

SAMSUNG

S95D

Digital Launch Toolkit



QN77S95DAFXZA
QN65S95DAFXZA
QN55S95DAFXZA

5th Update: 7/24/2024
4th Update: 4/17/2024
3rd Update: 4/10/2024
1st Update: 2/7/2024
Originally Published: 2/1/2024

7/24/2024:

- Updated product image #1 on Image Carousel, [slide 4](#)
- Updated Long copy #5, [slide 7](#)
- Updated OFG Copy, [slide 8](#)
- Updated Alt Text #11, #12, #13, [slide 11](#)

4/17/24:

- Image Carouse, [slide 4](#)
 - Added Lifestyle images #11 and #12
 - Added Video #13
- Updated Alt Text #11, #12, #13, [slide 12](#)

4/11/24:

- Image Carouse, 5 [slide 4](#)
 - Updated images #1 & #2; WITB images #5
 - Added Lifestyle images #11 and #12
 - Added Video #13
- Updated OFG [slide 8](#)
- Updated Spec Sheet [slide 10](#)
- Updated Alt Text #1, #2, #5 [slide 12](#)

2/7/24:

- Updated Image Carousel images #1 & #2; WITB images #5 [slide 4](#)
- Updated OFG feature #5 Motion Xcelerator [slide 8](#)
- Added Spec Sheet [slide 10](#)
- Added Keywords [slide 11](#)
- Updated Alt Text images #1, #2, #5 [slide 12](#)

Product Page: Above the fold

GUIDELINES

1. Follow Headline convention for recommended structure and order.
2. Include all components as shown in example headline.
3. Refer to Spec Sheet for precise inputs.

Headline Convention:

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

S95D Headline Example:

Samsung | 77" Class | S95D | OLED | Smart TV | QN77S95DFXZA

Image Carousel

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Product Page: Above the fold

GUIDELINES

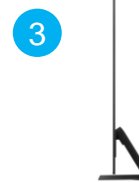
1. Images should follow the Image Order Guidance as shown here.
2. If image is missing from EasyAds, use the next available following Image Order Guidance.
3. If carousel slots are limited, Product Images, Jackpack, What's in the Box, and Video(s), should be prioritized, as applicable. Benefit Based Imagery should also be prioritized, but the lowest order image(s) may be dropped depending on available slots.
4. Feature video should be prioritized in the carousel. Videos can also be included in below the fold content.



[Easy Ads Link](#)



[Easy Ads Link](#)



[Easy Ads Link](#)



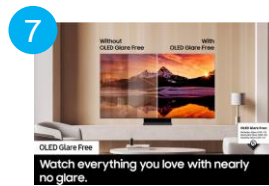
[Easy Ads Link](#)



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SHORT Overview & Feature Copy

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




Product Page:
Above the fold

GUIDELINES

1. Feature copy is listed in numerical order, with #1 beginning priority.
2. Feature copy should follow the numerical order as listed, even if all available copy cannot be used.

| | |
|---------------------|---------------|
| Model Series Number | S95D |
| Screen Sizes | 77", 65", 55" |

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

| 1 | 2 | 3 | 4 | 5 |
|---|--|---|---|---|
|  |  |  |  |  |
| OLED Technology | OLED Glare free | OLED HDR Pro | Motion Xcelerator 144Hz* | Real Depth Enhancer |
| 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. |
| 6 | 7 | 8 | 9 | 10 |
| Dolby Atmos™ and Object Tracking Sound+ | 4K AI Upscaling | NQ4 AI Gen2 Processor | Expert Calibration | Samsung Tizen OS |
| 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. |

MEDIUM Overview & Feature Copy

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




Product Page:
Above the fold

GUIDELINES

1. Feature copy is listed in numerical order, with #1 beginning priority.
2. Feature copy should follow the numerical order as listed, even if all available copy cannot be used.

| | |
|---------------------|---------------|
| Model Series Number | S95D |
| Screen Sizes | 77", 65", 55" |

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

| 1 | 2 | 3 | 4 | 5 |
|---|---|--|---|---|
|  |  |  |  |  |
| OLED Technology | OLED Glare free | OLED HDR Pro | Motion Xcelerator 144Hz* | Real Depth Enhancer |
| 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 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. |
| 6 | 7 | 8 | 9 | 10 |
| Dolby Atmos™ and Object Tracking Sound+ | 4K AI Upscaling | NQ4 AI Gen2 Processor | Expert Calibration | Samsung Tizen OS |
| 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. |

LONG Overview & Feature Copy

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




Product Page:
Above the fold

GUIDELINES

1. Feature copy is listed in numerical order, with #1 beginning priority.
2. Feature copy should follow the numerical order as listed, even if all available copy cannot be used.

| | |
|---------------------|---------------|
| Model Series Number | S95D |
| Screen Sizes | 77", 65", 55" |

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.

| | | | | |
|---|--|---|--|---|
| <p>1</p>  | <p>2</p>  | <p>3</p>  | <p>4</p>  | <p>5</p>  |
| <p>OLED Technology</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>OLED Glare free</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>OLED HDR Pro</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>Motion Xcelerator 144Hz*</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>Real Depth Enhancer</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>6</p> <p>Dolby Atmos™ and Object Tracking Sound+</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>7</p> <p>4K AI Upscaling</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>*Utilizes AI-based formulas</p> | <p>8</p> <p>NQ4 AI Gen2 Processor</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>9</p> <p>Expert Calibration</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>10</p> <p>Samsung Tizen OS</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> |

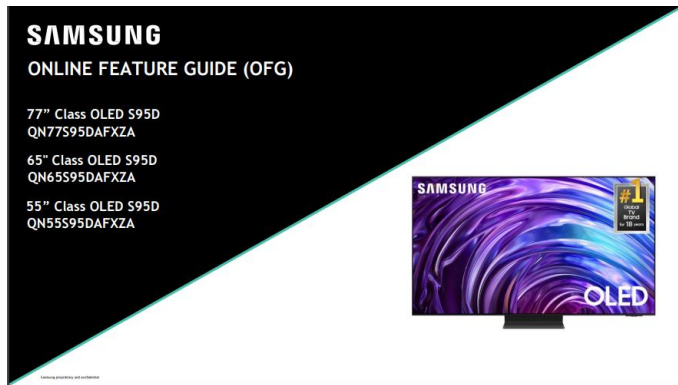
BTF Feature Copy (OFG)

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Product Page:
Below the fold

GUIDELINES

1. BTF Feature Copy should follow the order as presented in the Online Feature Guide (OFG).



The screenshot shows a webpage layout for Samsung's Online Feature Guide (OFG). The top left corner features the Samsung logo and the text "ONLINE FEATURE GUIDE (OFG)". Below this, three product models are listed in descending order of size: "77" Class OLED S95D QN77S95DAFXZA", "65" Class OLED S95D QN65S95DAFXZA", and "55" Class OLED S95D QN55S95DAFXZA". On the right side of the page, there is a product image of a Samsung OLED TV displaying a vibrant, swirling purple and blue abstract pattern. The Samsung logo and the word "OLED" are overlaid on the image. A small "1" icon is visible in the top right corner of the product image.

EasyAds [link](#) to S95D OFG

BTF Feature Images (OFG)

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Product Page:
Below the fold

GUIDELINES

1. BTF Feature Images should follow the order as presented in the Online Feature Guide (OFG).



[EA Link](#)



[EA Link](#)



[EA Link](#)



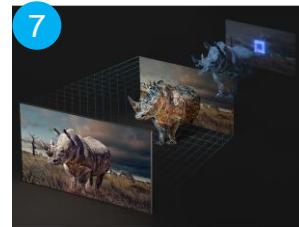
[EA Link](#)



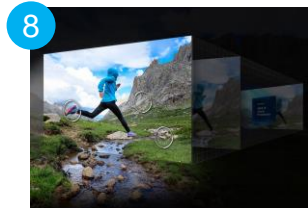
[EA Link](#)



[EA Link](#)



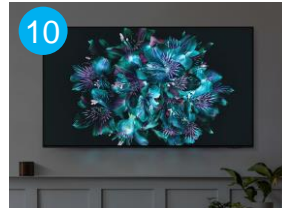
[EA Link](#)



[EA Link](#)



[EA Link](#)



[EA Link](#)



[EA Link](#)

EasyAds [link](#) to S95D OFG Feature Images

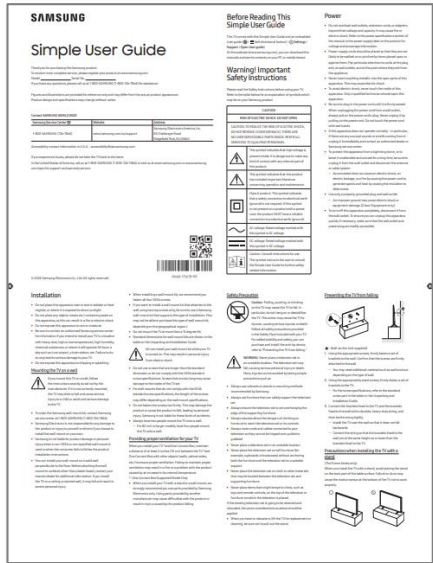
Product Page: Above or Below the fold

GUIDELINES

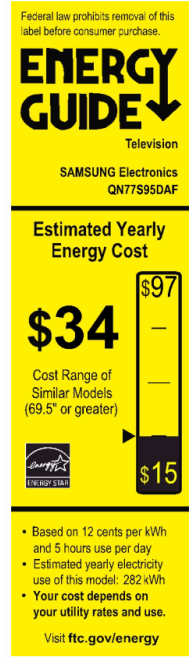
1. Add Spec Sheet, User Guide, and Energy Guide to PDP where applicable.



EasyAds [link](#) to S95D Spec Sheet



EasyAds [link](#) to S95D User Guide



EasyAds [link](#) to S95D Energy Guides

Keywords (Metatags)

Product Page:
Above the fold

GUIDELINES

1. Include keywords in metadata during setup for search engine optimization.

| Comments | Keywords Note, where a size is indicated, change/update as needed. |
|---|--|
| Primary Keywords: Include in metadata & H1 tag | 4K TV OLED TV 77 inch tv |
| Top Branded Keywords | samsung oled tv samsung oled tv 77 inch Samsung TV samsung 4k tv samsung smart tv 4k tv samsung samsung 4k samsung tv 4k samsung object tracking sound real depth enhancer samsung motion xcelerator samsung motion xcelerator samsung tv |
| Product Info & Features | 77 inch smart tv 77 inch 4k tv big screen tv big tv 4k led tv real depth enhancer AI Upscaling glare free TV object tracking sound object tracking sound samsung oled hdr |

Alt Text

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Product Page: Above or Below the fold

GUIDELINES

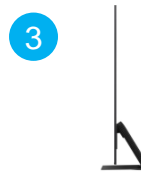
1. Include alt text on images in the carousel.
2. Alt text describes an image on a page, for those who are not able to see it.
3. Alt text is indexed by search engines, providing search engine optimization, and it will appear on the page if image fails to load.
4. It is best practice to include alt text on all images.
5. Alt text coding example:
`<imgsrc="examples/image.gif" alt="Alt text here" >`



Alt Text:
Samsung S95D TV front view



Alt Text:
Samsung S95D TV angle view



Alt Text:
Samsung S95D TV side view



Alt Text:
Samsung S95D
jackpack view



Alt Text:
Samsung S95D what's in the
box image: TV, One Connect
Box, Power cable, Slim
Cable, User Manual, SolarCell
remote



Alt Text:
OLED Technology. Discover
details you've been
missing—even in dark and
light scenes.



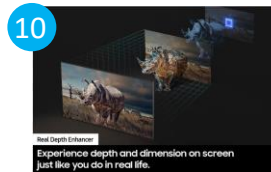
Alt Text:
OLED Glare Free. Watch
everything you love with
nearly no glare.



Alt Text:
HDR OLED Pro. Experience an
infinite amount of brightness
and dramatic detail.



Alt Text:
Motion Xcelerator 144Hz. Play
games and content with
ultra-smooth motion and
virtually no lag or blur.



Alt Text:
Real Depth Enhancer.
Experience depth and
dimension on screen just like
you do in real life.



Alt Text:
Samsung S95D lifestyle
image.



Alt Text:
Samsung S95D lifestyle image



Alt Text:
Samsung S95D
overview video

THANK YOU.