SAMSUNG

S90D
Digital Launch Toolkit

QN83S90DAEFXZA
QN77S90DAEFXZA
QN65S90DAEFXZA
QN55S90DAEFXZA

4th Update: 5/1/24
3rd Update: 4/17/24
2nd Update: 4/10/24
1st Update: 2/07/2024
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Updates

SAMSUNG

5/1/24:
- Added Compatible Accessories, slide 12

4/17/24:
- Image Carousel, slide 4
  - Added 77" and 83" WITB # 5
  - Added video #12
- Short, Medium & Long Feature Copy, added 77" and 83" slides 5, 6 and 7
- OFG, added 77" and 83", slide 8
- Updated Alt Text #12 to add video, slide 12

4/10/24:
- Updated image carousel infills #1, 2, and 5, slide 4
- Updated OFG, slide 8
- Updated OFG images, slide 9
- Updated Spec Sheet, slide 10
- Updated Alt Text, slide 12

2/7/24:
- Updated Image Carousel product images #1 & #2; WITB images #5 slide 4
- Updated OFG feature #4 Motion Xcelerator slide 8
- Added Spec Sheet slide 10
- Added Keywords slide 11
- Updated Alt Text images #1, #2, #5 slide 12

Product Headline

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 #

S90D Headline Example:

Samsung | 65" Class | S90D | OLED | Smart TV | QN65S90DAEFXZA

Image Carousel

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.
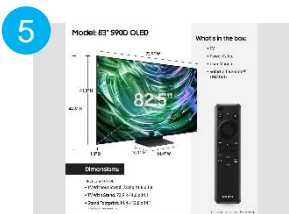
1

EasyAds Link

2

EasyAds Link

3

EasyAds Link

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EasyAds Link

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EasyAds Link

6

EasyAds Link

7

EasyAds Link

8

EasyAds Link

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EasyAds Link

10

EasyAds Link

11

12

EasyAds Link

EasyAds link to all S90D images

SHORT Overview & Feature Copy

SAMSUNG

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	S90D
Screen Sizes	83", 77", 65", 55"

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

1 OLED Technology	2 OLED HDR +	3 Motion Xcelerator 144Hz*	4 Real Depth Enhancer	5 4K AI Upscaling
Discover pure blacks, bright whites and Pantone-validated color.	Enjoy powerful brightness and rich contrast.	Play games and content with smooth motion and virtually no lag or blur.*	Experience depth and dimension on screen just like you do in real life.	Content instantly transformed to incredibly sharp up to 4K resolution.
	"S90D 48" and 42" have OLED HDR	*144Hz requires compatible content connection from compatible PCs. **Motion Xcelerator 144Hz is sometimes called Motion Xcelerator Turbo+.		*Utilizes AI-Based formulas

| 6 Dolby Atmos™ and Object Tracking Sound Lite	7 NQ4 AI Gen2 Processor	8 Samsung Tizen OS	9 PANTONE Validated	10 Samsung Gaming Hub
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. *	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.*
		*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.		*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.

MEDIUM Overview & Feature Copy

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	S90D
Screen Sizes	83", 77", 65", 55"

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

1 — OLED Technology

Discover pure blacks, bright whites and Pantone-validated color—all combined with amazing detail and brightness.

2 — OLED HDR +

Enjoy powerful brightness and rich contrast. Your TV analyzes each scene to boost brightness and improve the image.

"S90D 48" and 42" have OLED HDR

3 — Motion Xcelerator 144Hz*

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.*

*144Hz requires compatible content connection from compatible PCs.
**Motion Xcelerator 144Hz is sometimes called Motion Xcelerator Turbo+.

4 — Real Depth Enhancer

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.

5 — 4K AI Upscaling

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

6 — 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.

7 — 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.

8 — Samsung Tizen OS

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.

9 — 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.

10 — Samsung Gaming Hub

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.

LONG Overview & Feature Copy

## 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	S90D
Screen Sizes	83", 77", 65", 55"

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.

1 OLED Technology	2 OLED HDR +	3 Motion Xcelerator 144Hz*	4 Real Depth Enhancer	5 4K AI Upscaling
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.	Enjoy powerful brightness and rich contrast. Your TV analyzes each scene to boost brightness and improve image clarity.	Play games and content with ultra-smooth motion and virtually no lag or blur. Get uninterrupted action with crisp visuals rendered at top speeds.*	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.	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.
	"S90D 48" and 42" have OLED HDR	*144Hz requires compatible content connection from compatible PCs. **Motion Xcelerator 144Hz is sometimes called Motion Xcelerator Turbo+.		*Utilizes AI-Based formulas

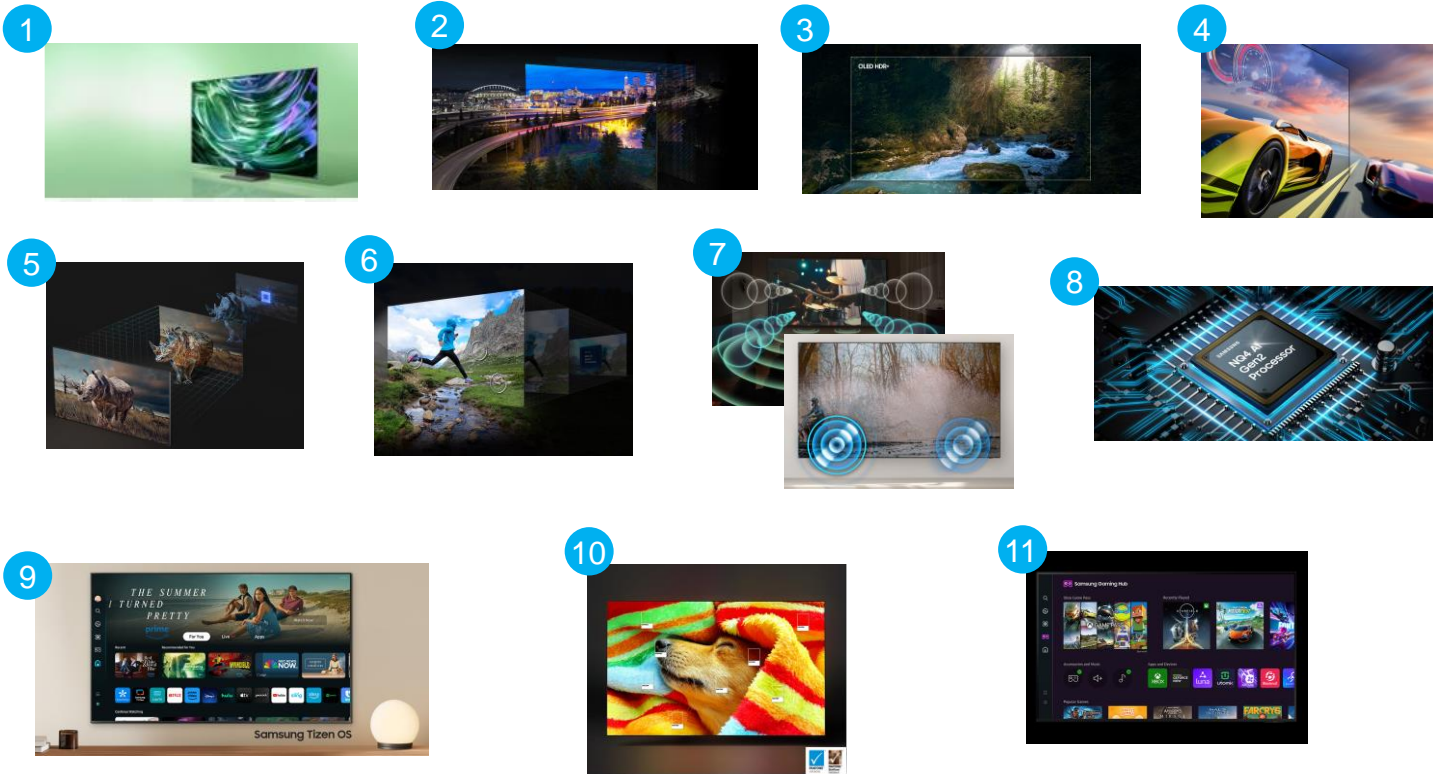| 6 Dolby Atmos™ and Object Tracking Sound Lite	7 NQ4 AI Gen2 Processor	8 Samsung Tizen OS	9 PANTONE Validated	10 Samsung Gaming Hub
Keep your ears on the action with built-in Dolby Atmos™®. You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio—putting you right in the middle of the car chase, stampede or party scene.	The power behind the 4K picture that actively improves the quality. The NQ4 AI Gen2 Processor keepings 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. *	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.*
		*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.		*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.

BTF Feature Copy (OFG)

Product Page:
Below the fold

GUIDELINES

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

OFG EasyAds [link](#)

BTF Feature Images (OFG)

Product Page:
Below the fold

GUIDELINES

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

OFG EasyAds link

Spec Sheet, User Guide & Energy Guide

Product Page:
Above or Below the fold

GUIDELINES

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

Spec Sheet

EasyAds Link

User Guide

EasyAds Link

Energy Guides

EasyAds Link

Keywords (Metatags)

Product Page:
Above the fold

GUIDELINES

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

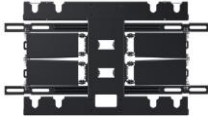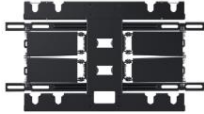| Comments	Keywords Note, where a size is indicated, change/update as needed.
Primary Keywords: Include in metadata & H1 tag	4K TV OLED TV 65 inch tv
Top Branded Keywords	samsung oled tv samsung oled tv 65 inch Samsung TV samsung 4k tv samsung smart tv 4k tv samsung samsung neo qled samsung 4k samsung tv 4k auto hdr remastering samsung samsung object tracking sound real depth enhancer samsung samsung gaming hub motion xcelerator samsung motion xcelerator samsung tv samsung tv auto depth enhancer
Product Info & Features	65 inch smart tv 65 inch 4k tv big screen tv big tv 4k led tv pantone validated pantone validated display pantone validated screen pantone validated tv real depth enhancer AI Upscaling Gaming Hub object tracking sound object tracking sound samsung oled hdr

Compatible Accessories

Product Page:
Above the fold

GUIDELINES

1. Accessory Toolkits are linked with each image to setup product detail pages.

2. Accessories should be shown on the main product detail page, and suggested on Checkout page if applicable.

TV Series	Screen Sizes	Slim Fit Wall Mount	Full Motion Slim Fit Wall Mount	Slim Fit Camera
2024 S90D	83"		WMN-B16FB/ZA (77", 83")	VG-STCBU2K/ZA All Screen Sizes
	77"			
	65"	WMN-B50EB/ZA (55", 65")	WMN-B05FB/ZA (55", 65")	
	55"			

Alt Text

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: <img src="examples/image.gif" alt="Alt text here" >.

Alt Text:
Samsung OLED S90D: TV Front View

Alt Text:
Samsung OLED S90D: TV Angled View
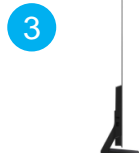
Alt Text:
Samsung OLED S90D: TV Side View

Alt Text:
Samsung OLED S90D: jack pack Image

Alt Text:
Samsung OLED S90D: What's in the Box – power cable, user manual, remote
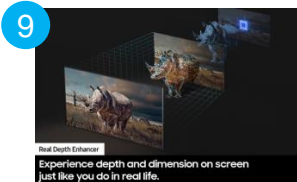

Alt Text:
Samsung OLED S90D: OLED Technology – Discover details you've been missing – even in dark and light scenes.

Alt Text:
Samsung OLED S90D: OLED HDR+ – Enjoy powerful brightness and rich contrast.*
*S90D 48" and 42" have OLED HDR.

Alt Text:
Samsung OLED S90D: Motion Xcelerator 144Hz – Play games and content with ultra-smooth motion and virtually no lag or blur.*
*Motion Xcelerator 144Hz is sometimes called Motion Xcelerator Turbo+.

Alt Text:
Samsung OLED S90D: Real Depth Enhancer - Experience depth and dimension on screen just like you do in real life.

Alt Text:
Samsung OLED S90D: 4K AI Upscaling – Content instantly transformed to incredibly sharp up to 4K resolution.*
*Utilizes AI-Based formulas.

Alt Text:
Samsung OLED S90D: Lifestyle image coming soon
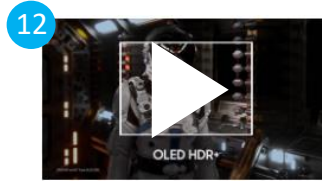
Alt Text:
Samsung OLED S90D: Video

THANK YOU.