8 x 24.4 x 8.7
- Stand Footprint: 20.4 x 8.6 x 8.7

Stand height not shown in view.

Features and specifications subject to change.



**Neo QLED 4K QN85D**

**QN85D**

# Product images

Use globally approved screen infills for functional executions in which creative storytelling/seasonal messaging is not possible.






Use creative imagery infills (or, when appropriate, seasonal campaign infills) to anchor the product image in humanized storytelling.

Download product and screen infill images [here](#).








**A brilliant TV that brings you more detail.**

This elite TV uses individual zones of light for impressive color and contrast.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Quantum Matrix with Mini LEDs</b>  Brilliant details	<b>Neo Quantum HDR</b>  High contrast	<b>Dolby Atmos™ and Object Tracking Sound Life</b>  Hear the action powered by AI technology	<b>Motion Xcelerator 120Hz</b>  Smooth motion	<b>Real Depth Enhancer</b>  3D-like scenes with AI
	Catch every detail in dark to bright scenes.	Take in a realistic picture with 4K color and contrast.	Keep your ears on the action with built-in Dolby Atmos™@.	Experience smooth action with exceptional motion enhancements.*  *Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.	Experience depth and dimension on screen just like you do in real life.
<b>OTHER FEATURES</b>	<b>4K AI Upscaling</b>  Watch content in up to 4K resolution	<b>NQ4 AI Gen2 Processor</b>  A speedy processor	<b>Auto HDR Remastering</b>  Content converted to HDR-like quality	<b>HDR Brightness Optimizer</b>  Catch details in dark scenes	<b>Samsung Tizen OS</b>  The best smart tv platform with multi-year software support
	Content instantly transformed to incredibly sharp up to 4K resolution using AI.  *Utilizes AI-Based formulas	The power behind the 4K picture that actively improves the quality.	Elevate your viewing experience with our best 4K color and contrast.	Dark scenes become detailed so that everything is more visible.	Discover your must-have apps and streaming services all just a few clicks away.*  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.






**A brilliant TV that brings you more detail.**

This elite TV uses individual zones of light for impressive color and contrast while bringing you clarity and depth.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>Quantum Matrix with Mini LEDs</b></p> <p><b>Brilliant details</b></p>	<p><b>Neo Quantum HDR</b></p> <p><b>High contrast</b></p>	<p><b>Dolby Atmos™ and Object Tracking Sound Life</b></p> <p><b>Hear the action powered by AI technology</b></p>	<p><b>Motion Xcelerator 120Hz</b></p> <p><b>Smooth motion</b></p>	<p><b>Real Depth Enhancer</b></p> <p><b>3D-like scenes with AI</b></p>
	<p>Catch every detail in dark to bright scenes. Precise lighting from Mini LEDs boost brightness so you don't miss a thing. It all works to make your picture that much more intense.</p>	<p>Take in a realistic picture with 4K color and contrast. Appreciate rich, accurate shades and tones in each scene.</p>	<p>Keep your ears on the action with built-in Dolby Atmos™. You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio.</p>	<p>Experience smooth action with exceptional motion enhancements for a seamless picture.*</p> <p><small>*Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.</small></p>	<p>Experience depth and dimension on screen just like you do in real life. For all content, Real Depth Enhancer mirrors how the human eye processes depth by increasing foreground contrast.</p>
<b>OTHER FEATURES</b>	<p><b>4K AI Upscaling</b></p> <p><b>Watch content in up to 4K resolution</b></p>	<p><b>NQ4 AI Gen2 Processor</b></p> <p><b>A speedy processor</b></p>	<p><b>Auto HDR Remastering</b></p> <p><b>Content converted to HDR-like quality</b></p>	<p><b>HDR Brightness Optimizer</b></p> <p><b>Catch details in dark scenes</b></p>	<p><b>Samsung Tizen OS</b></p> <p><b>The best smart tv platform with multi-year software support</b></p>
	<p>Content instantly transformed to incredibly sharp up to 4K resolution using Samsung AI technology. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, you get sharper visuals.*</p> <p><small>*Utilizes AI-Based formulas.</small></p>	<p>The power behind the 4K picture that actively improves the quality. Utilizing 20 specialized networks the AI-powered processor drives the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.</p>	<p>Elevate your viewing experience with our best 4K color and contrast. AI-based algorithms help create brighter highlights and details.</p>	<p>Dark scenes become detailed so that everything is more visible. The tone of the image adjusts in real time so you can see the screen in any lighting. Plus with improved brightness, you get a rich picture with more to see.</p>	<p>Stream your favorite shows. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. Discover your must-have apps and streaming services all just a few clicks away. *</p> <p><small>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</small></p>

**A brilliant TV that brings you more detail.**

This elite TV uses individual zones of light for impressive color and contrast. Clear motion is matched with synced sound, all with more picture dimension to draw you in.

TOP 5 FEATURES IN PRIORITY ORDER					
	<b>Quantum Matrix with Mini LEDs</b>  Brilliant details	<b>Neo Quantum HDR</b>  High contrast	<b>Dolby Atmos™ and Object Tracking Sound Life</b>  Hear the action powered by AI technology	<b>Motion Xcelerator 120Hz</b>  Smooth motion	<b>Real Depth Enhancer</b>  3D-like scenes with AI
	Catch every detail in dark to bright scenes. Precise lighting from Mini LEDs boost brightness so you don't miss a thing.	See rich color and accurate details.. Discover variety in every frame—with dynamic contrast and brilliant colors, all in 4K resolution. Contrast is adjusted to best fit each scene, helping showcase more accurate colors and bringing the on-screen story to life more beautifully.	Keep your ears on the action with built-in Dolby Atmos™. You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio—putting you right in the middle of the car chase, stampede or party scene.	Experience smooth action with exceptional motion enhancements. Get crisp visuals at a speed of 120 frames per second for a seamless picture.*  *Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.	Experience depth and dimension on screen just the way you see it in real life. Real Depth Enhancer creates an immersive experience on your 4K AI TV by mirroring how the human eye processes depth by increasing foreground contrast. For all content, this simple adjustment brings the picture that much closer to reality.
OTHER FEATURES	<b>4K AI Upscaling</b>  Watch content in up to 4K resolution	<b>NQ4 AI Gen2 Processor</b>  A speedy processor	<b>Auto HDR Remastering</b>  Content converted to HDR-like quality	<b>HDR Brightness Optimizer</b>  Catch details in dark scenes	<b>Samsung Tizen OS</b>  The best smart tv platform with multi-year software support
	Content instantly transformed to incredibly sharp up to 4K resolution using Samsung AI technology. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, you get sharper visuals with our high-performance, AI-powered processor that upgrades your content scene by scene.*  *Utilizes AI-Based formulas.	The power behind the 4K picture that actively improves the quality. The NQ4 AI Gen2 Processor keeps everything running, using 20 specialized networks to drive the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.	Elevate your viewing experience with our best 4K color and contrast. AI-based algorithms help create brighter highlights and details.	Dark scenes become detailed so that everything is more visible. The tone of the image adjusts in real time so you can see the screen in any lighting.	Stream your favorite shows. Follow recipes. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. In just a few clicks, get instant access to your must-have apps and endless content from the streaming services you love. And with Voice Assistants built into your TV, it's easy to get to it all with just the sound of your voice.*  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.



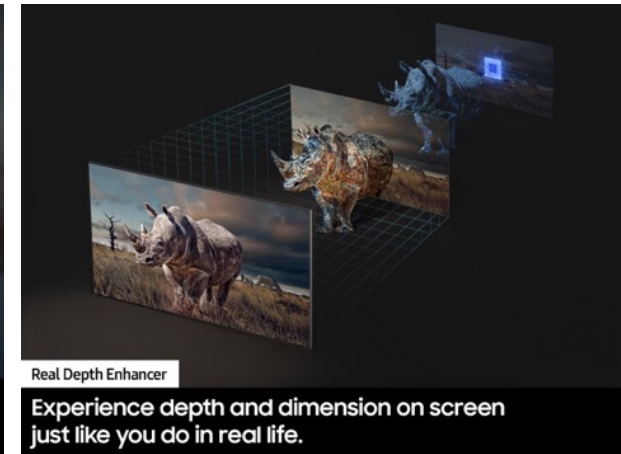
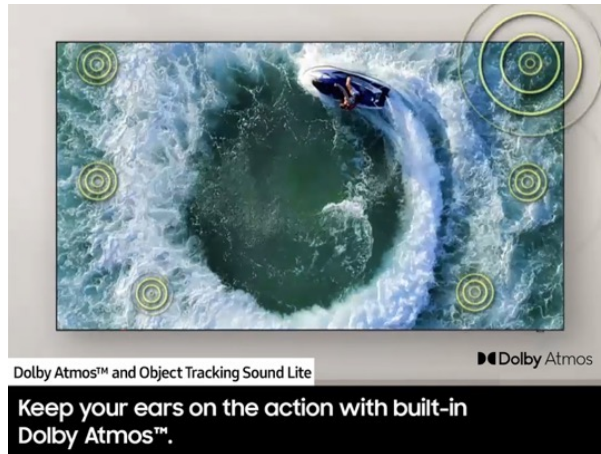
QN85D

# Brand benefit images

Brand Benefit Images (BBIs) bring key feature benefits to life visually.

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Download images [here](#).



QN85D

# What's in the box

These images show product dimensions of exactly what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here](#).

**Model:**  
85" QN85D Neo QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 74.5 x 42.5 x 1.9
- TV With Stand: 74.5 x 44.9 x 12.2
- Stand Footprint: 16.4 x 11 x 12.2

Stand height not shown in visual.

Features and specifications subject to change.

**Model:**  
75" QN85D Neo QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 65.8 x 37.7 x 1.9
- TV With Stand: 65.8 x 40 x 10.8
- Stand Footprint: 16.4 x 10.4 x 10.8

Stand height not shown in visual.

Features and specifications subject to change.

**Model:**  
65" QN85D Neo QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 56.9 x 32.7 x 1.9
- TV With Stand: 56.9 x 35 x 10.2
- Stand Footprint: 15.3 x 9.8 x 10.2

Stand height not shown in visual.

Features and specifications subject to change.

**Model:**  
55" QN85D Neo QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 48.3 x 27.8 x 1.9
- TV With Stand: 48.3 x 30.2 x 9.6
- Stand Footprint: 14.2 x 9.1 x 9.6

Stand height not shown in visual.

Features and specifications subject to change.



**QLED 4K Q80D**

**Q80D**

# Product images

Use globally approved screen infills for functional executions in which creative storytelling/seasonal messaging is not possible.

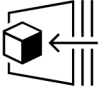




Use creative imagery infills (or, when appropriate, seasonal campaign infills) to anchor the product image in humanized storytelling.

Download product and screen infill images [here](#).



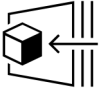




**A realistic picture even in sunlit rooms**

This advanced TV features super-precise LEDs that elevate color and contrast.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Direct Full Array</b>  Precise details	<b>100% Color Volume with Quantum Dot</b>  True-to-life color	<b>Quantum HDR+</b>  Sharp contrast	<b>Motion Xcelerator 120Hz*</b>  Smooth motion	<b>Real Depth Enhancer</b>  3D-like scenes
	Brightness that adapts automatically to match your content.	Take in breathtaking color that stays true at any level of brightness.*  *QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.	A wide range of color, contrast and brightness.	Experience smooth action with exceptional motion enhancements.*  *Q80D 50" has Motion Xcelerator. **Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.	Experience depth and dimension on screen just like you do in real life.
<b>OTHER FEATURES</b>	<b>Dolby Atmos™ and Object Tracking Sound Lite</b>  Hear the action	<b>4K AI Upscaling</b>  Watch content in up to 4K resolution	<b>NQ4 AI Gen2 Processor</b>  A speedy processor	<b>HDR Brightness Optimizer</b>  Catch details in dark scenes	<b>Samsung Tizen OS</b>  The best smart tv platform with multi-year software support
	Keep your ears on the action with built-in Dolby Atmos™@.	Content instantly transformed to incredibly sharp up to 4K resolution.*  *Utilizes AI-Based formulas	The power behind the 4K picture that actively improves the quality.	Dark scenes become detailed so that everything is more visible.	Discover your must-have apps and streaming services all just a few clicks away.*  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.

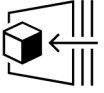




**A realistic picture even in sunlit rooms**

This advanced TV features super-precise LEDs that elevate color and contrast. Dive even deeper with dimensional scenes and seamless action.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
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	See incredible contrast even in sunlit rooms. Get caught up in the details as you experience precision-controlled contrast with deep blacks and bright whites.	Take in breathtaking color that stays true at any level of brightness. Marvel at over a billion beautiful shades on your TV.*  *QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.	A wide range of contrast and brightness—thanks to Quantum HDR+ which brings you rich color and striking details.	Experience smooth action with exceptional motion enhancements for a seamless picture. *  *Q80D 50" has Motion Xcelerator. **Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.	Experience depth and dimension on screen just like you do in real life. For all content, Real Depth Enhancer mirrors how the human eye processes depth by increasing foreground contrast.
<b>OTHER FEATURES</b>	<b>Dolby Atmos™ and Object Tracking Sound Lite</b>  Hear the action	<b>4K AI Upscaling</b>  Watch content in up to 4K resolution	<b>NQ4 AI Gen2 Processor</b>  A speedy processor	<b>HDR Brightness Optimizer</b>  Catch details in dark scenes	<b>Samsung Tizen OS</b>  The best smart tv platform with multi-year software support
	Keep your ears on the action with built-in Dolby Atmos™. You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio.	Content instantly transformed to incredibly sharp up to 4K resolution. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, experience it all transformed into sharp 4K resolution.*  *Utilizes AI-Based formulas.	The power behind the 4K picture that actively improves the quality. Utilizing 20 specialized networks the AI-powered processor drives the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.	Dark scenes become detailed so that everything is more visible. The tone of the image adjusts in real time so you can see the screen in any lighting. Plus with improved brightness, you get a rich picture with more to see.	Stream your favorite shows. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. Discover your must-have apps and streaming services all just a few clicks away. *  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.

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	See incredible contrast even in sunlit rooms that precisely controls the amount of lighting across every part of the picture. Get caught up in the details as you experience precision-controlled contrast with deep blacks and bright whites.	Take in breathtaking color that stays true at any level of brightness. Marvel as your TV transforms light into over a billion beautiful shades.*  *QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.	A wide range of contrast and brightness—thanks to Quantum HDR+ which brings you rich color and striking details.	Experience smooth action with exceptional motion enhancements. Get crisp visuals at a speed of 120 frames per second for a seamless picture. *  *Q80D 50" has Motion Xcelerator. **Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.	Experience depth and dimension on screen just the way you see it in real life. Real Depth Enhancer creates an immersive experience by mirroring how the human eye processes depth by increasing foreground contrast. For all content, this simple adjustment brings the picture that much closer to reality.
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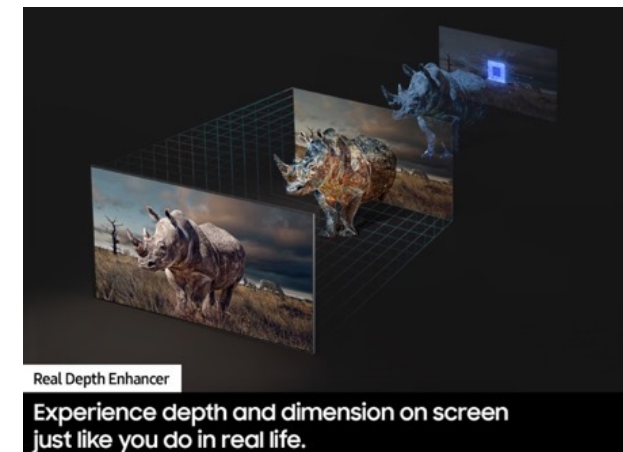
Q80D

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Q80D

# What's in the box

These images show product dimensions of exactly what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

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**Model: 85" Q80D QLED 4K**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 74.5 x 42.6 x 1.9
- TV With Stand: 74.5 x 45 x 12.9
- Stand Footprint: 16.5 x 9.6 x 12.9

Stand height not shown in visual.

Features and specifications subject to change.

**Model: 75" Q80D QLED 4K**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 65.8 x 37.7 x 1.9
- TV With Stand: 65.8 x 40.1 x 12.3
- Stand Footprint: 16.5 x 9.1 x 12.7

Stand height not shown in visual.

Features and specifications subject to change.

**Model: 65" Q80D QLED 4K**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 56.9 x 32.6 x 1.8
- TV With Stand: 56.9 x 35.1 x 11.2
- Stand Footprint: 15.4 x 8.5 x 11.2

Stand height not shown in visual.

Features and specifications subject to change.

**Model: 55" Q80D QLED 4K**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 48.3 x 27.8 x 1.9
- TV With Stand: 48.3 x 30.2 x 10
- Stand Footprint: 14.5 x 8.6 x 10

Stand height not shown in visual.

Features and specifications subject to change.

**Model: 50" Q80D QLED 4K**

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 43.9 x 25.3 x 1.9
- TV With Stand: 43.9 x 27.8 x 9.3
- Stand Footprint: 20 x 8.5 x 9.3

Stand height not shown in visual.

Features and specifications subject to change.



QLED 4K Q70D

**Q70D**

# Product images

Use globally approved screen infills for functional executions in which creative storytelling/seasonal messaging is not possible.






Use creative imagery infills (or, when appropriate, seasonal campaign infills) to anchor the product image in humanized storytelling.

Download product and screen infill images [here](#).








**A smooth picture for games and sports**

This advanced TV is a casual gamer's dream with 4K upscaling, little lag and access to thousands of video games—no console required. \*

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Dual LED</b>  Well-lit details	<b>100% Color Volume with Quantum Dot*</b>  True-to-life color	<b>Quantum HDR</b>  Distinct contrast	<b>Motion Xcelerator 120Hz*</b>  Smooth motion	<b>Quantum Processor 4K with AI Upscaling</b>  All-around performance
	Brightness that adapts automatically to match your content.	Take in breathtaking color that stays true at any level of brightness.*  *QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.	View a range of color, contrast and detail.	Experience smooth action with exceptional motion enhancements.*  *Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.	Powers your TV's 4K HDR picture and sound.
<b>OTHER FEATURES</b>	<b>Object Tracking Sound Lite</b>  Incredible audio	<b>Samsung Tizen OS</b>  The best smart tv platform with multi-year software support	<b>PANTONE Validated</b>  Expert-validated colors	<b>EyeComfort Mode</b>  Rest your eyes	<b>Gaming Hub</b>  Game all day—no console required
	You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio.	Discover your must-have apps and streaming services all just a few clicks away.*  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life.	From day to night, the amount of blue light automatically adjusts for your eyes.	Where gaming comes together. Stream your favorite games right from your TV. No console required.*  *High speed internet connection, additional gaming service subscriptions and compatible controller required. *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.






**A smooth picture for games and sports**

This advanced TV is a casual gamer's dream with 4K upscaling, little lag and access to thousands of video games—no console required. With breathtaking color and contrast, this TV wins with everyone.\*

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Dual LED</b>  Well-lit details	<b>100% Color Volume with Quantum Dot*</b>  True-to-life color	<b>Quantum HDR</b>  Distinct contrast	<b>Motion Xcelerator 120Hz*</b>  Smooth motion	<b>Quantum Processor 4K with AI Upscaling</b>  All-around performance
	Get a natural, realistic picture and accurate contrast that adapts automatically to match your content.	Take in breathtaking color that stays true at any level of brightness. Marvel at over a billion beautiful shades on your TV.*  *QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.	View a range of color, contrast and detail. Vibrant imagery brings full power to the picture.	Experience smooth action with exceptional motion enhancements for a seamless picture.*  *Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.	Powers your TV's 4K HDR picture and sound for clear resolution and contrast.
<b>OTHER FEATURES</b>	<b>Object Tracking Sound Lite</b>  Incredible audio	<b>Samsung Tizen OS</b>  The best smart tv platform with multi-year software support	<b>PANTONE Validated</b>  Expert-validated colors	<b>EyeComfort Mode</b>  Rest your eyes	<b>Gaming Hub</b>  Game all day—no console required
	You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio.	Stream your favorite shows. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. Discover your must-have apps and streaming services all just a few clicks away. *  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life. Every hue, tint and skin tone offers a more accurate and beautiful picture.	From day to night, the amount of blue light automatically adjusts for your eyes. With sunrise and sunset times built in, it intelligently adapts your display and reduces blue light to help keep your eyes more comfortable.	Where gaming comes together. Stream your favorite games right from your TV. No console required. You'll also get recommendations on what to play next, based on what you like.*  *High speed internet connection, additional gaming service subscriptions and compatible controller required. *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.

**A smooth picture for games and sports**

This advanced TV is a casual gamer's dream with 4K upscaling, little lag and access to thousands of video games—no console required. With breathtaking color and contrast for any kind of content, this TV wins with everyone.\*

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Dual LED</b>  Well-lit details	<b>100% Color Volume with Quantum Dot*</b>  True-to-life color	<b>Quantum HDR</b>  Distinct contrast	<b>Motion Xcelerator 120Hz*</b>  Smooth motion	<b>Quantum Processor 4K with AI Upscaling</b>  All-around performance
	Get a natural, realistic picture and accurate contrast that adapts automatically to match your content with our innovative backlight technology.	Take in breathtaking color that stays true at any level of brightness. Marvel as your TV transforms light into over a billion beautiful shades.*  *QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.	View a range of color, contrast and detail. You'll get beautifully optimized imagery no matter what you're watching.	Experience smooth action with exceptional motion enhancements. Get crisp visuals at a speed of 120 frames per second for a seamless picture.*  *Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.	Powers your TV's 4K HDR picture and sound for sharp details, clear resolution and vivid color and contrast.
<b>OTHER FEATURES</b>	<b>Object Tracking Sound Lite</b>  Incredible audio	<b>Samsung Tizen OS</b>  The best smart tv platform with multi-year software support	<b>PANTONE Validated</b>  Expert-validated colors	<b>EyeComfort Mode</b>  Rest your eyes	<b>Gaming Hub</b>  Game all day—no console required
	You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio—putting you right in the middle of the car chase, stampede or party scene.	Stream your favorite shows. Follow recipes. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. In just a few clicks, get instant access to your must-have apps and endless content from the streaming services you love. And with Voice Assistants built into your TV, it's easy to get to it all with just the sound of your voice.*  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life. Every hue, tint and skin tone offers a more accurate and beautiful picture.	From day to night, the amount of blue light automatically adjusts for your eyes. With sunrise and sunset times built in, it intelligently adapts your display and reduces blue light to help keep your eyes more comfortable.	Widen your world of gaming instantly without a console. Gaming Hub is where gaming comes together—bringing the best of console games, streaming games and more—all in one place. With easier access to your favorite games, standalone apps and accessories, start playing faster than ever. Plus, get recommendations for other games, adjust settings to optimize gameplay and more.*  *High speed internet connection, additional gaming service subscriptions and compatible controller required. *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.

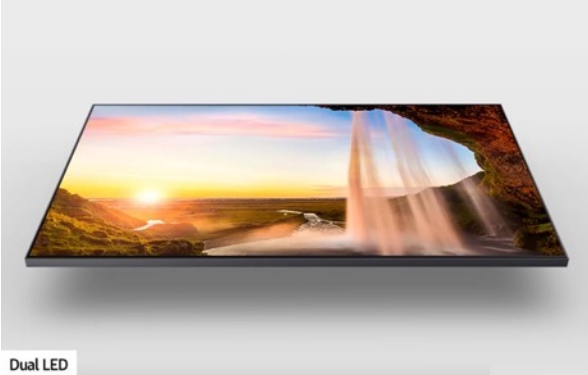
Q70D

# Brand benefit images

Brand Benefit Images (BBIs) bring key feature benefits to life visually.

As they say, a picture is worth a thousand words, and these awe-inspiring images allow shoppers to more swiftly and fully understand how the feature shown will enhance their viewing experience.

Download images [here](#).



**Dual LED**

**Get strong brightness that adapts automatically to match your content.**



**100% Color Volume with Quantum Dot**

**Take in breathtaking color that stays true at any level of brightness.\***

\*100% color volume can produce 100% color volume in the DCI-P3 color space, the format for most cinema screens and HDR content for television.



**Quantum HDR**

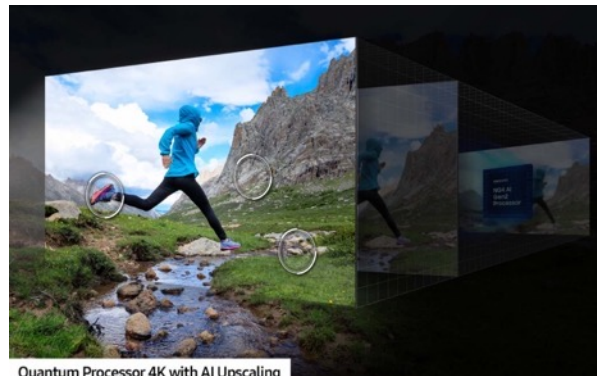
**View a range of color, contrast and detail.**



**Motion Xcelerator 120Hz**

**Experience smooth action with exceptional motion enhancements.\***

\*Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.



**Quantum Processor 4K with AI Upscaling**

**Powers your TV's 4K HDR picture and sound for clear resolution and contrast.**

Q70D

# What's in the box

These images show product dimensions of exactly what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here](#).

**Model:**  
55" Q70D QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 48.5 x 27.9 x 1
- TV With Stand: 48.5 x 30.5 x 10.1
- Stand Footprint: 12 x 8.5 x 10.1

Stand height not shown in visual.

Features and specifications subject to change.

**Model:**  
65" Q70D QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 57.2 x 32.7 x 1
- TV With Stand: 57.2 x 35.3 x 11.8
- Stand Footprint: 13.5 x 9.3 x 11.8

Stand height not shown in visual.

Features and specifications subject to change.

**Model:**  
65" Q70D QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 57.2 x 32.7 x 1
- TV With Stand: 57.2 x 35.3 x 11.8
- Stand Footprint: 13.5 x 9.3 x 11.8

Stand height not shown in visual.

Features and specifications subject to change.

**Model:**  
85" Q70D QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

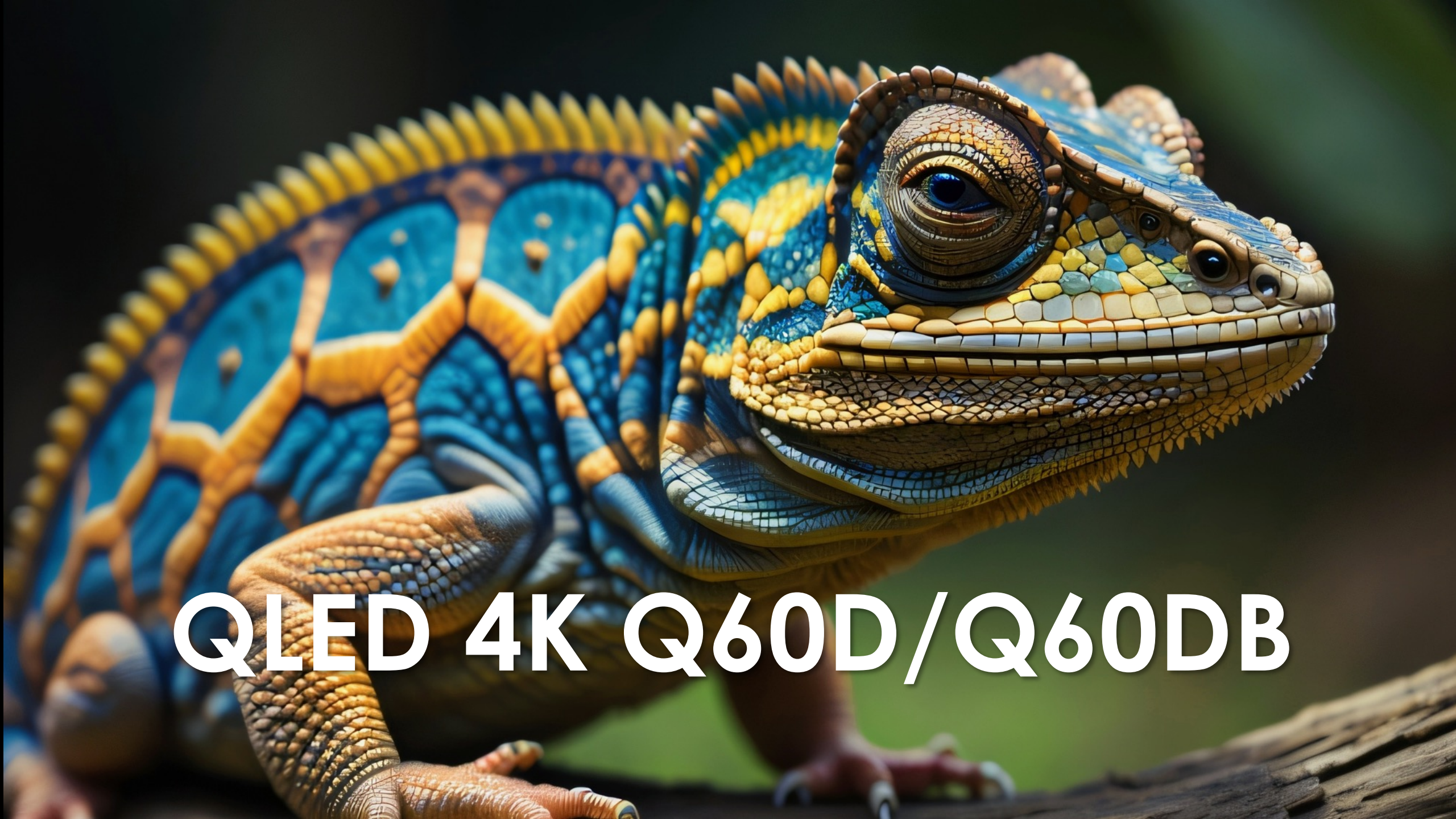
(INCHES W x H x D):

- TV Without Stand: 74.9 x 42.8 x 1.1
- TV With Stand: 74.9 x 45.3 x 15
- Stand Footprint: 16 x 10.6 x 15

Stand height not shown in visual.

Features and specifications subject to change.





**QLED 4K Q60D/Q60DB**

**Q60D**

# Product images

Use globally approved screen infills for functional executions in which creative storytelling/seasonal messaging is not possible.






Use creative imagery infills (or, when appropriate, seasonal campaign infills) to anchor the product image in humanized storytelling.

Download product and screen infill images [here](#).








**A versatile TV that makes everything look better**

This advanced TV features a bright new world of color and contrast.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Dual LED</b> Well-lit details	<b>100% Color Volume with Quantum Dot</b> True-to-life color	<b>Quantum Processor Lite with 4K Upscaling</b> A smart processor	<b>Motion Xcelerator</b> Clear motion	<b>Quantum HDR</b> Distinct contrast
	Brightness that adapts automatically to match your content.  *Q60D 32" has Mega Contrast	Take in breathtaking color that stays true at any level of brightness.*  *QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.	Automatically transform your content into 4K and improve your sound.	Experience clear motion and improved clarity.	View a range of color, contrast and detail.
<b>OTHER FEATURES</b>	<b>Object Tracking Sound Lite</b> Incredible audio	<b>AirSlim</b> Slim and sleek	<b>Samsung Tizen OS</b> The best smart tv platform with multi-year software support	<b>PANTONE Validated</b> Expert-validated colors	<b>Gaming Hub</b> Game all day—no console required
	You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio	This TV blends right into your wall with a slim design.	Discover your must-have apps and streaming services all just a few clicks away.*  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life.	Where gaming comes together. Stream your favorite games right from your TV. No console required.*  *High speed internet connection, additional gaming service subscriptions and compatible controller required. *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.






**A versatile TV that makes everything look better**

This advanced TV features a bright new world of color and contrast, with 4K upscaling for crisper content.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Dual LED</b> Well-lit details	<b>100% Color Volume with Quantum Dot</b> True-to-life color	<b>Quantum Processor Lite with 4K Upscaling</b> A smart processor	<b>Motion Xcelerator</b> Clear motion	<b>Quantum HDR</b> Distinct contrast
	Get a natural, realistic picture and accurate contrast that adapts automatically to match your content.  *Q60D 32" has Mega Contrast	Take in breathtaking color that stays true at any level of brightness. Marvel at over a billion beautiful shades on your TV.*  *QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.	Automatically transform your content into 4K and improve your sound. Our processor enhances each pixel, regardless of the source.	Watch your content smoothly while experiencing less lag and blur.	View a range of color, contrast and detail. Vibrant imagery brings full power to the picture.
<b>OTHER FEATURES</b>	<b>Object Tracking Sound Lite</b> Incredible audio	<b>AirSlim</b> Slim and sleek	<b>Samsung Tizen OS</b> The best smart tv platform with multi-year software support	<b>PANTONE Validated</b> Expert-validated colors	<b>Gaming Hub</b> Game all day—no console required
	You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio.	This TV blends right into your wall with a slim design and brings clutter-free minimalism to any room.	Stream your favorite shows. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. Discover your must-have apps and streaming services all just a few clicks away.*  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life. Every hue, tint and skin tone offers a more accurate and beautiful picture.	Where gaming comes together. Stream your favorite games right from your TV. No console required. You'll also get recommendations on what to play next, based on what you like.*  *High speed internet connection, additional gaming service subscriptions and compatible controller required. *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.

**A versatile TV that makes everything look better**

This advanced TV features a bright new world of color and contrast, with 4K upscaling and seamless motion for crisp, smooth content.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Dual LED</b> Well-lit details	<b>100% Color Volume with Quantum Dot</b> True-to-life color	<b>Quantum Processor Lite with 4K Upscaling</b> A smart processor	<b>Motion Xcelerator</b> Clear motion	<b>Quantum HDR</b> Distinct contrast
	Get a natural, realistic picture and accurate contrast that adapts automatically to match your content with our innovative backlight technology.  *Q60D 32" has Mega Contrast	Take in breathtaking color that stays true at any level of brightness. Marvel as your TV transforms light into over a billion beautiful shades.*  *QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.	Automatically transform your content into 4K and improve your sound. Our processor enhances each pixel, regardless of the source so you get great visuals and audio.	Watch your content smoothly while experiencing less lag and blur. It improves motion between frames so you have a seamless picture.	View a range of color, contrast and detail. You'll get beautifully optimized imagery no matter what you're watching.
<b>OTHER FEATURES</b>	<b>Object Tracking Sound Lite</b> Incredible audio	<b>AirSlim</b> Slim and sleek	<b>Samsung Tizen OS</b> The best smart tv platform with multi-year software support	<b>PANTONE Validated</b> Expert-validated colors	<b>Gaming Hub</b> Game all day—no console required
	You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio—putting you right in the middle of the car chase, stampede or party scene.	This TV blends right into your wall with a slim design. It brings clutter-free minimalism to the room without distracting you from what you watch.	Stream your favorite shows. Follow recipes. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. In just a few clicks, get instant access to your must-have apps and endless content from the streaming services you love. And with Voice Assistants built into your TV, it's easy to get to it all with just the sound of your voice. *  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life. Every hue, tint and skin tone offers a more accurate and beautiful picture.	Widen your world of gaming instantly without a console. Gaming Hub is where gaming comes together—bringing the best of console games, streaming games and more—all in one place. With easier access to your favorite games, standalone apps and accessories, start playing faster than ever. Plus, get recommendations for other games, adjust settings to optimize gameplay and more.*  *High speed internet connection, additional gaming service subscriptions and compatible controller required. *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.

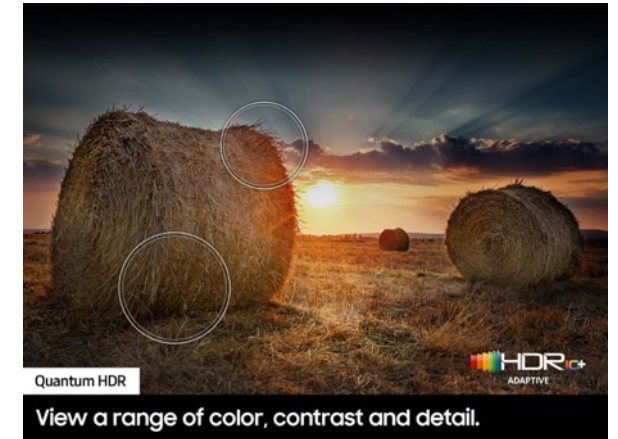
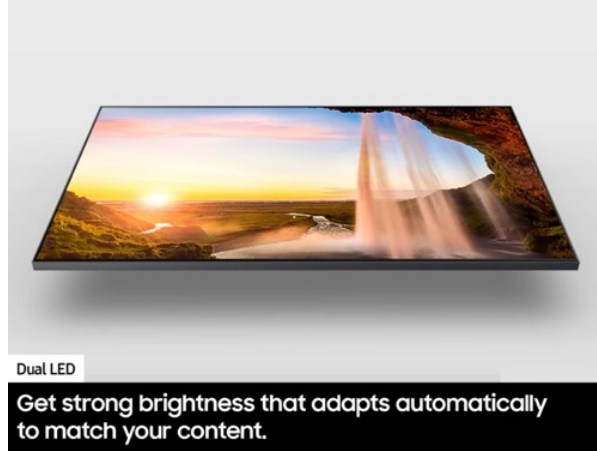
Q60D

# Brand benefit images

Brand Benefit Images (BBIs) bring key feature benefits to life visually.

As they say, a picture is worth a thousand words, and these awe-inspiring images allow shoppers to more swiftly and fully understand how the feature shown will enhance their viewing experience.

Download images [here](#).



Q60D

# What's in the box

These images show product dimensions of exactly what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here](#).

**Model:**  
85" Q60D QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 74.8 x 42.7 x 1.1
- TV With Stand: 74.8 x 44.2 x 13.6
- Stand Footprint: 1.7 x 10 x 13.6

Stand height not shown in image.

Features and specifications subject to change.

**Model:**  
75" Q60D QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 66 x 37.8 x 1
- TV With Stand: 66 x 39.3 x 12.6
- Stand Footprint: 1.6 x 9.2 x 12.6

Stand height not shown in image.

Features and specifications subject to change.

**Model:**  
70" Q60D QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 61.4 x 35.5 x 1
- TV With Stand: 61.4 x 37 x 12.6
- Stand Footprint: 1.6 x 9.2 x 12.6

Stand height not shown in image.

Features and specifications subject to change.

**Model:**  
65" Q60D QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 57.1 x 32.7 x 1
- TV With Stand: 57.1 x 34.3 x 10.8
- Stand Footprint: 1.6 x 8.6 x 10.8

Stand height not shown in image.

Features and specifications subject to change.

**Model:**  
55" Q60D QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 48.5 x 27.9 x 1
- TV With Stand: 48.5 x 29.4 x 8.8
- Stand Footprint: 1.6 x 8.5 x 8.8

Stand height not shown in image.

Features and specifications subject to change.

**Model:**  
50" Q60D QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 44 x 25.4 x 1
- TV With Stand: 44 x 26.8 x 8.8
- Stand Footprint: 1.6 x 8.5 x 8.8

Stand height not shown in image.

Features and specifications subject to change.

**Model:**  
43" Q60D QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 38 x 22 x 1
- TV With Stand: 38 x 23.5 x 7.1
- Stand Footprint: 1.5 x 8.3 x 7.1

Stand height not shown in image.

Features and specifications subject to change.

**Model:**  
32" Q60D QLED 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 28.5 x 16.6 x 1.2
- TV With Stand: 28.5 x 18.8 x 6.1
- Stand Footprint: 1.3 x 5.6 x 6.1

Stand height not shown in image.

Features and specifications subject to change.



**Crystal UHD DU9000**



**DU9000**

# Product Images

Use globally approved screen infills for functional executions in which creative storytelling/seasonal messaging is not possible.






Use lifestyle imagery infills (or, when appropriate, seasonal campaign infills) to anchor the product image in creative storytelling.

Download product and screen infill images [here](#).



**Your dream TV is within reach**

Make the most of your big screen with a wide picture ratio that displays every color.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Supersize Picture Enhancer</b>  Optimized sharpness and clarity for a massive screen	<b>Motion Xcelerator 120Hz*</b>  Incredible motion rate on a monster TV	<b>PurColor</b>  True-to-life color on a larger-than-life TV	<b>4K Upscaling</b>  See content in 4K	<b>Mega Contrast</b>  A bright picture
	Get a crisp picture with less noise, even at our biggest screen size.  *Utilizes AI-Based formulas.	Experience smooth motion with exceptional motion enhancements.  *Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.	See a wider spectrum of colors than traditional RGB models.	Get a clearer picture even if your content wasn't filmed in 4K.	Automatically adjusts the brightness and contrast.
<b>OTHER FEATURES</b>	<b>HDR</b>  Clear contrast	<b>Q-Symphony</b>  TV speakers and soundbar in sync	<b>Crystal Processor 4K</b>  Colorful content	<b>Samsung Tizen OS</b>  The best smart tv platform with multi-year software support	<b>Game Bar</b>  Optimize game play
	Take in an impressive spectrum of colors and fine details, even in dark scenes.	Only Samsung gives you the power to unlock incredible sound when you pair a Samsung TV with a Q-series or S-series soundbar*.  *Q-Symphony requires compatible 2020-2024 Samsung TV and either a Q-series or S-series soundbar.	See content as it was meant to be viewed, in dazzling 4K.	Discover your must-have apps and streaming services all just a few clicks away.*  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Enhance your performance in both console and cloud gaming.*  *High speed internet connection, additional gaming service subscriptions, and compatible controller required. Game Bar UI is subject to change without prior notice.

**DU9000**

# Lifestyle photography

Lifestyle photography aids in driving emotional connection and resonance with shoppers, allowing them to visualize our TVs in their homes as well as envision moments shared around our TVs.

Additionally, lifestyle photography helps shoppers more easily visualize the scale and size of the TV beyond reliance on specs.

Download images [here](#).



DU9000

# Brand benefit images

Brand Benefit Images (BBIs) bring key feature benefits to life visually.

As they say, a picture is worth a thousand words, and these awe-inspiring images allow shoppers to more swiftly and fully understand how the feature shown will enhance their viewing experience.

Download images [here](#).



Supersize Picture Enhancer

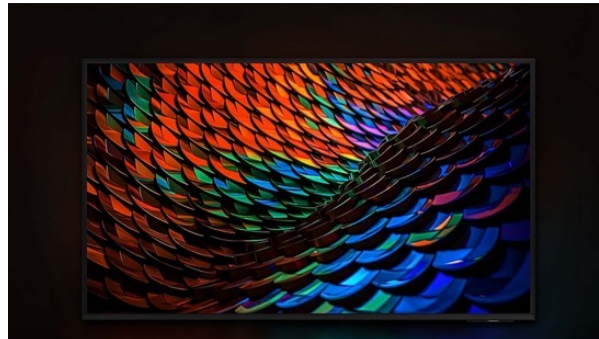
AI-enhanced picture quality optimized for a super large screen.



Motion Xcelerator 120Hz

Experience smooth action with exceptional motion enhancements.\*

\*Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.



PurColor

See a wider spectrum of colors than traditional RGB models.



4K Upscaling

Get a clear 4K picture even if your content wasn't filmed in 4K.



Mega Contrast

Automatically adjusts the brightness and contrast.

DU9000

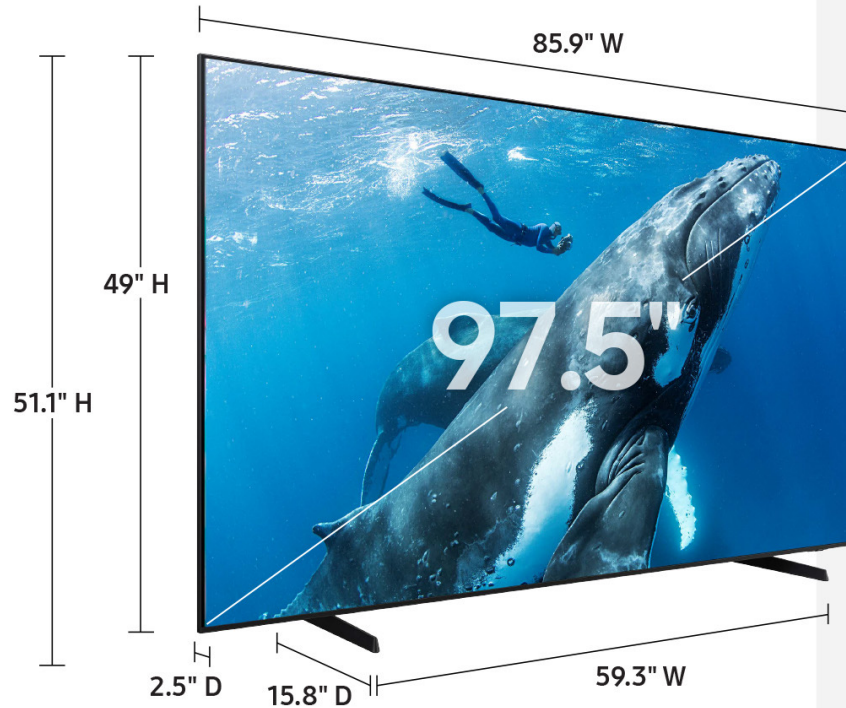
# What's in the box

These images show product dimensions of exactly what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here](#).

## Model: 98" DU9000 Crystal UHD 4K



### Dimensions:

(INCHES W x H x D):

- TV Without Stand: 85.9 x 49 x 2.5
- TV With Stand: 85.9 x 51.1 x 15.8
- Stand Footprint: 1 x 11.5 x 15.8
- Distance between the two ends of the stand: 59.3"

Stand height not shown in visual

### What's in the box:

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E



Features and specifications subject to change.

A vibrant clownfish with orange, white, and black stripes is swimming among the tentacles of a large orange sea anemone. The background is dark, making the colors of the fish and anemone stand out. The text 'Crystal UHD DU8000' is overlaid in white at the bottom of the image.

**Crystal UHD DU8000**

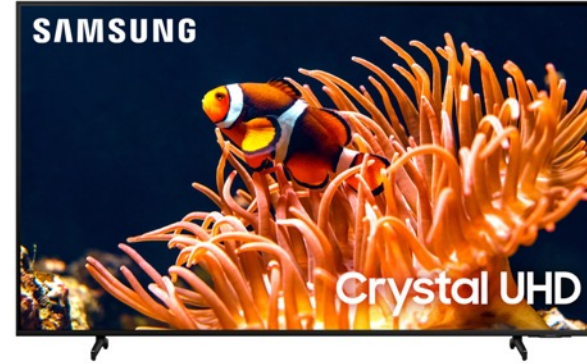
**DU8000**

# Product images

Use globally approved screen infills for functional executions in which creative storytelling/seasonal messaging is not possible.






Use creative imagery infills (or, when appropriate, seasonal campaign infills) to anchor the product image in humanized storytelling.

Download product and screen infill images [here](#).



**A crowd-pleasing TV with rich details**





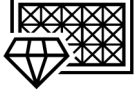
This essential TV features a thin design that practically blends into your wall with thousands of on-demand shows and movies for free.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>AirSlim</b> Slim and sleek	<b>4K Upscaling</b> See content in 4K	<b>Motion Xcelerator</b> Clear motion	<b>Mega Contrast</b> A bright picture	<b>Dynamic Crystal Color</b> Gorgeous color
	This TV blends right into your wall with a slim design.	Get a clear 4K picture even if your content wasn't filmed in 4K.	Experience clear motion and improved clarity.  *DU8000 85" has Motion Xcelerator 120Hz (Motion Xcelerator Turbo).	Automatically adjusts the brightness and contrast.	One billion shades of color produce greater detail.
<b>OTHER FEATURES</b>	<b>Object Tracking Sound Lite</b> Incredible audio	<b>HDR</b> Clear contrast	<b>Crystal Processor 4K</b> Colorful content	<b>Samsung Tizen OS</b> The best smart tv platform with multi-year software support	<b>Gaming Hub</b> Game all day—no console required
	You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio.	Take in an impressive spectrum of colors and fine details, even in dark scenes.	See content as it was meant to be viewed, in dazzling 4K.	Discover your must-have apps and streaming services all just a few clicks away. *  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Where gaming comes together. Stream your favorite games right from your TV. No console required.*  *High speed internet connection, additional gaming service subscriptions and compatible controller required. *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.







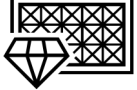
**A crowd-pleasing TV with rich details**

This essential TV features a thin design that practically blends into your wall with thousands of on-demand shows and movies for free—all in crisp 4K.

TOP 5 FEATURES IN PRIORITY ORDER					
	<b>AirSlim</b> Slim and sleek	<b>4K Upscaling</b> See content in 4K	<b>Motion Xcelerator</b> Clear motion	<b>Mega Contrast</b> A bright picture	<b>Dynamic Crystal Color</b> Gorgeous color
	This TV blends right into your wall with a slim design and brings clutter-free minimalism to any room.	Get a clearer picture for more of your shows and videos. 4K Upscaling transforms each pixel.	Watch your content smoothly while experiencing less lag and blur.  *DU8000 85" has Motion Xcelerator 120Hz (Motion Xcelerator Turbo).	Automatically adjusts the brightness and contrast and reduces the difference between light and dark areas.	One billion shades of color help produce greater detail on the screen that matches real life.
OTHER FEATURES	<b>Object Tracking Sound Lite</b> Incredible audio	<b>HDR</b> Clear contrast	<b>Crystal Processor 4K</b> Colorful content	<b>Samsung Tizen OS</b> The best smart tv platform with multi-year software support	<b>Gaming Hub</b> Game all day—no console required
	You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio.	Take in an impressive spectrum of colors and fine details, even in the darkest scenes. Brightness and contrast are automatically dialed into their ideal levels in every frame so you can see your content as it's meant to be seen.	See content as it was meant to be viewed, in dazzling 4K. The processor automatically transforms color, sound and more.	Stream your favorite shows. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. Discover your must-have apps and streaming services all just a few clicks away. *  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Where gaming comes together. Stream your favorite games right from your TV. No console required. You'll also get recommendations on what to play next, based on what you like.*  *High speed internet connection, additional gaming service subscriptions and compatible controller required. *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.

**A crowd-pleasing TV with rich details**

This essential TV features a thin design that practically blends into your wall with thousands of on-demand shows and movies for free. All that extra content comes in crisp 4K and prismatic color.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>AirSlim</b>  Slim and sleek	<b>4K Upscaling</b>  See content in 4K	<b>Motion Xcelerator</b>  Clear motion	<b>Mega Contrast</b>  A bright picture	<b>Dynamic Crystal Color</b>  Gorgeous color
	This TV blends right into your wall with a slim design. It brings clutter-free minimalism to the room without distracting you from what you watch.	Get a clearer picture for more of your shows and videos. 4K Upscaling transforms each pixel for improved content.	Watch your content smoothly while experiencing less lag and blur. It improves motion between frames so you have a seamless picture.  <small>*DU8000 85" has Motion Xcelerator 120Hz (Motion Xcelerator Turbo).</small>	Automatically adjusts the brightness and contrast. It reduces the difference between light and dark areas so that objects on screen stand out more.	One billion shades of color help produce greater detail on the screen. See more nuanced shades and tones that match real life.
<b>OTHER FEATURES</b>	<b>Object Tracking Sound Lite</b>  Incredible audio	<b>HDR</b>  Clear contrast	<b>Crystal Processor 4K</b>  Colorful content	<b>Samsung Tizen OS</b>  The best smart tv platform with multi-year software support	<b>Gaming Hub</b>  Game all day—no console required
	You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio—putting you right in the middle of the car chase, stampede or party scene.	Take in an impressive spectrum of colors and fine details, even in the darkest scenes. Brightness and contrast are automatically dialed into their ideal levels in every frame so you can see your content as it's meant to be seen—from the subtle highlights in a dark, moody alleyway to the deep shadows cast on a bright and sunny afternoon.	Watch the content you love upgraded to dazzling 4K resolution. You'll be able to better enjoy your TV's capabilities as the Crystal Processor automatically transforms your favorite movies and shows with 3D color mapping and Adaptive Sound. Even if the content you're watching wasn't produced in 4K, you can enjoy it like it was.	Stream your favorite shows. Follow recipes. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. In just a few clicks, get instant access to your must-have apps and endless content from the streaming services you love. And with Voice Assistants built into your TV, it's easy to get to it all with just the sound of your voice.*  <small>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</small>	Widen your world of gaming instantly without a console. Gaming Hub is where gaming comes together—bringing the best of console games, streaming games and more—all in one place. With easier access to your favorite games, standalone apps and accessories, start playing faster than ever. Plus, get recommendations for other games, adjust settings to optimize gameplay and more.*  <small>*High speed internet connection, additional gaming service subscriptions and compatible controller required. *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</small>

**DU8000**

# Lifestyle photography

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Additionally, lifestyle photography helps shoppers more easily visualize the scale and size of the TV beyond reliance on specs.

Download images [here](#).



DU8000

# Brand benefit images

Brand Benefit Images (BBIs) bring key feature benefits to life visually.

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Download images [here](#).



AirSlim

This TV blends right into your wall with a slim design.



4K Upscaling

Get a clear 4K picture even if your content wasn't filmed in 4K.



Motion Xcelerator

Experience clear motion and improved clarity.



Mega Contrast

Automatically adjusts the brightness and contrast.



Dynamic Crystal Color

One billion shades of color produce greater detail.

DU8000

# What's in the box

These images show product dimensions of exactly what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here](#).

**Model:**  
43" DU8000B Crystal UHD 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 38 x 22 x 1
- TV With Stand: 38 x 23.6 x 8.1
- Stand Footprint: 1.5 x 8.3 x 8.1
- Distance between the two ends of the stand: 26.9"

Stand height not shown in visual

Features and specifications subject to change

**Model:**  
50" DU8000B Crystal UHD 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 44 x 25.4 x 1
- TV With Stand: 44 x 26.9 x 9
- Stand Footprint: 1.6 x 8.5 x 9
- Distance between the two ends of the stand: 30.1"

Stand height not shown in visual

Features and specifications subject to change

**Model:**  
55" DU8000B Crystal UHD 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 48.5 x 27.9 x 1
- TV With Stand: 48.5 x 29.4 x 9
- Stand Footprint: 1.6 x 8.5 x 9
- Distance between the two ends of the stand: 35.6"

Stand height not shown in visual

Features and specifications subject to change

**Model:**  
65" DU8000B Crystal UHD 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 57.1 x 32.8 x 1
- TV With Stand: 57.1 x 34.2 x 11.1
- Stand Footprint: 1.6 x 8.6 x 11.1
- Distance between the two ends of the stand: 42.7"

Stand height not shown in visual

Features and specifications subject to change

**Model:**  
75" DU8000B Crystal UHD 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 66 x 37.8 x 1
- TV With Stand: 66 x 39.6 x 13.4
- Stand Footprint: 1.6 x 9.3 x 13.4
- Distance between the two ends of the stand: 50"

Stand height not shown in visual

Features and specifications subject to change

**Model:**  
85" DU8000 Crystal UHD 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- SolarCell remote™ TM2360E


**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 74.8 x 42.8 x 1.1
- TV With Stand: 74.8 x 44.5 x 15.6
- Stand Footprint: 1.7 x 10.2 x 15.6
- Distance between the two ends of the stand: 56.3"

Stand height not shown in visual

Features and specifications subject to change



**Crystal UHD DU7200**

**DU7200**

# Product Images

Use globally approved screen infills for functional executions in which creative storytelling/seasonal messaging is not possible.






Use lifestyle imagery infills (or, when appropriate, seasonal campaign infills) to anchor the product image in creative storytelling.

Download product and screen infill images [here](#).



**A savvy choice for everything you need**






This essential TV features a range of contrast and color and smart capabilities.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>PurColor</b> See a wide range of colors	<b>4K Upscaling</b> See content in 4K	<b>Motion Xcelerator</b> Clear motion	<b>Object Tracking Sound Lite</b> Incredible audio	<b>Mega Contrast</b> A bright picture
	See a wide spectrum of colors than traditional RGB models.	Get a clear 4K picture even if your content wasn't filmed in 4K.	Experience clear motion and improved clarity.	You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio.	Automatically adjusts the brightness and contrast.
<b>OTHER FEATURES</b>	<b>HDR</b> Clear contrast	<b>Q-Symphony</b> TV speakers and soundbar in sync	<b>Crystal Processor 4K</b> Colorful content	<b>Samsung TV Plus</b>	<b>Samsung Tizen OS</b> The best smart tv platform with multi-year software support
	Take in an impressive spectrum of colors and fine details, even in dark scenes.	Only Samsung gives you the power to unlock incredible sound when you pair our TVs with our S-series or Q-series soundbar.*  *Q-Symphony requires compatible 2020-2024 Samsung TV and either a Q-series or S-series soundbar.	See content as it was meant to be viewed, in dazzling 4K.	Turn on and tune into free live TV with just your WiFi connection. From popular shows and movies to local news and world sports—Samsung TV Plus gives you instant access to live streaming TV content to satisfy any interest, occasion or mood.  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Discover your must-have apps and streaming services all just a few clicks away.*  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.








**A savvy choice for everything you need**

This essential TV features a range of contrast, color and smart capabilities. Enjoy your content at a clearer resolution with 4K Upscaling.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>PurColor</b> See a wide range of colors	<b>4K Upscaling</b> See content in 4K	<b>Motion Xcelerator</b> Clear motion	<b>Object Tracking Sound Lite</b> Incredible audio	<b>Mega Contrast</b> A bright picture
	See a wide spectrum of colors than traditional RGB models with PurColor. From green turf to an amazing sunset, you'll enjoy true-to-life picture quality with our innovative color technology	Get a clearer picture for more of your shows and videos. 4K Upscaling transforms each pixel.	Watch your content smoothly while experiencing less lag and blur.	You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio.	Automatically adjusts the brightness and contrast and reduces the difference between light and dark areas.
<b>OTHER FEATURES</b>	<b>HDR</b> Clear contrast	<b>Q-Symphony</b> TV speakers and soundbar in sync	<b>Crystal Processor 4K</b> Colorful content	<b>Samsung TV Plus</b>	<b>Samsung Tizen OS</b> The best smart tv platform with multi-year software support
	Take in an impressive spectrum of colors and fine details, even in the darkest scenes. Brightness and contrast are automatically dialed into their ideal levels in every frame so you can see your content as it's meant to be seen.	Only Samsung gives you the power to unlock incredible sound when you pair a Samsung TV with a Q-series or S-series soundbar.*  *Q-Symphony requires compatible 2020-2024 Samsung TV and either a Q-series or S-series soundbar.	See content as it was meant to be viewed, in dazzling 4K. The processor automatically transforms color, sound and more.	Turn on and tune into free live TV with just your WiFi connection. From popular shows and movies to local news and world sports—Samsung TV Plus gives you instant access to live streaming TV content to satisfy any interest, occasion or mood.  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Stream your favorite shows. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. Discover your must-have apps and streaming services all just a few clicks away. *  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.

**A savvy choice for everything you need**

This essential TV features a range of contrast and color and smart capabilities. Enjoy your content with richer details, brighter images and clearer resolution with 4K Upscaling.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>PurColor</b> See a wide range of colors	<b>4K Upscaling</b> See content in 4K	<b>Motion Xcelerator</b> Clear motion	<b>Object Tracking Sound Lite</b> Incredible audio	<b>Mega Contrast</b> A bright picture
	See a wide spectrum of colors than traditional RGB models with PurColor. From green turf to an amazing sunset, you'll enjoy true-to-life picture quality with our innovative color technology.	Get a clearer picture for more of your shows and videos. 4K Upscaling transforms each pixel for improved content.	Watch your content smoothly while experiencing less lag and blur. It improves motion between frames so you have a seamless picture.	You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio—putting you right in the middle of the car chase, stampede or party scene.	Automatically adjusts the brightness and contrast. It reduces the difference between light and dark areas so that objects on screen stand out more.
<b>OTHER FEATURES</b>	<b>HDR</b> Clear contrast	<b>Q-Symphony</b> TV speakers and soundbar in sync	<b>Crystal Processor 4K</b> Colorful content	<b>Samsung TV Plus</b>	<b>Samsung Tizen OS</b> The best smart tv platform with multi-year software support
	Take in an impressive spectrum of colors and fine details, even in the darkest scenes. Brightness and contrast are automatically dialed into their ideal levels in every frame so you can see your content as it's meant to be seen—from the subtle highlights in a dark, moody alleyway to the deep shadows cast on a bright and sunny afternoon.	Only Samsung gives you the power to unlock incredible when you pair your TV with a soundbar.  With Q-Symphony, your TV speakers paired with Q-Series and S-Series soundbar operate as one. Together, they can optimize all the channels to bring you our most powerful sound experience.*  *Q-Symphony requires compatible 2020-2024 Samsung TV and either a Q-series or S-series soundbar.	Watch the content you love upgraded to dazzling 4K resolution. You'll be able to better enjoy your TV's capabilities as the Crystal Processor automatically transforms your favorite movies and shows with 3D color mapping and Adaptive Sound. Even if the content you're watching wasn't produced in 4K, you can enjoy it like it was.	Turn on and tune into free live TV with just your WiFi connection. From popular shows and movies to local news and world sports—Samsung TV Plus gives you instant access to a diverse lineup of live streaming TV content to satisfy any interest, occasion or mood. You'll find more than 250+ channels plus 1,000's of movies on demand, right on a home screen that's easy to use and discover. It's all yours to enjoy with no strings attached and without a subscription.  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.	Stream your favorite shows. Follow recipes. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. In just a few clicks, get instant access to your must-have apps and endless content from the streaming services you love. And with Voice Assistants built into your TV, it's easy to get to it all with just the sound of your voice.*  *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.

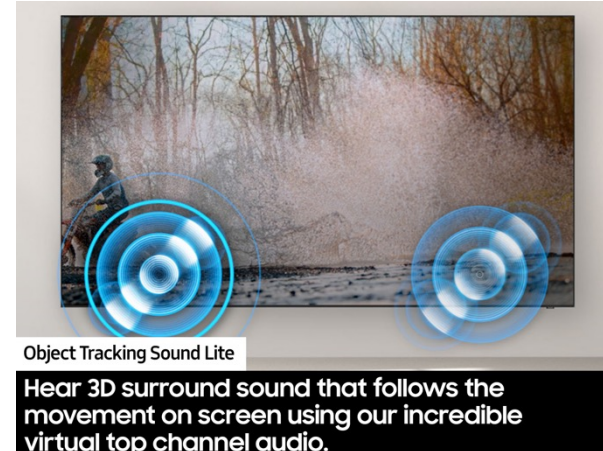
DU7200

# Brand benefit images

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DU7200

# What's in the box

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Download images [here](#).

**Model:** 85" DU7200B Crystal UHD 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- Remote Controller with Batteries TM2240A

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 74.9 x 42.9 x 2.4
- TV With Stand: 74.9 x 44.6 x 14.1
- Stand Footprint: 0.7 x 9.9 x 14.1
- Distance between the two ends of the stand: 55.7"

**Model:** 75" DU7200B Crystal UHD 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- Remote Controller with Batteries TM2240A

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 66 x 37.9 x 2.4
- TV With Stand: 66 x 39.6 x 12.8
- Stand Footprint: 0.7 x 9.4 x 12.8
- Distance between the two ends of the stand: 49.4"

**Model:** 70" DU7200 Crystal UHD 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- Remote Controller with Batteries TM2240A

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 61.4 x 35.6 x 2.4
- TV With Stand: 61.4 x 37.3 x 12.8
- Stand Footprint: 0.7 x 9.4 x 12.8
- Distance between the two ends of the stand: 45.3"

**Model:** 65" DU7200 Crystal UHD 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- Remote Controller with Batteries TM2240A

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 57.2 x 32.8 x 2.4
- TV With Stand: 57.2 x 34.6 x 10.5
- Stand Footprint: 0.6 x 8.7 x 10.5
- Distance between the two ends of the stand: 40.4"

**Model:** 60" DU7200 Crystal UHD 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- Remote Controller with Batteries TM2240A

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 53.3 x 30.7 x 2.4
- TV With Stand: 53.3 x 32.5 x 10.5
- Stand Footprint: 0.6 x 8.7 x 10.5
- Distance between the two ends of the stand: 38"

**Model:** 55" DU7200B Crystal UHD 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- Remote Controller with Batteries TM2240A

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 48.6 x 28 x 2.4
- TV With Stand: 48.6 x 29.8 x 9.3
- Stand Footprint: 0.5 x 8.6 x 9.3
- Distance between the two ends of the stand: 32.5"

**Model:** 50" DU7200 Crystal UHD 4K

**What's in the box:**

- TV
- Power Cable
- User Manual
- Remote Controller with Batteries TM2240A

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 44.1 x 25.5 x 2.4
- TV With Stand: 44.1 x 27.3 x 9.3
- Stand Footprint: 0.5 x 8.6 x 9.3
- Distance between the two ends of the stand: 29.6"

**Model:** 43" DU7200 Crystal UHD 4K

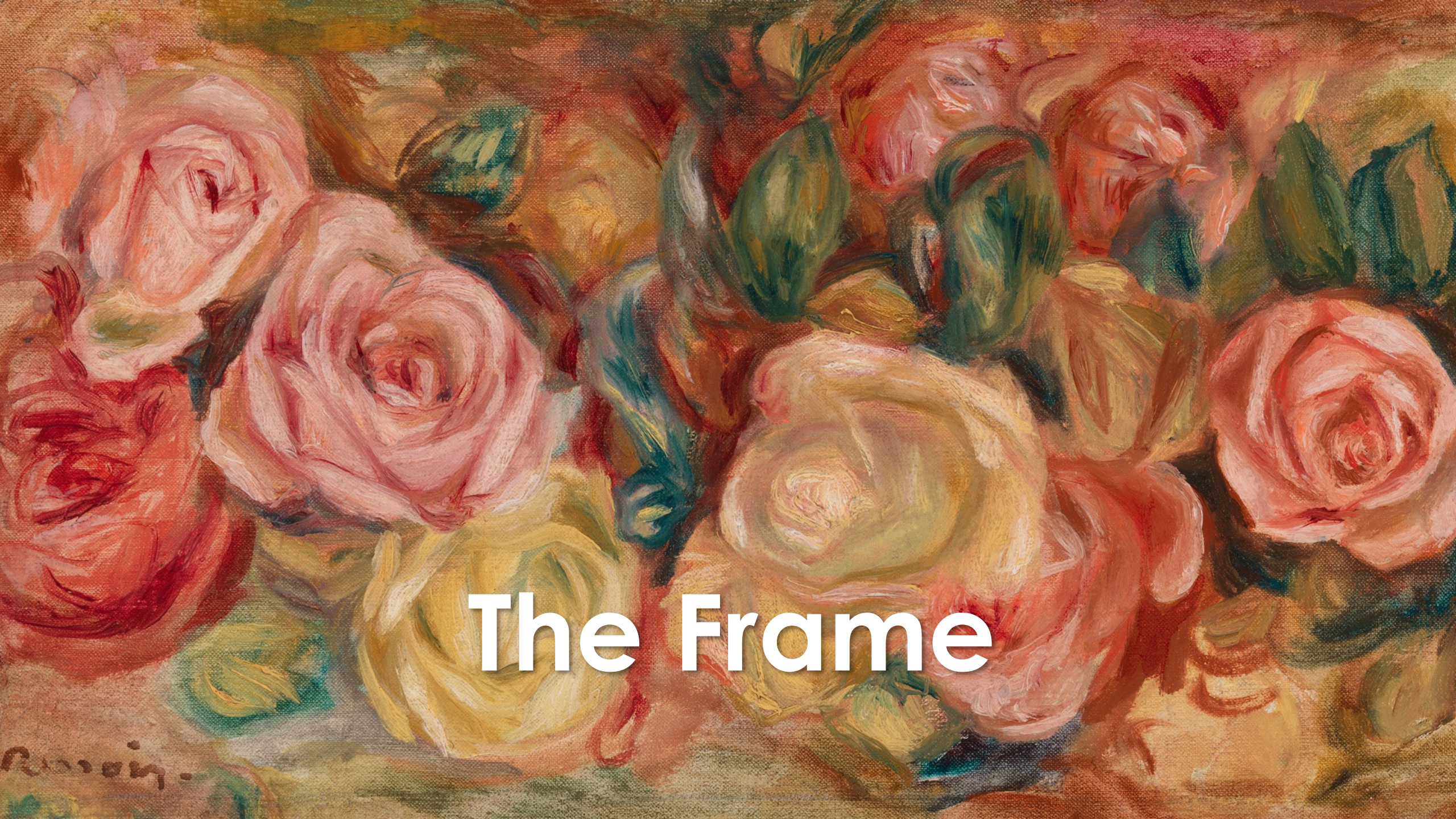
**What's in the box:**

- TV
- Power Cable
- User Manual
- Remote Controller with Batteries TM2240A

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 38.1 x 22.1 x 2.4
- TV With Stand: 38.1 x 24 x 7.5
- Stand Footprint: 0.5 x 8.1 x 7.5
- Distance between the two ends of the stand: 26.6"



# The Frame

**The Frame**

# Product images

For Lifestyle TVs, use globally approved product images and screen infills unless a seasonal campaign dictates otherwise.






Download product and screen infill images [here](#).



**A beautiful TV that displays your aesthetic**

This lifestyle TV helps you curate your own gallery with works of art or personal photos.

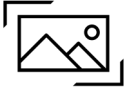




**Alt: A beautiful TV that displays your aesthetic**

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>Art Mode</b></p> <p>Show off works of art</p>	<p><b>Anti-Reflection with Matte Display</b></p> <p>Canvas-like finish reduces glare</p>	<p><b>Customizable Frame</b></p> <p>Personalized bezel</p>	<p><b>Slim-Fit Wall Mount Included</b></p> <p>Hangs like a picture</p>	<p><b>Pantone Validated</b></p> <p>Expert-validated colors</p>
	<p>Display modern art, classic art or your own personal photos on your QLED 4K TV.</p>	<p>Enjoy more screen visibility with virtually no light reflection.</p>	<p>Match your TV to your own style with colorful bezel options.*</p> <p>*Bezels sold separately.</p>	<p>Hang The Frame flush against the wall like a real art piece.*</p> <p>*A small gap between the wall and TV may occur if wall is not 100% flat or is constructed off-angle to the floor or if installed incorrectly.</p>	<p>Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life.</p>
<b>OTHER FEATURES</b>	<p><b>Samsung Art Store - Streams</b></p> <p>Stream complimentary pieces of art</p>	<p><b>Samsung Art Store</b></p> <p>Access world-famous masterpieces</p>	<p><b>Motion Sensor + Brightness Sensor</b></p> <p>Wakes as you walk by</p>	<p><b>Quantum Processor 4K</b></p> <p>All-around performance</p>	<p><b>Samsung Tizen OS + SmartThings</b></p> <p>The best smart tv platform with multi-year software support</p>
	<p>Stream regularly curated complimentary artworks on your screen.*</p> <p>*Fees apply to Art Store subscription service.</p>	<p>Unlimited access to 2,500+ pieces of art from world-famous galleries and museums.*</p> <p>*Fees apply to subscription service.</p>	<p>Your art instantly turns on with movement in the room.*</p> <p>*Motion Sensor operates only in Art Mode. Performance may vary depending on the lighting condition.</p>	<p>Powers your TV's 4K HDR picture and sound.</p>	<p>Discover your must-have apps and streaming services all just a few clicks away.*</p> <p>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</p>

**A beautiful TV that displays your aesthetic**

**Alt: A beautiful TV that displays your aesthetic**

This lifestyle TV helps you curate your own gallery with works of art or personal photos. It's customizable and showcases expert-validated color and 4K resolution.






<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Art Mode</b> Show off works of art	<b>Anti-Reflection with Matte Display</b> Canvas-like finish reduces glare	<b>Customizable Frame</b> Personalized bezel	<b>Slim-Fit Wall Mount Included</b> Hangs like a picture	<b>Pantone Validated</b> Expert-validated colors
	Transform your QLED 4K TV into your own art exhibit with modern or classic art pieces, or your own personal photos.	Enjoy more visibility of your QLED 4K TV with 100% Color Volume with virtually no light reflection, night or day.* *QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.	Match your TV to your own style with colorful bezel options. The magnetic bezel is easy to snap on, making design updates a breeze.* *Bezels sold separately.	Hang The Frame flush against the wall like a real art piece. Less gap between your TV and wall means you get a sleeker look.* *A small gap between the wall and TV may occur if wall is not 100% flat or is constructed off-angle to the floor or if installed incorrectly.	Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life. Every hue, tint and skin tone offers a more accurate and beautiful picture.
<b>OTHER FEATURES</b>	<b>Samsung Art Store - Streams</b> Stream complimentary pieces of art	<b>Samsung Art Store</b> Access world-famous masterpieces	<b>Motion Sensor + Brightness Sensor</b> Wakes as you walk by	<b>Quantum Processor 4K</b> All-around performance	<b>Samsung Tizen OS + SmartThings</b> The best smart tv platform with multi-year software support
	The Frame now comes with Streams—a complimentary set of regularly curated artworks sampled from the Samsung Art Store.* *Fees apply to Art Store subscription service.	Get unlimited access to 2,500+ of new and classic pieces of art from world-famous galleries and museums with a subscription to the Art Store.* *Fees apply to subscription service.	Your art instantly turns on with movement in the room and adjusts the brightness of the TV to help maximize energy efficiency.* *Motion Sensor operates only in Art Mode. Performance may vary depending on the lighting condition.	Powers your TV's 4K HDR picture and sound for clear resolution and contrast.	Stream your favorite shows. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. Discover your must-have apps and streaming services all just a few clicks away.* *Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.



**A beautiful TV that displays your aesthetic**

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This lifestyle TV helps you curate your own gallery with works of art or personal photos. It's customizable to fit your style—while showcasing expert-validated color and 4K resolution.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Art Mode</b> Show off works of art	<b>Anti-Reflection with Matte Display</b> Canvas-like finish reduces glare	<b>Customizable Frame</b> Personalized bezel	<b>Slim-Fit Wall Mount Included</b> Hangs like a picture	<b>Pantone Validated</b> Expert-validated colors
	Transform your QLED 4K TV into your own art exhibit with modern art, classic art pieces or your own personal photos when you're not watching your favorite shows.	Enjoy more visibility of your QLED 4K TV with 100% Color Volume with virtually no light reflection, night or day. The premium Matte Display Film limits light distraction by reducing glare from all your shows, contents, and works of art.*  *QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.	Match your TV to your own style with colorful bezel options. The magnetic bezel is easy to snap on, making design updates a breeze – whatever your aesthetic, mood, or occasion.*  *Bezels sold separately.	Hang The Frame flush against the wall like a real art piece. Less gap between your TV and wall means you get a sleeker and elevated look without the bulk.*  *A small gap between the wall and TV may occur if wall is not 100% flat or is constructed off-angle to the floor or if installed incorrectly.	Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life. Every hue, tint and skin tone offers a more accurate and beautiful picture.
<b>OTHER FEATURES</b>	<b>Samsung Art Store - Streams</b> Stream complimentary pieces of art	<b>Samsung Art Store</b> Access world-famous masterpieces	<b>Motion Sensor + Brightness Sensor</b> Wakes as you walk by	<b>Quantum Processor 4K</b> All-around performance	<b>Samsung Tizen OS + SmartThings</b> The best smart tv platform with multi-year software support
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The Frame

# Lifestyle photography

Lifestyle photography aids in driving emotional connection and resonance with shoppers, allowing them to visualize our TVs in their homes as well as envision moments shared around our TVs.

Additionally, lifestyle photography helps shoppers more easily visualize the scale and size of the TV beyond reliance on specs.

Download images [here](#).



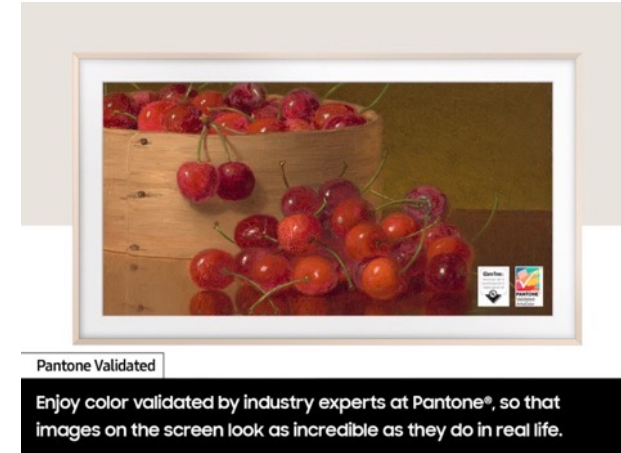
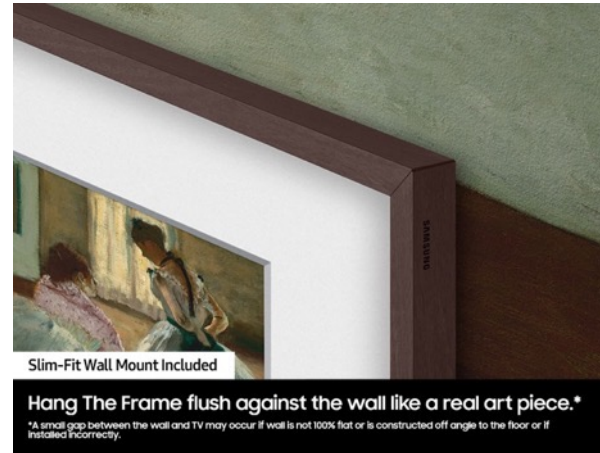
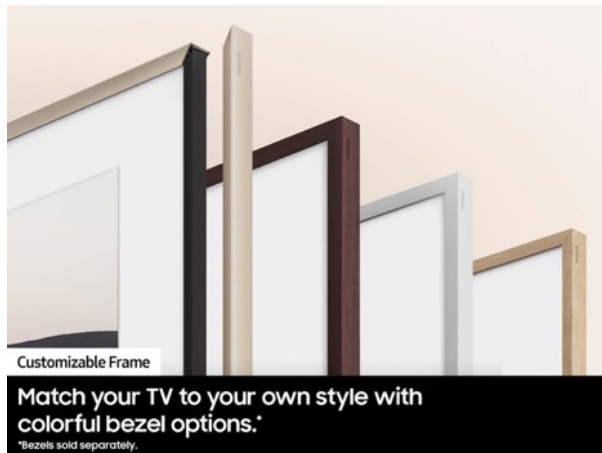
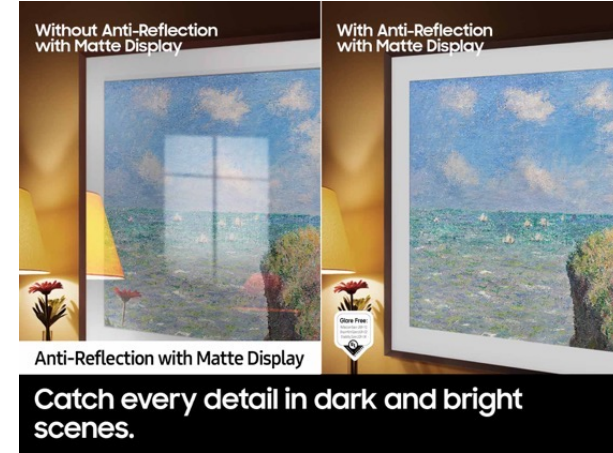
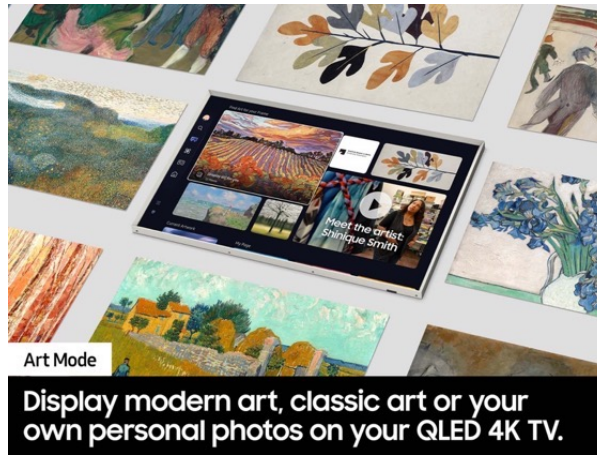
The Frame

# Brand benefit images

Brand Benefit Images (BBIs) bring key feature benefits to life visually.

As they say, a picture is worth a thousand words, and these awe-inspiring images allow shoppers to more swiftly and fully understand how the feature shown will enhance their viewing experience.

Download images [here.](#)



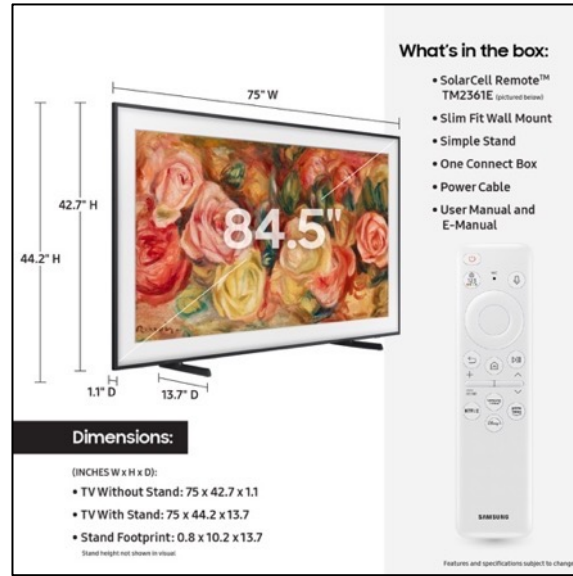
The Frame

# What's in the box

These images show exact product dimensions of what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here.](#)



**What's in the box:**

- SolarCell Remote™ TM2361E (pictured below)
- Slim Fit Wall Mount
- Simple Stand
- One Connect Box
- Power Cable
- User Manual and E-Manual

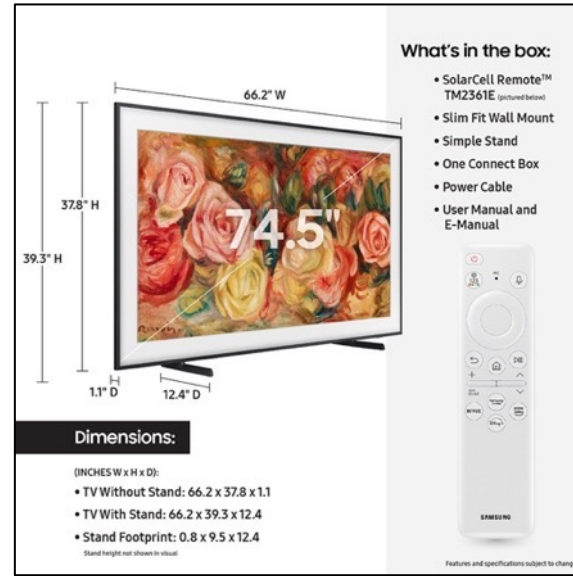
**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 75 x 42.7 x 1.1
- TV With Stand: 75 x 44.2 x 13.7
- Stand Footprint: 0.8 x 10.2 x 13.7

Stand height not shown in visual.

Features and specifications subject to change.



**What's in the box:**

- SolarCell Remote™ TM2361E (pictured below)
- Slim Fit Wall Mount
- Simple Stand
- One Connect Box
- Power Cable
- User Manual and E-Manual

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 66.2 x 37.8 x 1.1
- TV With Stand: 66.2 x 39.3 x 12.4
- Stand Footprint: 0.8 x 9.5 x 12.4

Stand height not shown in visual.

Features and specifications subject to change.



**What's in the box:**

- SolarCell Remote™ TM2361E (pictured below)
- Slim Fit Wall Mount
- Simple Stand
- One Connect Box
- Power Cable
- User Manual and E-Manual

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 57.4 x 32.8 x 1
- TV With Stand: 57.4 x 34.2 x 10.3
- Stand Footprint: 0.6 x 9 x 10.3

Stand height not shown in visual.

Features and specifications subject to change.



**What's in the box:**

- SolarCell Remote™ TM2361E (pictured below)
- Slim Fit Wall Mount
- Simple Stand
- One Connect Box
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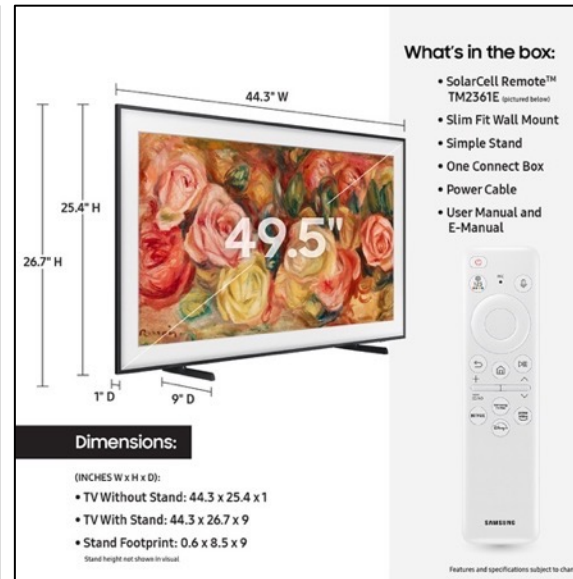
**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 48.7 x 27.9 x 1
- TV With Stand: 48.7 x 29.3 x 9
- Stand Footprint: 0.6 x 8.5 x 9

Stand height not shown in visual.

Features and specifications subject to change.



**What's in the box:**

- SolarCell Remote™ TM2361E (pictured below)
- Slim Fit Wall Mount
- Simple Stand
- One Connect Box
- Power Cable
- User Manual and E-Manual

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 44.3 x 25.4 x 1
- TV With Stand: 44.3 x 26.7 x 9
- Stand Footprint: 0.6 x 8.5 x 9

Stand height not shown in visual.

Features and specifications subject to change.



**What's in the box:**

- SolarCell Remote™ TM2361E (pictured below)
- Slim Fit Wall Mount
- Simple Stand
- One Connect Box
- Power Cable
- User Manual and E-Manual

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 38.2 x 22 x 1
- TV With Stand: 38.2 x 23.3 x 7.7
- Stand Footprint: 0.6 x 8.2 x 7.7

Stand height not shown in visual.

Features and specifications subject to change.



# The Terrace Partial Sun

**The Terrace Partial Sun**

# Product images

For Lifestyle TVs, use globally approved product images and screen infills unless a seasonal campaign dictates otherwise.


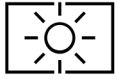
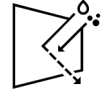


Download product and screen infill images [here](#).



**Bring the inside out**

Patio season shines brighter with The Terrace Partial Sun, optimized for entertaining in your favorite shaded or partially-shaded outdoor space.\*






\*The Terrace is designed for placement and use in outdoor shaded environments. The TV can be exposed to ambient or non-direct sunlight, but direct sunlight must be avoided.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>Outdoor Optimized QLED Picture</b></p> <p><b>A new kind of sun screen</b></p>	<p><b>Ultra Bright Picture Quality</b></p> <p><b>Bring it to light</b></p>	<p><b>IP56 Rated for Durability</b></p> <p><b>The forecast is fine</b></p>	<p><b>Smart TV with Multiple Voice Assistants</b></p> <p><b>We're all ears</b></p>	<p><b>Anti-Reflection with Wide Viewing Angle</b></p> <p><b>Be spared the glare</b></p>
	<p>High quality 4K Samsung Neo QLED engineered to look bright — especially in daylight.*</p> <p><small>*The Terrace is designed for placement and use in outdoor shaded environments. The TV can be partially exposed to ambient or non-direct sunlight, but direct sunlight should be avoided.</small></p>	<p>The Terrace brings brightness and rich color to all your content.*</p> <p><small>*Nit level capability may decrease in certain high temperature and sunlight conditions.</small></p>	<p>Have peace of mind—even outside. The Terrace is uniquely designed to be durable, earning an IP56 rating—an international system that measures outdoor electronics protection against dust and water.</p>	<p>Just speak up—your favorite Voice Assistant is built in and ready to help.</p>	<p>Whatever you do, you'll get a great view. The Terrace has anti-reflection tech to limit light distraction and reduce glare. See your TV's clarity and contrast even when you're out and about in your favorite shaded outdoor space.</p>
<b>OTHER FEATURES</b>					

**Bring the inside out**

Patio season shines brighter with The Terrace Partial Sun, optimized for entertaining in your favorite shaded or partially-shaded outdoor space\* with our highest IP rating for durability and protection against water and dust.\*\*

\*The Terrace is designed for placement and use in outdoor shaded environments. The TV can be exposed to ambient or non-direct sunlight, but direct sunlight must be avoided.  
 \*\*IP56 rated for dust and water.

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	<p><b>Outdoor Optimized QLED Picture</b></p> <p><b>A new kind of sun screen</b></p>	<p><b>Ultra Bright Picture Quality</b></p> <p><b>Bring it to light</b></p>	<p><b>IP56 Rated for Durability</b></p> <p><b>The forecast is fine</b></p>	<p><b>Smart TV with Multiple Voice Assistants</b></p> <p><b>We're all ears</b></p>	<p><b>Anti-Reflection with Wide Viewing Angle</b></p> <p><b>Be spared the glare</b></p>
	<p>High quality 4K Samsung Neo QLED engineered to look bright — especially in daylight.*</p> <p>*The Terrace is designed for placement and use in outdoor shaded environments. The TV can be partially exposed to ambient or non-direct sunlight, but direct sunlight should be avoided.</p>	<p>The Terrace brings brightness and rich color to all your content.*</p> <p>*Nit level capability may decrease in certain high temperature and sunlight conditions.</p>	<p>Have peace of mind—even outside. The Terrace is uniquely designed to be durable, earning an IP56 rating—an international system that measures outdoor electronics protection against dust and water. Enjoy year-round entertainment with this outdoor TV that's been tested for optimum durability.</p>	<p>Just speak up—your favorite Voice Assistant is ready to help. Voice Assistants are built into your Samsung TV. Simply use your voice to find the content you love, control your connected home and more.</p>	<p>Whatever you do, you'll get a great view. The Terrace has anti-reflection tech to limit light distraction and reduce glare. See your TV's clarity and contrast even when you're out and about in your favorite shaded outdoor space.</p>
<b>OTHER FEATURES</b>					


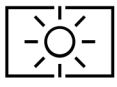
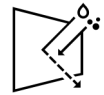




**Bring the inside out**

Patio season shines brighter with The Terrace Partial Sun, optimized for entertaining in your favorite shaded or partially-shaded outdoor space.\* With our highest IP rating for durability and protection against water and dust,\*\* it makes it seamless to watch from the best seat outside of the house.

\*The Terrace is designed for placement and use in outdoor shaded environments. The TV can be exposed to ambient or non-direct sunlight, but direct sunlight must be avoided.

\*\*IP56 rated for dust and water.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>Outdoor Optimized QLED Picture</b></p> <p><b>A new kind of sun screen</b></p>	<p><b>Ultra Bright Picture Quality</b></p> <p><b>Bring it to light</b></p>	<p><b>IP56 Rated for Durability</b></p> <p><b>The forecast is fine</b></p>	<p><b>Smart TV with Multiple Voice Assistants</b></p> <p><b>We're all ears</b></p>	<p><b>Anti-Reflection with Wide Viewing Angle</b></p> <p><b>Be spared the glare</b></p>
	<p>High quality 4K Samsung Neo QLED engineered to look bright — especially in daylight.*</p> <p>*The Terrace is designed for placement and use in outdoor shaded environments. The TV can be partially exposed to ambient or non-direct sunlight, but direct sunlight should be avoided.</p>	<p>The Terrace brings brightness and rich color to all your content.*</p> <p>*Nit level capability may decrease in certain high temperature and sunlight conditions.</p>	<p>Have peace of mind—even outside. The Terrace is uniquely designed to be durable, earning an IP56 rating—an international system that measures outdoor electronics protection against dust and water. Enjoy year-round entertainment with this outdoor TV that's been tested for optimum durability.</p>	<p>Just speak up—your favorite Voice Assistant is ready to help and are built into your Samsung TV. Simply use your voice to find your favorite shows, turn up the volume, and take control of your connected devices to make your everyday easier and so much more entertaining.</p>	<p>Whatever you do, you'll get a great view. The Terrace has anti-reflection tech to limit light distraction and reduce glare. See your TV's clarity and contrast even when you're out and about in your favorite shaded outdoor space.</p>
<b>OTHER FEATURES</b>					

The Terrace Partial Sun

# Lifestyle photography

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## The Terrace Partial Sun

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Optimized 4K Picture for Shaded Outdoor Space

**High quality 4K picture - The Terrace is engineered to look vivid and bright even during the day\***

\*The Terrace is designed for placement and use in outdoor shaded environments. The TV can be partially exposed to ambient or non-direct sunlight, but direct sunlight should be avoided.



Ultra Bright Picture Quality

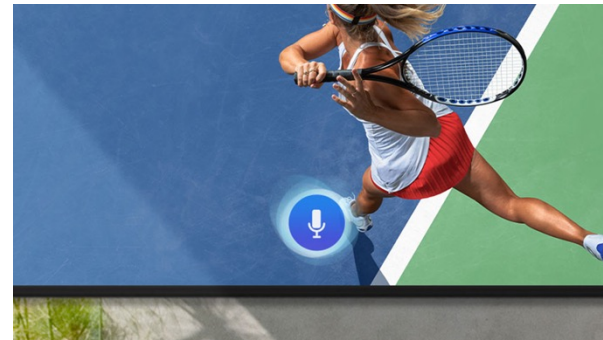
**See bright and rich colors in all your content.\***

\*Brightness may decrease in certain high temperature and sunlight conditions.



IP56 Rated for Outdoor Durability

**Enjoy year-round entertainment with this outdoor TV that's been tested for optimum durability.**



Smart TV with Multiple Voice Assistants

**Just speak up—your favorite Voice Assistant is built-in to your Samsung outdoor TV for easy access outside.**



Anti-Reflection with Wide Viewing Angle

**See your TV's clarity and contrast even when you're out and about in your favorite shaded outdoor space.**

## The Terrace Partial Sun

# What's in the box

These images show exact product dimensions of what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here.](#)

**Model: The Terrace Partial Sun**

**What's in the box:**

- The Terrace Partial Sun
- SolarCell Remote TM2365E
- Power Cable
- User Manual

**Dimensions:**

(INCHES W x H x D):

- TV Without Stand: 75.3 x 43.3 x 2.7

Features and specifications subject to change.



# The Terrace Full Sun

**The Terrace Full Sun**

# Product images

For Lifestyle TVs, use globally approved product images and screen infills unless a seasonal campaign dictates otherwise.



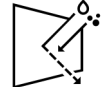


Download product and screen infill images [here](#).



**Outdoor TV enjoyment that's direct-sun\* protected.**

Gather around this brilliant TV in the backyard, even on the sunniest days.\*


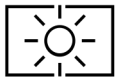
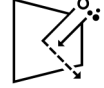


\*Panel protected up to 6 hours in sunlight at 700 watts and 104 degrees Fahrenheit; brightness may decrease to protect panel with other high temperature and sunlight conditions.

TOP 5 FEATURES IN PRIORITY ORDER					
	<p><b>Outdoor Optimized QLED Picture with Direct-Sun Protection</b></p> <p><b>A new kind of sun screen</b></p>	<p><b>Ultra Bright Picture Quality</b></p> <p><b>Bring it to light</b></p>	<p><b>Weather-Resistant Durability IP55 Rated</b></p> <p><b>The forecast is fine</b></p>	<p><b>Smart TV with Multiple Voice Assistants</b></p> <p><b>We're all ears</b></p>	<p><b>Anti-Reflection with Wide Viewing Angle</b></p> <p><b>Be spared the glare</b></p>
	<p>Enjoy TV outdoors with built-in direct-sun protection.*</p> <p><small>*Panel protected up to 6 hours in sunlight at 700 watts and 104 degrees Fahrenheit; brightness may decrease to protect panel with other high temperature and sunlight conditions.</small></p>	<p>Experience vivid QLED 4K picture quality.*</p> <p><small>*Nit level capability may decrease in certain high temperature and sunlight conditions.</small></p>	<p>Enjoy year-round outdoor entertainment with protection from water and dust.</p>	<p>Just speak up—your favorite Voice Assistant is built in and ready to help.</p>	<p>Watch everything you love with nearly no reflections—and no distractions.*</p> <p><small>*The Terrace is designed for placement and use in outdoor shaded environments. The TV can be exposed to ambient or non-direct sunlight, but direct sunlight must be avoided.</small></p>
OTHER FEATURES					

**Outdoor TV enjoyment that's direct-sun\* protected.**

Gather around this brilliant TV in the backyard, even on the sunniest days. The Terrace Full Sun is equipped with direct-sun protection,\* an Anti-Glare screen and an IP55 rating to protect against dust and water.

\*Panel protected up to 6 hours in sunlight at 700 watts and 104 degrees Fahrenheit; brightness may decrease to protect panel with other high temperature and sunlight conditions.


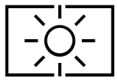
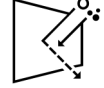


<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>Outdoor Optimized QLED Picture with Direct-Sun Protection</b></p> <p><b>A new kind of sun screen</b></p>	<p><b>Ultra Bright Picture Quality</b></p> <p><b>Bring it to light</b></p>	<p><b>Weather-Resistant Durability IP55 Rated</b></p> <p><b>The forecast is fine</b></p>	<p><b>Smart TV with Multiple Voice Assistants</b></p> <p><b>We're all ears</b></p>	<p><b>Anti-Reflection with Wide Viewing Angle</b></p> <p><b>Be spared the glare</b></p>
	<p>Enjoy TV outdoors with incredible 4K clarity, all on a screen with built-in direct-sun protection.*</p> <p><small>*Panel protected up to 6 hours in sunlight at 700 watts and 104 degrees Fahrenheit; brightness may decrease to protect panel with other high temperature and sunlight conditions.</small></p>	<p>Experience vivid QLED 4K picture quality in your favorite outdoor spaces.*</p> <p><small>*Nit level capability may decrease in certain high temperature and sunlight conditions.</small></p>	<p>Enjoy year-round outdoor entertainment with an IP55 rating that assures protection from water and dust.</p>	<p>Just speak up—your favorite Voice Assistant is ready to help. Voice Assistants are built into your Samsung TV. Simply use your voice to find the content you love, control your connected home and more.</p>	<p>Relax and enjoy your favorite shows and movies in the shade with a display that minimizes reflection and enhances picture contrast.<sup>1</sup></p> <p><small><sup>1</sup>The Terrace is designed for placement and use in outdoor shaded environments. The TV can be exposed to ambient or non-direct sunlight, but direct sunlight must be avoided.</small></p>
<b>OTHER FEATURES</b>					



**Outdoor TV enjoyment that's direct-sun\* protected.**

Gather around this brilliant TV in the backyard, even on the sunniest days. The Terrace Full Sun is equipped with direct-sun protection,\* an Anti-Glare screen and an IP55 rating to protect against dust and water. For all you watch, easily access the streaming apps you love with Smart TV capabilities.

\*Panel protected up to 6 hours in sunlight at 700 watts and 104 degrees Fahrenheit; brightness may decrease to protect panel with other high temperature and sunlight conditions.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Outdoor Optimized QLED Picture with Direct-Sun Protection</b>  <b>A new kind of sun screen</b>	<b>Ultra Bright Picture Quality</b>  <b>Bring it to light</b>	<b>Weather-Resistant Durability IP55 Rated</b>  <b>The forecast is fine</b>	<b>Smart TV with Multiple Voice Assistants</b>  <b>We're all ears</b>	<b>Anti-Reflection with Wide Viewing Angle</b>  <b>Be spared the glare</b>
	<p>Engineered to look vivid and bright—enjoy TV outdoors with incredible 4K clarity, all on a screen with built-in direct-sun protection.*</p> <p><small>*Panel protected up to 6 hours in sunlight at 700 watts and 104 degrees Fahrenheit; brightness may decrease to protect panel with other high temperature and sunlight conditions.</small></p>	<p>Experience vivid picture quality in your favorite outdoor spaces with QLED 4K and 1,500+ nit brightness levels.*</p> <p><small>*Nit level capability may decrease in certain high temperature and sunlight conditions.</small></p>	<p>Relax on your patio and enjoy year-round outdoor entertainment with an IP55 rating that assures protection from water and dust.</p>	<p>Just speak up—your favorite Voice Assistant is ready to help and are built into your Samsung TV. Simply use your voice to find your favorite shows, turn up the volume, and take control of your connected devices to make your everyday easier and so much more entertaining.</p>	<p>Watch everything you love with nearly no reflections and no distractions. Now your entertainment can look as good in the morning as it does at night with the lights on. Anti-Reflection technology limits light distraction on your screen by reducing the effects of glare. Say goodbye to washed out images and see your TV's clarity, color and contrast shine through. <sup>1</sup></p> <p><small><sup>1</sup>The Terrace is designed for placement and use in outdoor shaded environments. The TV can be exposed to ambient or non-direct sunlight, but direct sunlight must be avoided.</small></p>
<b>OTHER FEATURES</b>					

The Terrace Full Sun

# Lifestyle photography

Lifestyle photography aids in driving emotional connection and resonance with shoppers, allowing them to visualize our TVs in their homes as well as envision moments shared around our TVs.

Additionally, lifestyle photography helps shoppers more easily visualize the scale and size of the TV beyond reliance on specs.

Download images [here.](#)

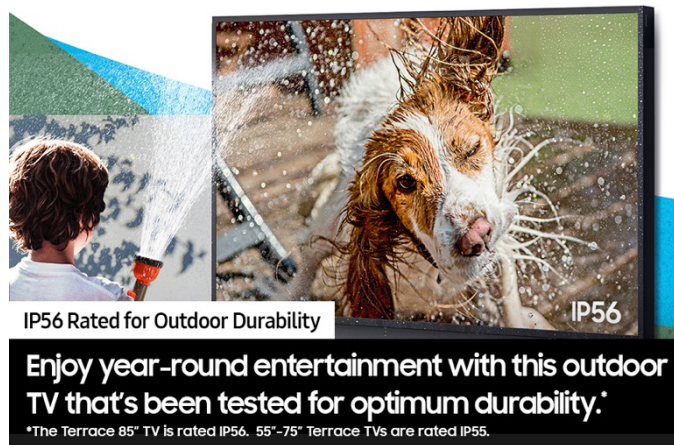


# Brand benefit images

Brand Benefit Images (BBIs) bring key feature benefits to life visually.

As they say, a picture is worth a thousand words, and these awe-inspiring images allow shoppers to more swiftly and fully understand how the feature shown will enhance their viewing experience.

Download images [here](#).



The Terrace Full Sun

# What's in the box

These images show exact product dimensions of what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here.](#)

### The Terrace Full Sun

66.6" W

38.6" H

74.5"

2.4" D

#### What's in the box:

- 75" TV
- User Manual
- One Remote TM2095A with batteries (pictured below)

Dimensions:

(INCHES W x H x D):

- TV Without Stand: 66.6 x 38.6 x 2.4

Features and specifications subject to change.



# The Freestyle 2nd Gen with Gaming Hub

**The Freestyle 2<sup>nd</sup> Gen with Gaming Hub**






**Product images**

For Lifestyle TVs, use globally approved product images and screen infills unless a seasonal campaign dictates otherwise.

Download product and screen infill images [here](#).








A beautiful TV that displays your aesthetic.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>Point and Play*</b></p> <p>Play it anywhere*</p>	<p><b>Easy Set Up*</b></p> <p>We'll set the scene*</p>	<p><b>Smart Entertainment*</b></p> <p>Your home base*</p>	<p><b>Gaming Hub*</b></p> <p>Game all day*</p>	<p><b>360° Sound</b></p> <p>Hear everything in 360°</p>
	<p>Pick a spot, any spot. Just point and watch content come to life with the smart theater that makes it simple.*</p> <p>*Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port (adapter/cables not included) and compatible devices with Apple AirPlay 2, SmartThings' Tap View.</p>	<p>No need to fuss with settings—just sit back and enjoy the show.*</p> <p>*Watching projector for an extended period of time causes the panel to generate heat, which is released through the vents on the Projector.</p>	<p>Access everything. All your apps, workouts, recipes and shows in one portable smart theater.*</p> <p>*Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port (adapter/cables not included) and compatible devices with Apple AirPlay 2, SmartThings' Tap View.</p> <p>**Content and services are subject to change.</p>	<p>Stream games, no console required.*</p> <p>*Internet connection, additional gaming service subscription and compatible controller required.</p>	<p>Immersive and astounding sounds with 360-degree audio from The Freestyle.</p>
<b>OTHER FEATURES</b>	<p><b>Scale and Move Screen</b></p> <p>Try this on for size</p>	<p><b>Multiple Voice Assistants</b></p> <p>We're all ears</p>	<p><b>Full HD</b></p> <p>Most definitely High Def</p>	<p><b>Smart Calibration</b></p> <p>A finer tune</p>	<p><b>Big Screen Experience</b></p> <p>Popcorn not included</p>
	<p>Need to size things up or down? The Freestyle has it covered—no need to move it around.</p>	<p>Find your favorite shows, turn up the volume and take control of your devices with the Voice Assistant</p>	<p>Watch in FHD, 2x sharper than other personal projectors with HD.<sup>1</sup></p> <p><sup>1</sup>Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port and compatible devices with AirPlay 2, SmartThings' Tap View.</p>	<p>The way it was meant to be watched. Enhance your screen from your smartphone with Smart Calibration.<sup>1</sup></p> <p><sup>1</sup>Compatible with Galaxy models released after January 2019, S, Note, Fold, Z Flip model. iPhone products released after January 2019 and with Face ID function.</p>	<p>That film festival feeling is right at your fingertips with The Freestyle smart theater.<sup>1</sup></p> <p><sup>1</sup>Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port and compatible devices with AirPlay 2, SmartThings' Tap View.</p> <p><sup>2</sup>Optimal screen sizes from 30"-100" measured diagonally; based on The Freestyle's distance from the surface.</p>

### The smart theater-to-go that follows the fun

Be ready when the big screen beckons. Bring the action with the The Freestyle, a smart theater you can take to-go. It brings you the best experience at any size, so you can make motion picture magic in minutes.\*

\*Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port and compatible devices with AirPlay 2, SmartThings' Tap View.






<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Point and Play</b> Play it anywhere	<b>Easy Set Up</b> We'll set the scene	<b>Smart Entertainment</b> Your home base	<b>Gaming Hub</b> Game all day	<b>360° Sound</b> Hear everything in 360°
	Pick a spot, any spot. Just place it, tilt it and watch content come to life with the smart theater that makes it simple. The cradle stand gives you floor-to-ceiling flexibility with a rotation of 180 degrees—always giving you the best view. <sup>1</sup>  <small><sup>1</sup>Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port (adapter/cables not included) and compatible devices with Apple AirPlay 2, SmartThings' Tap View.</small>	Let The Freestyle do the work with its Auto Leveling, Auto Focus and Auto Keystone technology that adjusts your picture for the best view possible. No need to fuss with settings—just sit back and enjoy the show. <sup>1</sup>  <small><sup>1</sup>Watching projector for an extended period of time causes the panel to generate heat, which is released through the vents on the Projector.</small>	Access everything. All your apps, workouts, recipes and shows in one portable smart theater. It's got your content covered with the streaming services you love. <sup>1</sup>  <small><sup>1</sup>Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port (adapter/cables not included) and compatible devices with Apple AirPlay 2, SmartThings' Tap View. **Content and services are subject to change.</small>	Where gaming comes together. Stream games right from your TV. No console required. <sup>1</sup>  <small><sup>1</sup>Internet connection, additional gaming service subscription and compatible controller required.</small>	Immersive and astounding sounds with 360-degree audio from The Freestyle. High-quality speakers ensure an earful, even from across the room.
<b>OTHER FEATURES</b>	<b>Scale and Move Screen</b> Try this on for size	<b>Multiple Voice Assistants</b> We're all ears	<b>Full HD</b> Most definitely High Def	<b>Smart Calibration</b> A finer tune	<b>Big Screen Experience</b> Popcorn not included
	Need to size things up or down? The Freestyle has it covered, no need to move your image around. When the wall or your surface isn't quite right, this smart theater-to-go makes it easy to shrink down the image, move it around and project from 30 to 100 inches.	You've got the power. Find all your favorite shows, turn up the volume and take control of your connected devices—all by using the Voice Assistant.	Watch in Full High Definition with The Freestyle, 2x sharper than other personal projectors with HD. With 1080X1920 resolution, you can sit up closer than with HD, making everything larger, crisper and clearer. <sup>1</sup>  <small><sup>1</sup>Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port and compatible devices with AirPlay 2, SmartThings' Tap View.</small>	The way it was meant to be watched. We did a favor for your favorite directors with Smart Calibration—cinema-quality screen enhancement right from your smartphone. <sup>1</sup>  <small><sup>1</sup>Compatible with Galaxy models released after January 2019, S, Note, Fold, Z Flip model. iPhone products released after January 2019 and with Face ID function.</small>	That film festival feeling is right at your fingertips with The Freestyle smart theater.* From just a few feet away, enjoy a screen from 30 to 100 inches in size—in crisp, clear high definition. <sup>1</sup>  <small><sup>1</sup>Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port and compatible devices with AirPlay 2, SmartThings' Tap View.  <sup>2</sup>Optimal screen sizes from 30"-100" measured diagonally; based on The Freestyle's distance from the surface.</small>



## The smart theater-to-go that follows the fun

Be ready when the big screen beckons. Bring the action with the The Freestyle, a smart theater you can take to-go. Booming 360° sound turns any seat into the best seat with the best view. It automatically brings you the best experience at any size while adjusting focus, keystone and leveling- all so you can make motion picture magic in minutes.\*

\*Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port and compatible devices with AirPlay 2, SmartThings' Tap View.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<b>Point and Play</b> Play it anywhere	<b>Easy Set Up</b> We'll set the scene	<b>Smart Entertainment</b> Your home base	<b>Gaming Hub</b> Game all day	<b>360° Sound</b> Hear everything in 360°
	Pick a spot, any spot. Just place it, tilt it and watch content come to life with the smart theater that makes it simple. Take it to go for all your travels, whether it's across the country or just across the yard. The cradle stand gives you floor-to-ceiling flexibility with a rotation of 180 degrees-always giving you the best view. <sup>1</sup>  <small><sup>1</sup>Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port (adapter/cables not included) and compatible devices with Apple AirPlay 2, SmartThings' Tap View.</small>	Let the Freestyle do the work to bring you the best view. Auto Leveling keeps the screen horizontal and prevents distortions, even on a tilted surface. Auto Focus ensures a clear picture, and Auto Keystone measures all angles to project at the universal 16:9 ratio. No need to fuss with settings—just sit back and enjoy the show. <sup>1</sup>  <small><sup>1</sup>Watching projector for an extended period of time causes the panel to generate heat, which is released through the vents on the Projector.</small>	Access everything. Work out, follow a recipe or play a game—all from one portable smart theater*. It's got your content covered with the streaming services you love**. It's the first projector with far-field voice control for hands-free flexibility, so you can take your hobbies to go.  <small><sup>1</sup>Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port (adapter/cables not included) and compatible devices with Apple AirPlay 2, SmartThings' Tap View. **Content and services are subject to change.</small>	Widen your world of gaming instantly without a console. Gaming Hub is where gaming comes together-bringing the best of console games, streaming games, and more-all in one place. With easier access to your favorite games, standalone apps and accessories, start playing faster than ever. Plus, get recommendations for other games, adjust setting to optimize gameplay and more. <sup>1</sup>  <small><sup>1</sup>Internet connection, additional gaming service subscription and compatible controller required.</small>	Immersive and astounding sounds with 360-degree audio from The Freestyle. It may seem small, but it's got a big bark. High-quality speakers ensure an earful, even from across the room. Bring the noise even more when you connect a Bluetooth speaker, Samsung Sound Tower or Soundbar.
<b>OTHER FEATURES</b>	<b>Scale and Move Screen</b> Try this on for size	<b>Multiple Voice Assistants</b> We're all ears	<b>Full HD</b> Most definitely High Def	<b>Smart Calibration</b> A finer tune	<b>Big Screen Experience</b> Popcorn not included
	Need to size things up or down? The Freestyle has it covered, no need to move your image around. When the wall or your surface isn't quite right, this smart theater-to-go makes it easy to shrink down the image, move it around and project from 100 to 30 inches. Your picture will always stay level, even on bumpy surfaces or in short distances—always hitting that sweet spot.	You've got the power. Find all your favorite shows, turn up the volume and take control of your connected devices—all by using the Voice Assistant that's built right into The Freestyle. Everyday viewing isn't just entertaining, it's also easy.	Watch in Full High Definition with The Freestyle, 2x sharper than other personal projectors with HD in this range. With 1080X1920 resolution, you can sit up way closer than with HD, making everything on the screen larger, much crisper and clearer. Your video games become immersive. Hollywood movies look dramatic. Sports events take on a whole new dimension. Discover the next level of resolution with this Full HD quality. <sup>1</sup>  <small><sup>1</sup>Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port and compatible devices with AirPlay 2, SmartThings' Tap View.</small>	The way it was meant to be watched. We did a favor for your favorite directors with Smart Calibration—cinema-quality screen enhancement right from your smartphone. For an instant upgrade to your favorite shows and movies, just use the all in-one image optimization solution. You'll get cinematic quality with ideal color, exposure, contrast in tones in less than 12 minutes. <sup>1</sup>  <small><sup>1</sup>Compatible with Galaxy models released after January 2019, S, Note, Fold, Z Flip model. iPhone products released after January 2019 and with Face ID function.</small>	That film festival feeling is right at your fingertips with The Freestyle smart theater*. From just a few feet away, you can enjoy a screen from 30 to 100 inches in size—in crisp, clear high definition.** Take all your movies and shows to go and make a massive impact, all from this small device.  <small><sup>1</sup>Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port and compatible devices with AirPlay 2, SmartThings' Tap View. <sup>2</sup>Optimal screen sizes from 30"-100" measured diagonally; based on The Freestyle's distance from the surface.</small>

The Freestyle 2<sup>nd</sup> Gen with Gaming Hub

# Lifestyle photography

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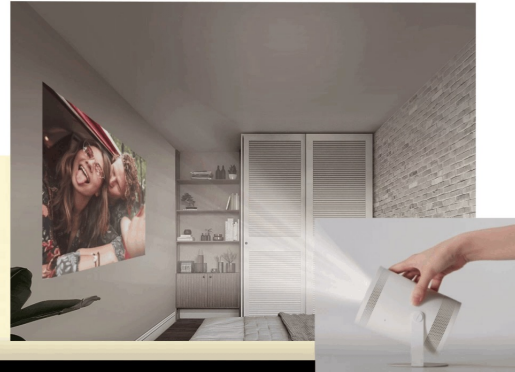
## The Freestyle 2<sup>nd</sup> Gen with Gaming Hub

# Brand benefit images

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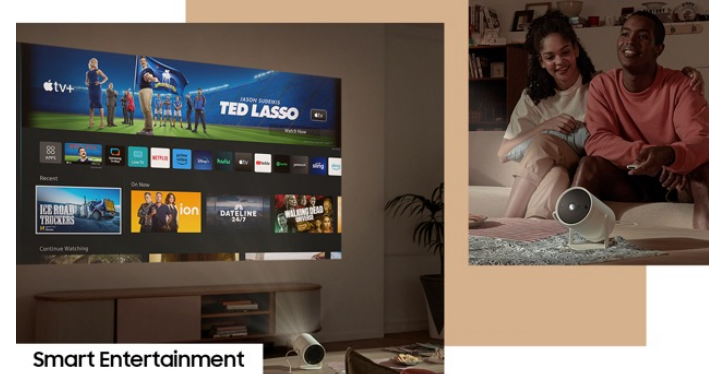
Download images [here.](#)



Easy Set up

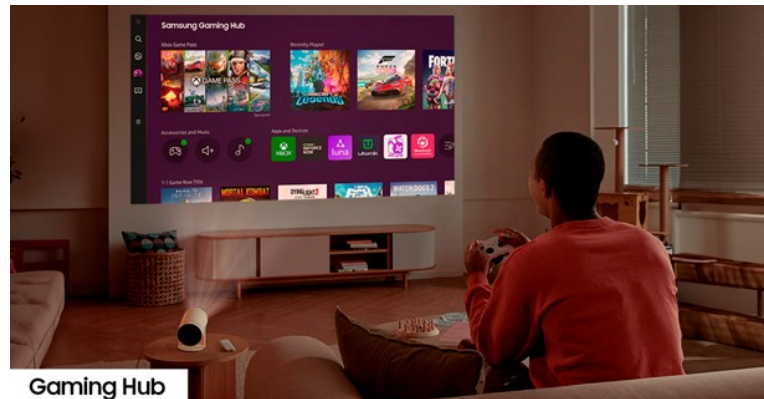
**Automatic screen technology adjusts your picture for the best view.\***

Requires supplied USB Type C cable connection or external battery (sold separately) that are USB-PD and 50W/20V output or above.



Smart Entertainment

**Access all the streaming services you love.**



Gaming Hub

**Widen your world of gaming instantly without a console.**

\*Internet connection, additional gaming service subscription and compatible controller required.



360 Sound

**High-quality speakers ensure an earful, even from across the room.**

## The Freestyle 2<sup>nd</sup> Gen with Gaming Hub

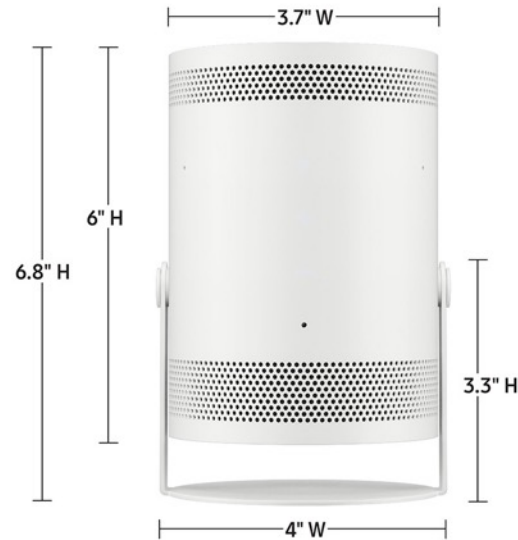
# What's in the box

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Download images [here.](#)

### Model: The Freestyle 2<sup>nd</sup> Gen with Gaming Hub



#### Dimensions:

(INCHES W x H x D):

- Projector Without Stand: 3.7 x 6 x 3.7
- Projector With Stand: 4 x 6.8 x 3.7
- Stand Size: 3.9 x 3.3 x 3.7

#### What's in the box:

- The Freestyle (Projector)
- Power cable (USB C-type PD)
- User Manual
- Lens Cap
- SolarCell Remote™ TM2361E



Features and specifications subject to change.



# The Serif

The Serif

# Product images





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Download product and screen infill images [here](#).







**More than a TV. A design statement.**

Elevate every room with The Serif. Its unique shape puts the 'I' in impeccable and adds extra elegance to your space.

TOP 5 FEATURES IN PRIORITY ORDER					<b>Samsung Tizen OS</b>
	<b>Iconic 360 I-Shaped Design</b>  Designed by artists	<b>Anti-Reflection with Matte Display</b>  Canvas-like finish reduces glare	<b>Detachable Easel Stand Included</b>	<b>Ambient Mode+</b>	<b>Samsung Tizen OS</b>  The best smart tv platform with multi-year software support
	Designed by the award-winning Paris-based duo Ronan and Erwan Bouroullec, this TV serves as an iconic centerpiece for any space.	Enjoy more screen visibility with virtually no light reflection.	The Serif isn't meant to be boxed in—or just up against the wall. With the elegant easel stand, it graces any place or space.	It's a hit—even when it's off. When you're not using it to watch, The Serif will turn your typical TV experience into bold, artful décor with beautiful backgrounds.*  <small>*Background feature accuracy may vary based on TV location and is dependent on wall designs, patterns and/or colors. SmartThings app on a mobile device (Android, iOS) is required for some functionality.</small>	Discover your must-have apps and streaming services all just a few clicks away.*  <small>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</small>
OTHER FEATURES	<b>Mobile Mirroring</b>	<b>SmartThings*</b>	<b>Multi View</b>	<b>4K AI Upscaling</b>  Watch content in up to 4K resolution.	<b>100% Color Volume with Quantum Dot</b>  True-to-life color
	See your favorites on the big screen. Endlessly scroll, experience shows and movies—even take your video chats from your TV.*  <small>*Stream content straight from your phone, with SmartThings app for Android and iOS, or AirPlay for Apple devices. Apple and AirPlay are trademarks of Apple Inc., registered in the U.S. and other countries. AirPlay requires iOS 12.3 or later, or macOS 10.14.5 or later. TV and Apple devices should be on the same Wi-Fi network to use AirPlay. Compatible devices only</small>	Take control of your connected devices with SmartThings on your screen.*  <small>*SmartThings compatible devices only. SmartThings app download may be required.</small>	Watch up to two things at once on your TV, including what's on your mobile device.*  <small>*Number of available views and supported apps/sources depends on the TV model and can be updated without notice. Requires Samsung account. * Multi View for mobile is available on Android 4.2 version or higher. For iOS devices, AirPlay is supported on iOS 12.3 or later</small>	Content instantly transformed to incredibly sharp up to 4K resolution.	Take in breathtaking color that stays true at any level of brightness.*  <small>*QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.</small>

**More than a TV. A design statement.**





Elevate every room with the sleek design of The Serif. Its unique shape puts the 'I' in impeccable, adding extra elegance to this stunning 4K TV.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					<b>Samsung Tizen OS</b>
	<b>Iconic 360 I-Shaped Design</b> Designed by artists	<b>Anti-Reflection with Matte Display</b> Canvas-like finish reduces glare	<b>Detachable Easel Stand Included</b>	<b>Ambient Mode+</b>	<b>Samsung Tizen OS</b> The best smart tv platform with multi-year software support
	Attractive from every angle, this TV was designed by the award-winning Paris-based duo Ronan and Erwan Bouroullec to serve as an iconic centerpiece for your space.	Enjoy more visibility of your QLED 4K TV with 100% Color Volume with virtually no light reflection, night or day.* <small>*QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.</small>	The Serif isn't meant to be boxed in—or just up against the wall. With the elegantly designed detachable easel stand, your TV can grace any place or space.	It's a hit—even when it's off. When you're not using it to watch, The Serif will turn your typical TV experience into bold, artful décor with beautiful backgrounds. Add your aesthetic and upload your own pics, or play DJ and The Serif will groove to the music.* <small>*Background feature accuracy may vary based on TV location and is dependent on wall designs, patterns and/or colors. SmartThings app on a mobile device (Android, iOS) is required for some functionality.</small>	Stream your favorite shows. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. Discover your must-have apps and streaming services all just a few clicks away. * <small>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</small>
<b>OTHER FEATURES</b>	<b>Mobile Mirroring</b>	<b>SmartThings*</b>	<b>Multi View</b>	<b>4K AI Upscaling</b> Watch content in up to 4K resolution.	<b>100% Color Volume with Quantum Dot</b> True-to-life color
	See your favorites on the big screen. Endlessly scroll, experience shows and movies—even take your calls—no wires or clutter. Just content..* <small>*Stream content straight from your phone, with SmartThings app for Android and iOS, or AirPlay for Apple devices. Apple and AirPlay are trademarks of Apple Inc., registered in the U.S. and other countries. AirPlay requires iOS 12.3 or later, or macOS 10.14.5 or later. TV and Apple devices should be on the same Wi-Fi network to use AirPlay. Compatible devices only</small>	Take control of your connected devices with SmartThings on your screen. From the comfort of your couch, you can turn off lights, check the door and more—using just your voice or remote. With this built-in app, you've got instant access to them.* <small>*SmartThings compatible devices only. SmartThings app download may be required.</small>	Watch up to two things at once on your TV, including what's on your mobile device. Whether it's live stats for the sports you're watching or cheat videos while you play your game, Multi View lets you see them all simultaneously on the big screen.* <small>*Number of available views and supported apps/sources depends on the TV model and can be updated without notice. Requires Samsung account. * Multi View for mobile is available on Android 4.2 version or higher. For iOS devices, AirPlay is supported on iOS 12.3 or later</small>	Content instantly transformed to incredibly sharp up to 4K resolution. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, experience it all transformed into sharp 4K resolution.* <small>*Utilizes AI-Based formulas.</small>	Take in breathtaking color that stays true at any level of brightness. Marvel at over a billion beautiful shades on your TV.* <small>*QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.</small>



**More than a TV. A design statement.**

Elevate every room with the sleek design of The Serif. Its unique shape puts the 'I' in impeccable, adding extra elegance to this stunning 4K TV. Designed to look good on a shelf or a stand, its striking 4K picture and vibrant colors fill your space with beauty.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>TOP 5 FEATURES IN PRIORITY ORDER</b></p>					<p><b>Samsung Tizen OS</b></p>
	<p><b>Iconic 360 I-Shaped Design</b> Designed by artists</p>	<p><b>Anti-Reflection with Matte Display</b> Canvas-like finish reduces glare</p>	<p><b>Detachable Easel Stand Included</b></p>	<p><b>Ambient Mode+</b></p>	<p><b>Samsung Tizen OS</b> The best smart tv platform with multi-year software support</p>
	<p>Designed by the award-winning Paris-based duo Ronan and Erwan Bouroullec, this iconic "I" shaped centerpiece turns your typical TV experience into bold, artful décor. Attractive from every angle, The Serif charms any space while doubling as a shelf for small knick-knacks or just setting the mood on its detachable easel stand.</p>	<p>Enjoy more visibility of your QLED 4K TV with 100% Color Volume with virtually no light reflection, night or day. The premium Matte Display Film limits light distraction by reducing glare from all your shows, contents, and works of art.* <small>*QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.</small></p>	<p>The Serif isn't meant to be boxed in—or just up against the wall. With the detachable easel stand, it can grace any place or space. It pairs perfectly with the TV's stylish frame—and it comes with removable legs to flawlessly flex from room to room. If you're working with a small space or a whole house, the easel stand adapts.</p>	<p>It's a hit—even when it's off. When you're not using it to watch, The Serif will turn your typical TV experience into bold, artful décor with beautiful backgrounds. Add your aesthetic and upload your own pics to show off—or play DJ and The Serif will groove along to the music. Now you can set your own centerpiece for the room.* <small>*Background feature accuracy may vary based on TV location and is dependent on wall designs, patterns and/or colors. SmartThings app on a mobile device (Android, iOS) is required for some functionality.</small></p>	<p>Stream your favorite shows. Follow recipes. Play games. Work out with a trainer. Do all you enjoy with Smart TV Powered by Tizen. In just a few clicks, get instant access to your must-have apps and endless content from the streaming services you love. And with Voice Assistants built into your TV, it's easy to get to it all with just the sound of your voice.* <small>*Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.</small></p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>OTHER FEATURES</b></p>	<p><b>Mobile Mirroring</b></p>	<p><b>SmartThings*</b></p>	<p><b>Multi View</b></p>	<p><b>4K AI Upscaling</b> Watch content in up to 4K resolution.</p>	<p><b>100% Color Volume with Quantum Dot</b> True-to-life color</p>
	<p>See your favorites on the big screen. Endlessly scroll, experience shows and movies—even take your calls. With Tap View, you can mirror your Samsung Galaxy instantly. If you have an iOS device just connect with AirPlay 2 and on Androids use the SmartThings app. Just link your device for an even better view of all your mobile to-dos. No wires or clutter. Just content..* <small>*Stream content straight from your phone, with SmartThings app for Android and iOS, or AirPlay for Apple devices. Apple and AirPlay are trademarks of Apple Inc., registered in the U.S. and other countries. AirPlay requires iOS 12.3 or later, or macOS 10.14.5 or later. TV and Apple devices should be on the same Wi-Fi network to use AirPlay. Compatible devices only</small></p>	<p>Take control of your connected devices with SmartThings on your screen. From the comfort of your couch, enjoy how easy it is to turn off the kitchen lights, check who's at the front door, plan the dinner menu and more—using just the sound of your voice or a remote in your hand. With your nearby smart devices automatically detected on the indispensable built-in app, you've got instant access to them. Let SmartThings do the work for you.* <small>*SmartThings compatible devices only. SmartThings app download may be required.</small></p>	<p>Watch up to two things at once on your TV, including what's on your mobile device. Whether it's live stats for the sports you're watching or cheat videos while you play your game, Multi View lets you see them all simultaneously on the big screen. Enjoy presets of recommended combinations such as popular shows to go with quick workouts, or choose your own content to view together. The possibilities for splitting your screen are endless.* <small>*Number of available views and supported apps/sources depends on the TV model and can be updated without notice. Requires Samsung account. * Multi View for mobile is available on Android 4.2 version or higher. For iOS devices, AirPlay is supported on iOS 12.3 or later</small></p>	<p>Content instantly transformed to incredibly sharp up to 4K resolution. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, experience it all transformed into sharp 4K resolution with our high-performance, AI-powered processor that upgrades your content scene by scene.* <small>*Utilizes AI-Based formulas.</small></p>	<p>Take in breathtaking color that stays true at any level of brightness. Marvel as your TV transforms light into over a billion beautiful shades.* <small>*QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.</small></p>

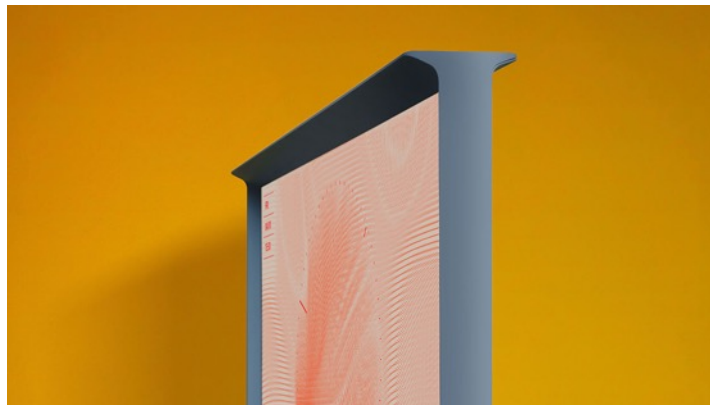
The Serif

# Lifestyle photography

Lifestyle photography aids in driving emotional connection and resonance with shoppers, allowing them to visualize our TVs in their homes as well as envision moments shared around our TVs.

Additionally, lifestyle photography helps shoppers more easily visualize the scale and size of the TV beyond reliance on specs.

Download images [here](#).



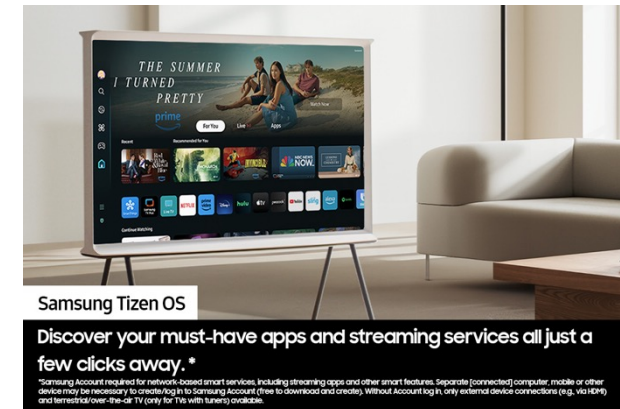
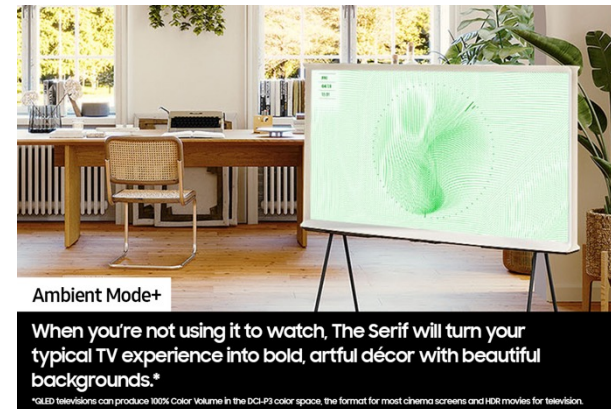
The Serif

# Brand benefit images

Brand Benefit Images (BBIs) bring key feature benefits to life visually.

As they say, a picture is worth a thousand words, and these awe-inspiring images allow shoppers to more swiftly and fully understand how the feature shown will enhance their viewing experience.

Download images [here.](#)



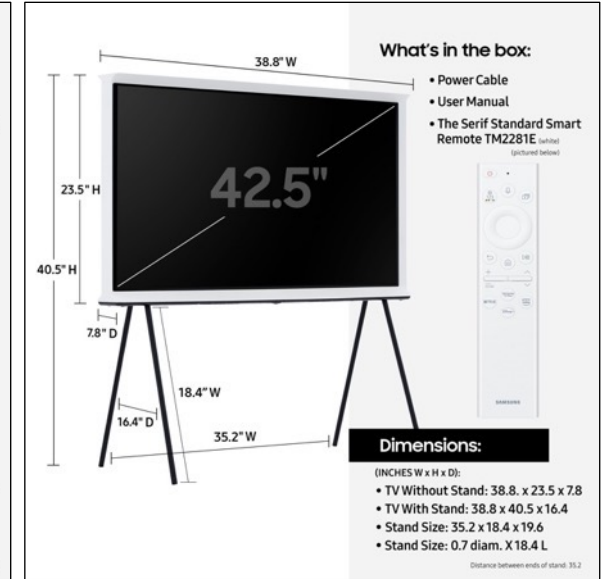
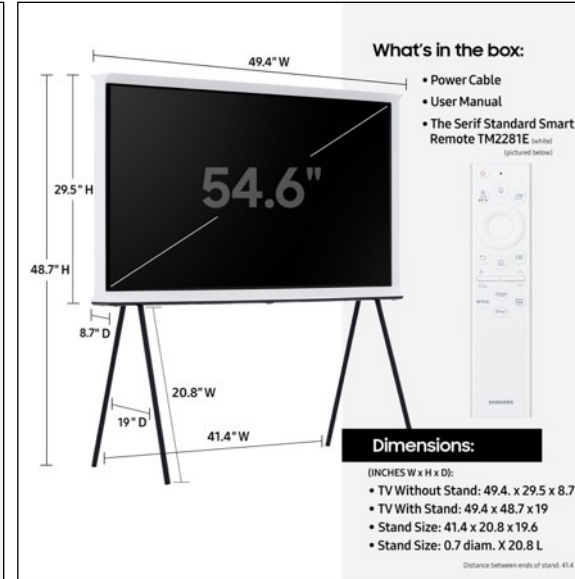
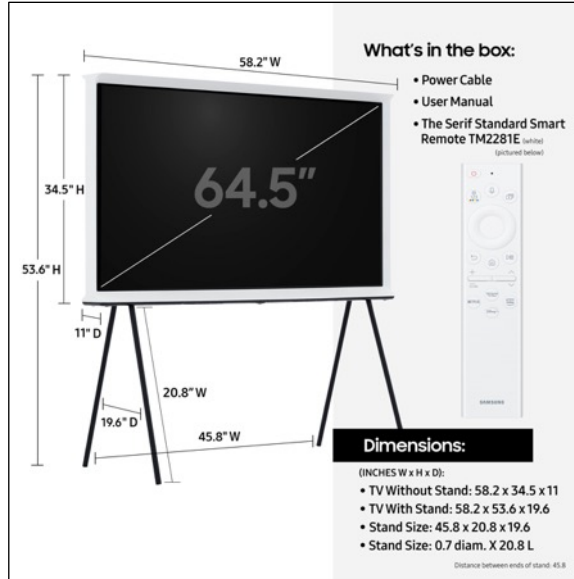
The Serif

# What's in the box

These images show exact product dimensions of what comes in the box.

They may also serve as a comprehensive snapshot for shoppers of exact product dimensions when finalizing their purchase, helping them confirm it fits their space.

Download images [here](#).



TURN



# The Sero



The Sero

# Product images






For Lifestyle TVs, use globally approved product images and screen infills unless a seasonal campaign dictates otherwise.

Download product and screen infill images [here](#).








**The screen made for shorts**

Crowd around the big screen with your friends to create and share your favorite shorts and more.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>Mobile Optimized Screen</b> Like your phone but big</p>	<p><b>Rotating Screen Design</b> Switch things up</p>	<p><b>Anti-Reflection with Matte Display</b> Say goodbye to glare*</p>	<p><b>Premium 4.1ch 60W Speakers</b> Get ready to rumble</p>	<p><b>Tap View</b> Your content on tap</p>
	<p>So clear that you'll want to scroll. Connect and share photos and shorts from your phone—without the pesky black bars.*</p> <p>*Stream content straight from your phone, with SmartThings app for Android and iOS or AirPlay for Apple devices. Apple and AirPlay are trademarks of Apple Inc., registered in the U.S. and other countries.</p>	<p>When things go sideways, the Sero keeps its cool by switching the view automatically.</p> <p>*Available on Samsung Galaxy devices with Android OS 8.1 and higher.</p>	<p>Don't let glare spoil the view. Watch everything you love with nearly no reflections.</p>	<p>Top-firing sound sets the tone on The Sero, from meows from a cat video to suspenseful scores in a scene.</p>	<p>Can't find your remote? Grab your phone. Just tap to share music, view your content, watch movies and more.*</p> <p>*Tap View is available on Samsung Galaxy devices with Android OS 8.1 and higher.</p>
<b>OTHER FEATURES</b>	<p><b>Ambient Mode +</b> Blend into the room</p>	<p><b>Mobile Mirroring</b> Mirror, mirror</p>	<p><b>SolarCell Remote™</b> A greener way to press play</p>	<p><b>Music Wall</b> Move with the beat</p>	<p><b>SmartThings</b> Search less. Stream more.</p>
	<p>It's a hit—even when it's off. When you're not using it to watch, the Sero will turn your typical TV experience into bold, artful décor with beautiful backgrounds.*</p> <p>*Background feature accuracy may vary based on TV location and is dependent on wall designs, patterns and/or colors. SmartThings app on a mobile device (Android, iOS) is required for some functionality. App features may be limited at launch; please continue to check for updates.</p>	<p>Enjoy your mobile content on the big screen—no wires, no hassle, no headache.*</p> <p>*Available on PCs with Window 10 OS or higher.</p>	<p>Turn up the volume on sustainability with the innovative SolarCell Remote™.</p>	<p>Create a mesmerizing mood that matches your music, no matter your playlist.</p>	<p>Spend less time searching and more time streaming what you enjoy with Smart TV Hub.</p>

**The screen made for shorts**






Crowd around the big screen with your friends to create and share your favorite shorts and more. With The Sero, you'll see it all the way it was meant to be seen.

TOP 5 FEATURES IN PRIORITY ORDER					
	<p><b>Mobile Optimized Screen</b></p> <p>Like your phone but big</p>	<p><b>Rotating Screen Design</b></p> <p>Switch things up</p>	<p><b>Anti-Reflection with Matte Display</b></p> <p>Say goodbye to glare*</p>	<p><b>Premium 4.1ch 60W Speakers</b></p> <p>Get ready to rumble</p>	<p><b>Tap View</b></p> <p>Your content on tap</p>
	<p>So clear that you'll want to scroll. Connect and share photos and shorts from your phone—without all the pesky black bars*. The Sero is designed to match your mobile life.</p> <p><small>*Stream content straight from your phone, with SmartThings app for Android and iOS, or AirPlay for Apple devices. Apple and AirPlay are trademarks of Apple Inc., registered in the U.S. and other countries..</small></p>	<p>When things go sideways, The Sero keeps its cool by switching the view automatically. Go on—give it a spin.</p> <p><small>*Available on Samsung Galaxy devices with Android OS 8.1 and higher.</small></p>	<p>Don't let glare spoil the view, even in bright rooms. Watch everything you love with nearly no reflections or distractions on your screen.</p>	<p>Top-firing sound sets the tone on the Sero. From meows from a cat video to suspenseful scores in a scene, you'll hear everything loud and clear.</p>	<p>Can't find your remote? Grab your phone. Just tap to instantly share music, view your content, create and more straight from your Samsung Galaxy device.*</p> <p><small>*Tap View is available on Samsung Galaxy devices with Android OS 8.1 and higher.</small></p>
OTHER FEATURES	<p><b>Ambient Mode +</b></p> <p>Blend into the room</p>	<p><b>Mobile Mirroring</b></p> <p>Mirror, mirror</p>	<p><b>SolarCell Remote™</b></p> <p>A greener way to press play</p>	<p><b>Music Wall</b></p> <p>Move with the beat</p>	<p><b>Smart Hub</b></p> <p>Search less. Stream more.</p>
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**The screen made for shorts**

Crowd around the big screen with your friends to create and share your favorite shorts and more. With The Sero, you'll see all your content the way it was meant to be seen—right-side up.

<b>TOP 5 FEATURES IN PRIORITY ORDER</b>					
	<p><b>Mobile Optimized Screen</b></p> <p>Like your phone but big</p>	<p><b>Rotating Screen Design</b></p> <p>Switch things up</p>	<p><b>Anti-Reflection with Matte Display</b></p> <p>Say goodbye to glare*</p>	<p><b>Premium 4.1ch 60W Speakers</b></p> <p>Get ready to rumble</p>	<p><b>Tap View</b></p> <p>Your content on tap</p>
	<p>So clear that you'll want to scroll. Connect and share photos and shorts from your phone—without all the pesky black bars.* The Sero is designed to match your mobile life and keep all your favorite content front and center—so you can do it all with one device.</p> <p><small>*Stream content straight from your phone, with SmartThings app for Android and iOS, or AirPlay for Apple devices. Apple and AirPlay are trademarks of Apple Inc., registered in the U.S. and other countries.</small></p>	<p>When things go sideways, the Sero keeps its cool by switching the view automatically. It's flexible enough to feature everything on your feed in perfect size whether it's vertical or horizontal. Go on, give it a spin.</p> <p><small>*Available on Samsung Galaxy devices with Android OS 8.1 and higher.</small></p>	<p>Don't let glare spoil the view, even in bright rooms. Watch everything you love with nearly no reflections or distractions on your screen, making sure your TV's clarity comes through. Wave goodbye to unclear images and enjoy your content morning, noon and night.</p>	<p>Top-firing sound sets the tone on the Sero—from meows from a cat video to suspenseful scores in a scene.</p>	<p>Can't find your remote? Grab your phone. Just tap to instantly share music, view your content, create and more straight from your Samsung Galaxy device. Give every scroll and stream a major glow-up—within mere seconds.*</p> <p><small>*Tap View is available on Samsung Galaxy devices with Android OS 8.1 and higher.</small></p>
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The Sero

# Lifestyle photography

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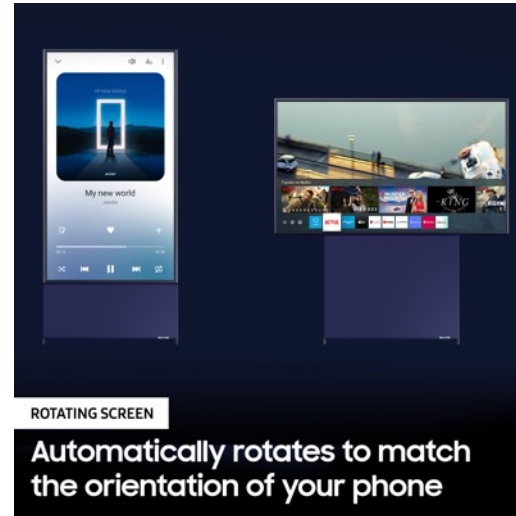
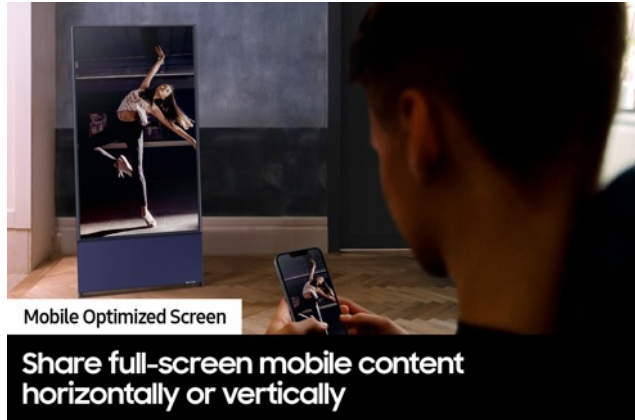
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**What's in the box:**

- 43" TV with Stand
- User Manual
- Power Cable
- OneRemote TM2281E with batteries (pictured below)

**Dimensions:**

(INCHES W x H x D):

- Portrait: 22.2 x 47.2 x 12.9
- Landscape: 38.3 x 39.4 x 12.9

Features and specifications subject to change.

**SAMSUNG**