

GALLERY IMAGES





					LIFESTYLE 2

BULLETS / KEY FEATURES

1	Discover pure blacks, bright whites and Pantone-validated color with OLED Technology.
2	Enjoy powerful brightness and rich contrast with OLED HDR+. ³
3	Play games and content with ultra-smooth motion and virtually no lag or blur with Motion Xcelerator 144Hz. ⁴
4	Experience depth and dimension on screen just like you do in real life with Real Depth Enhancer.
5	Only Samsung gives you the power to unlock incredible sound when you pair our TV's with our S-series or Q-series soundbar. ³

FEATURE BENEFITS

Headline	Subheadline	Body Copy	Asset	Component Description	Asset Source
A dramatic picture that jumps off the screen.				Text Block Center Align	
Vibrant Details	OLED Technology	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.		Feature Benefit Asset Bottom JPG	https://dam.gettyimages.com/s/mhj935j78kjmjx3b7sb8vk
Bold Contrast	OLED HDR +	Enjoy powerful brightness and rich contrast. Your TV analyzes each scene to boost brightness and improve image clarity. ⁵		Feature Benefit Asset Bottom JPG	https://dam.gettyimages.com/s/mhj935j78kjmjx3b7sb8vk
Peak motion enhancements 144Hz	Motion Xcelerator 144Hz ⁴	Play games and content with ultra-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. ⁴		Feature Benefit Asset Left JPG	https://dam.gettyimages.com/s/mhj935j78kjmjx3b7sb8vk
3D-like scenes with AI	Real Depth Enhancer	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.		Feature Benefit Asset Right JPG	https://dam.gettyimages.com/s/mhj935j78kjmjx3b7sb8vk
Transforms all content into 4K resolution.	4K AI Upscaling	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. ^{*1}		Feature Benefit Asset Right MP4	https://dam.gettyimages.com/s/mhj935j78kjmjx3b7sb8vk
Hear the action powered by AI technology	Dolby Atmos™ and Object Tracking Sound Lite	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.		Carousel Component MP4	https://dam.gettyimages.com/s/mhj935j78kjmjx3b7sb8vk
A speedy processor	NQ4 AI Gen2 Processor	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. ¹		Feature Benefit Asset Bottom MP4	https://dam.gettyimages.com/s/mhj935j78kjmjx3b7sb8vk https://dam.gettyimages.com/s/sb4jxjhng7bjcwfwt7t
The best smart tv platform with multi-year software support	Samsung Tizen OS	Stream your favorite shows. Play games. Workout 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. ²		Feature Benefit Asset Bottom JPG	https://dam.gettyimages.com/s/mhj935j78kjmjx3b7sb8vk
Expert-validated colors	PANTONE® Validated	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.		Feature Benefit Asset Left JPG	https://dam.gettyimages.com/s/mhj935j78kjmjx3b7sb8vk
Game all day – no console required	Gaming Hub	Where gaming comes together. Stream your favorite games right from your TV. No console required. ^{3*}		Feature Benefit Asset Right JPG	https://dam.gettyimages.com/s/mhj935j78kjmjx3b7sb8vk
Clear dialogue powered by AI technology	Active Voice Amplifier Pro	Samsung AI TV technology leverages AI to analyze audio, distinguishing and amplifying voices against background sounds, both within the scene and within your room. That means you can hear dialogue clearly, even in the most chaotic scenes.			

Automatically adjusted AI-powered audio	Adaptive Sound Pro	Adaptive Sound Pro uses AI to optimize your audio based on both the setup of your room and the content on screen, resulting in impressively clear, balanced sound from your Samsung AI TV.			
AI-optimized picture settings	AI Customization Mode	AI detects what you're watching and automatically optimizes the TV's settings for the best viewing experience. Set your preferred picture style by content type—from sports to horror—and then let AI technology do the work.*			
Skip the setup and play	AI Auto Game Mode	AI technology recognizes your game titles and genres and automatically optimizes your TV settings so you can spend less time setting up and more time playing. ¹	¹ AI technology recognizes your game titles and genres and automatically optimizes your TV settings so you can spend less time setting up and more time playing.*		
Help save energy with AI	AI Energy Mode	Sensors and the TV's processor work together to analyze on-screen content and ambient lighting to automatically adjust your picture settings to reduce energy usage. ²	² SmartThings account required. Download the app from the Galaxy Store, Play Store, or App Store. The app requires Android OS 9 or later with a minimum of 3GB RAM space or iOS 14 or later. All devices must be connected to Wi-Fi or another wireless network.		
Samsung is the Global No.1 TV brand ^{††}	AI Energy Mode	Save energy with AI Energy Mode on SmartThings. ^{1,2}		AI Energy Mode	Primary Selector Variation Component
	Secured by Knox	Defend your Samsung TV with Knox Security.	^{††} Source: Omdia, Jan. 2023. Results are not an endorsement of Samsung. Any reliance on these results is at the third party's own risk. ¹ SmartThings compatible devices only. SmartThings app download may be required.	Secured by Knox	
	SolarCell Remote	Say goodbye to disposable batteries. Turn up the volume on sustainability with the SolarCell Remote. ⁷	¹ AI Energy Mode and SolarCell Remotes are available on select TVs. ^{**} TV Plus requires a Samsung account.	SolarCell Remote	
	Samsung TV Plus	Best of TV — all for free. Choose from 250+ live TV channels and 1000s of movies and shows on demand at zero cost. ^{**}		Samsung TV Plus	
SPEC ICONS					
1	2	3	4	5	6 Asset Source
					
OLED Technology	OLED HDR ³	Motion Xcelerator 144Hz ⁴	Real Depth Enhancer		

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