SAMSUNG

Q80C

PDP Digital Launch Toolkit 2023

QN98Q80CAFXZA
QN85Q80CAFXZA
QN75Q80CAFXZA
QN65Q80CAFXZA
QN55Q80CAFXZA
QN50Q80CAFXZA

**98" – RESERVE W24 – W25
EARLY ORDER W26 – W29**

50", 55", 65", 75", 85" - EMBARGO/ON SALE/BUY NOW: 3/20, 9am ET

Update 4: 11/28/23
Update 3: 05/24/23
Update 2: 05/01/23
Update 1: 03/13/23
Date Published: 03/01/2023

Updates

11/28/2023 Update:
- **Updated spec sheet with new disclosure slide 11**

05/18/23 Update:
- **Added a new size – 98 Inches. All assets updated to include this size**
- **Updated ALL product titles – 2023 removed slide 3**

05/01/23 Update:
- **Added 98" SKU to cover page**
- **Added 98" image sizes to Image carousel slide 4**
- **Added 98" SKU to Online Feature Grid slide 8**
- **Added 98" Energy Guide to slide 10**

03/13/23 Update:
- **Added Energy Guides slide 10**

Product Headline

Product Page: Above the Fold

GUIDELINES

1. Follow the headline convention structure & order exactly as shown.

2. Be sure to include all components within the example headline.

3. Refer to spec sheets for precise inputs.

Headline Convention:

Brand Name | Size | Series | Screen Technology | Resolution | Smart TV | Model #

Q80C Headline Example:

Samsung | 55″ Class | Q80C | QLED 4K | Smart TV | QN55Q80CAFXZA
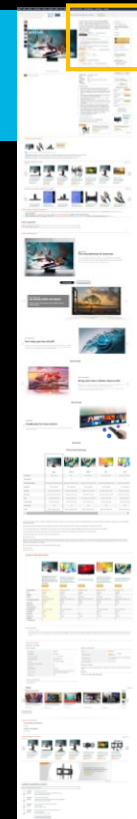
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Image Carousel

Product Page: Above the Fold

GUIDELINES

1. Images are shown in priority of order. The images should always follow the order guidance as shown.

2. If an image is missing from EasyAds, use the next available image according to order guidance.

3. Retail.com accounts with limited carousel slots should prioritize the following: Jack Pack, What's in the Box, Video and Benefit Based Imagery. Drop the lowest in order when space is limited.

4. The Feature Video should be prioritized in the carousel. Videos can also be included in below the fold content.

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1
EasyAds ID/Link:
98": 052423GI01
50" 55" 65" 75:" 85"
022323BP01

2
EasyAds ID/Link:
98": 052423GI02
50" 55" 65" 75:" 85"
022323BP03

3
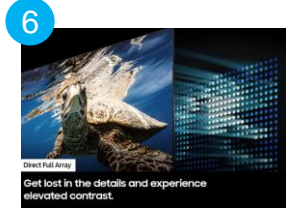Easy Ads ID/Link
98": 052423GI03
50" 55" 65" 75:" 85"
022323BP04:

4
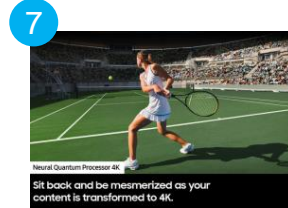EasyAds ID/Link:
55", 65", 75" 85" 98"
50"

5
EasyAds ID/Link:
50", 55", 65", 75", 85", 98"

6
Get lost in the details and experience elevated contrast.
EasyAds ID/Link:
020923EL01

7
Sit back and be mesmerized as your content is transformed to 4K.
EasyAds ID/Link:
013023EL02

8
Elevate your viewing experience with rich details and immersive colors.
EasyAds ID/Link:
021023EL10

9
Every whisper, every chime — hear the audio move with the story.
Easy Ads ID/Link:
021723EL01

10
Enjoy vivid, lifelike color at any brightness level*
EasyAds ID/Link:
021023EL

11
EasyAds ID/Link:
032123GI01
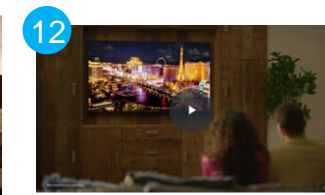
12
EasyAds ID/Link:
Video

SHORT Overview & Feature Copy

Product Page: Above the Fold

GUIDELINES

1. Feature bullets should follow the precise order as listed to ensure the messaging hierarchy is exact.

2. If feature benefit rows are limited to or fewer than 5, you must still follow order guidance starting with priority 1.
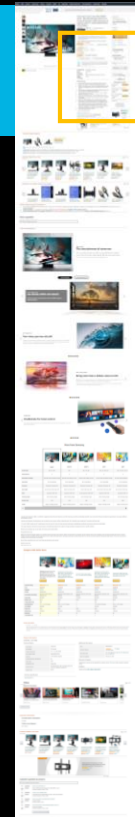
Model Series Number	Q80C
Screen Sizes	98", 85", 75", 65", 55"

Don't settle. Punch up the contrast with super-precise LEDs and elevate the ordinary to something impressive with the refined Samsung QLED experience.

1 Direct Full Array	2 Neural Quantum Processor with 4K Upscaling	3 Quantum HDR+	4 Dolby Atmos™ and Object Tracking Sound Lite	5 100% Color Volume with Quantum Dot*
Super precise LEDs are the secret to this TV's straight fire contrast. See incredible contrast even in sunlit rooms with our Direct Full Array technology that precisely controls the amount of lighting across every part of the picture. When you see, you know.	Sit back and be mesmerized as your content is transformed to 4K.	Catching the latest releases on a big screen at home, instead of at the theater will feel even more like you are watching on the big screen with rich details and more immersive colors thanks to Quantum HDR+.*	Get in the mix with Dolby Atmos and Object Tracking Sound Lite.	Max out your experience with 100% Color Volume.*
	*Utilizes AI-Based formulas.	* 50: has Quantum HDR		*100% color volume measured to DCI-P3 standard, certified by VDE.

6 Q-Symphony 3.0	7 Motion Xcelerator Turbo+(4K @120 Hz)	8 Samsung Gaming Hub	9 SolarCell Remote	10 ConnecTime
For sound that's off the charts, combine a Samsung TV with a Samsung soundbar.*	Why go slow when you can play smooth—even during super-fast gaming content.*	Stream your favorite games, no console required.*	Turn up the volume on sustainability with the innovative SolarCell Remote™.	Crowd-watch your favorites with your favorites on your big screen.*
*Q-Series and S-Series soundbars sold separately.	* 50" has Motion Xcelerator	*High speed internet connection, additional gaming service subscriptions and compatible controller required.		*Additional compatible Samsung SlimFit cam, compatible Logitech webcam or mobile camera required. Sold separately. Requires Samsung account.

MEDIUM Overview & Feature Copy

Product Page: Above the Fold

GUIDELINES

1. Feature bullets should follow the precise order as listed to ensure the messaging hierarchy is exact.

2. If feature benefit rows are limited to or fewer than 5, you must still follow order guidance starting with priority 1.

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Model Series Number	Q80C
Screen Sizes	98", 85", 75", 65", 55", 50"

Don't settle for basic. Punch up the contrast with super-precise LEDs and elevate the ordinary to something more impressive. Direct Full Array and Dolby Atmos™ technology headline Samsung QLED's refined audio/visual experience.

1 Direct Full Array

Super precise LEDs are the secret to this TV's straight fire contrast. That's Samsung QLED Direct Full Array. Get caught up in the details as you experience precision-controlled contrast with deep blacks and bright whites.

2 Neural Quantum Processor with 4K Upscaling

Sit back and be mesmerized as your content is transformed to 4K. 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.

3 Quantum HDR+

Catching the latest releases on a big screen at home, instead of at the theater will feel even more like you are watching on the big screen with rich details and more immersive colors thanks to Quantum HDR+ that analyzes and enhances each scene. *

* 50: has Quantum HDR

4 Dolby Atmos™ and Object Tracking Sound Lite

Get in the mix with Dolby Atmos and Object Tracking Sound Lite. You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio.

5 100% Color Volume with Quantum Dot*

Max out your experience with 100% Color Volume. Take in a billion shades of unwavering color and enjoy vivid, lifelike color at any brightness level as Quantum Dot technology works to create every shade you see on screen.*

*100% color volume measured to DCI-P3 standard, certified by VDE.

6 Q-Symphony 3.0

Amp up your audio with the greatest duo of all time—Samsung TVs paired with a Samsung 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 a masterfully orchestrated sound experience.*

*Q-Series and S-Series soundbars sold separately.

7 Motion Xcelerator Turbo+(4K @120 Hz)

Why go slow when you can play smooth—even during super-fast gaming content. Feel the thrill with smooth performance during even the fastest games and action scenes. Keep up with the supersonic speed and catch every thrilling frame without lag or motion blur. Instead, you'll enjoy seamless action and sensational 4K visuals at speeds up to 120Hz.*

* 50' has Motion Xcelerator

8 Samsung Gaming Hub

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.

9 SolarCell Remote

Turn up the volume on sustainability with the innovative SolarCell Remote™. It features a solar panel for charging, as well as other smart features including a built-in microphone to use with your favorite voice assistant.

10 ConnecTime

Crowd-watch your favorites with your favorites on your big screen. Easily make and receive video calls to and from your screens TV and spend time with your loved ones.*

*Additional compatible Samsung SlimFit cam, compatible Logitech webcam or mobile camera required. Sold separately. Requires Samsung account.

LONG Overview & Feature Copy

Product Page: Above the Fold

GUIDELINES

1. Feature bullets should follow the precise order as listed to ensure the messaging hierarchy is exact.

2. If feature benefit rows are limited to or fewer than 5, you must still follow the order guidance starting with priority 1.

Model Series Number	Q80C
Screen Sizes	98", 85", 75", 65", 55", 50"

Don't settle for basic. Punch up the contrast with super-precise LEDs and elevate the ordinary to something more impressive. Direct Full Array and Dolby Atmos™ technology headline Samsung QLED's refined audio/visual experience. Previously unnoticed details are refined–revealing ultra-deep blacks, pure whites and more than a billion colors–using Quantum HDR+ and precision-controlled Direct Full Array technology. Not to mention the instant transformation to vivid 4K resolution completed by the powerful Quantum Processor. To add to the experience, you'll get intense audio that moves with the action thanks to Dolby Atmos™® and Object Tracking Sound, as well as smooth visuals with less lag or motion blur created by Motion Xcelerator Turbo+.

1 Direct Full Array

2 Neural Quantum Processor with 4K Upscaling

3 Quantum HDR+

4 Dolby Atmos™ and Object Tracking Sound Lite

5 100% Color Volume with Quantum Dot*

1 Super precise LEDs are the secret to this TV's straight fire contrast. See incredible contrast even in sunlit rooms with our Direct Full Array technology that precisely controls the amount of lighting across every part of the picture. When you see, you know. Get caught up in the details as you experience the silver screen in a new way as the picture comes alive from your screen.

2 Sit back and be mesmerized as your content is transformed to 4K. 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. Utilizing 20 specialized networks the AI-powered processor drives the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution. *

*Utilizes AI-Based formulas.

3 Catching the latest releases on a big screen at home, instead of at the theater will feel even more like you are watching on the big screen with rich details and more immersive colors from the latest animated flick to the next new-world science fiction drama. Dial up the experience with Quantum HDR+ that analyzes and enhances each scene, delivering excellent brightness and a wide range of contrast. *

* 50: has Quantum HDR

4 Get in the mix with Dolby Atmos and Object Tracking Sound Lite. 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.

5 Max out your experience with 100% Color Volume. Take in a billion shades of unwavering color and enjoy vivid, lifelike color at any brightness level as Quantum Dot technology works to create every shade you see on screen—because even a clear blue sky can contain thousands of different colors.*

*100% color volume measured to DCI-P3 standard, certified by VDE.

6 Q-Symphony 3.0

7 Motion Xcelerator Turbo+(4K @120 Hz)

8 Samsung Gaming Hub

9 SolarCell Remote

10 ConnecTime

6 Amp up your audio with the greatest duo of all time—Samsung TVs paired with a Samsung 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 a masterfully orchestrated sound experience. It's a completely next-level experience that even works with Object Tracking Sound for an extra layer of depth.*

*Q-Series and S-Series soundbars sold separately.

7 Why go slow when you can play smooth—even during super-fast gaming content. Feel the thrill with smooth performance during even the fastest games and action scenes. Keep up with the supersonic speed and catch every thrilling frame without lag or motion blur. Instead, you'll enjoy seamless action and sensational 4K visuals at speeds up to 120Hz. Built with gamers in mind, it also offers Game Motion Plus and HDMI 2.1.*

* 50" has Motion Xcelerator

8 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.

9 Turn up the volume on sustainability with the innovative SolarCell Remote™. Featuring a solar panel for charging and a built-in microphone to use with your favorite voice assistant, this remote has all your bases covered with a range of smart features. It even has automatic detection for use with other compatible devices.

10 Crowd-watch your favorites with your favorites on your big screen. Easily make and receive video calls to and from your TV and spend time with your loved ones. It's now easier to take video calls from connected devices by using a big screen platform. And no need to pause your conversation for that snack break - ConnecTime easily allows users to transition calls from their TV to a smaller devices.

*Additional compatible Samsung SlimFit cam, compatible Logitech webcam or mobile camera required. Sold separately. Requires Samsung account.

BTF Feature Copy (OFG)

Product Page: Below the Fold

GUIDELINES

1. Download the OFG document by clicking the EasyAds link.

2. Feature images and feature copy should follow the precise order as listed in the OFG document.

Online Feature Grid

98" Class Q80C QLED 4K Smart TV (2023)
QN98Q80CAFXZA

85" Class Q80C QLED 4K Smart TV (2023)
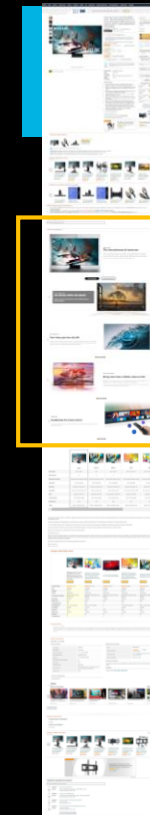QN85Q80CAFXZA

75" Class Q80C QLED 4K Smart TV (2023)
QN75Q80CAFXZA

65" Class Q80C QLED 4K Smart TV (2023)
QN65Q80CAFXZA

55" Class Q80C QLED 4K Smart TV (2023)
QN55Q80CAFXZA

50" Class Q80C QLED 4K Smart TV (2023)
QN50Q80CAFXZA

SAMSUNG

QLED

Product Guide

Samsung proprietary and confidential

EasyAds ID / Link:
030123BP01

BTF Feature Images (OFG)

Product Page: Below the Fold

GUIDELINES

1. BTF feature images are shown in priority of order.

2. BTF images should follow the precise order as listed in the OFG document.

1
https://dam.gettyimages.com/s/6k7rvw8w6jxmr2kstbqbk8w

2
https://dam.gettyimages.com/s/wz697mtqczx9pnq7x9fqnv7
*use .mp4 link

3
https://dam.gettyimages.com/s/wrtmhvcqrm9z5mt35nf33wgr
*use .mp4 link

4
https://dam.gettyimages.com/s/xtg9j3bnj6v3tvpfh74gn4b
*use .mp4 link

5
https://dam.gettyimages.com/s/9nb6wzs6ng7xmbtz9xsc543c *use .mp4 link

6
https://dam.gettyimages.com/s/f9kx8c4gjxc5nfk8nz2bm4 *use mp4 link

7
https://dam.gettyimages.com/s/4bknbwrghq9pnjxrx75txcpp
*use .mp4 link

8
https://dam.gettyimages.com/s/4bknbwrghq9pnjxrx75txcpp *use .mp4 link

9
https://dam.gettyimages.com/s/x83r899qxmhxsp39s77tchq

10
https://dam.gettyimages.com/s/93wt4fsxvsnv34jkt433g4

Key Visual & Digital Banner

Key Visual

EA Link:

Launch Banner

EA Link:

Spec Sheet & Energy Guide

Product Page: Above the Fold / Below the Fold

GUIDELINES

1. Add Spec Sheets, User Manuals, and/or Energy Guides where required.

Spec Sheet

EasyAds ID / Link:
021723EL02

User Manual

EasyAds ID / Link:
021723GI02

Energy Guides

EasyAds ID / Link:
50",55",65",75",85",98"

Keywords (Metatags)

Product Page: Above the Fold

GUIDELINES

1. When setting up PDP's, include keywords into metadata.

	Top Category Keywords		Top Branded Keywords
1	quantum hdr	1	qled tv
2	solar remote	2	samsung qled tv
3	4k tv 120 hz	3	qled 4k
4	freesync premium pro	4	samsung q60c
5	3d sound tv	5	samsung solar remote
6	thin led tv	6	samsung tv dolby atmos
7	anti glare for tvs	7	samsung gaming hub
8	tvs with dolby atmos	8	samsung 120 hz tv
9	ultra slim tvs	9	samsung solar cell remote
10	best 4k hdr tv	10	samsung ultra slim tv
11	4k upscaling tv	11	samsung q symphony tv
12	object tracking sound	12	samsung q70c
13	object tracking sound	13	samsung q80c
14	direct full array	14	smartthings samsung tv
15	120hz 4k tv for gaming	15	samsung dual led
16	solar cell remote	16	samsung anti glare tvs
17	connecttime	17	motion xcelerator turbo+
18	eye comfort mode	18	samsung qled 2023
19	quantum processor 4k	19	qled 2023
20	airslim design	20	samsung telemedicne

Alt Text

Product Page: Above the Fold / Below the Fold

GUIDELINES

1. Include alt text on images in the carousel.

2. Alt text describes the picture for those who are unable to see it.

3. Alt text on images also enhances SEO optimization.

4. The ALT Text code should look similar to this once added: <imgsrc="examples/image.gif" alt="Alt text here" >

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1
Alt Text:
Samsung Q80C TV Front View

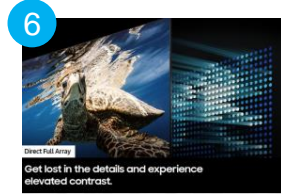**2**
Alt Text:
Samsung Q80C TV Angled View

3
Alt Text:
Samsung Q80C TV Side View

4
Alt Text:
Samsung Q80C TV jack pack

5
Alt Text:
Samsung Q80C What's in the Box: power cable, user manual, remote

6
Alt Text:
Direct Full Array. Get lost in the details and experience elevated contrast.

7
Alt Text:
Neural Quantum Processor 4k. Sit back and be mesmerized as your content is transformed to 4k.

8
Alt Text:
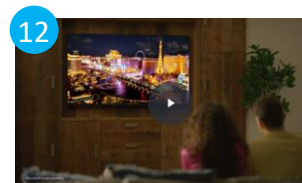Quantum HDR+. Elevate your viewing experience with rich details and immersive colors.

9
Alt Text:
Dolby Atmos and Object Tracking Sound Lite. Every whisper, every chime–hear the audio move with the story.

10
Alt Text:
100% Color Volume with Quantum Dot. Enjoy vivid, lifelike color at any brightness level*

11
Alt Text:
Samsung Q80C TV Lifestyle image

12
Alt Text:
Samsung Q80C TV Overview video

THANK YOU.