

SAMSUNG

2021 The Terrace (LST7T) Series

Digital Launch Toolkit

QN75LST7TAFXZA
QN65LST7TAFXZA
QN55LST7TAFXZA



6th Update: 11/28/22
5th Update: 9/23/2022
4th Update: 06/17/2022
3RD Update: 06/08/2022
2nd Update: 10/15/2021
Date Updated: 04/20/2021

10/15/21 Update:

- Overview copy added → [See Slide 5](#)

06/08/2022 Updates:

- Features Video updated on Carousel → [See Slide 4](#)

06/17/2022 Updates:

- New Lifestyle image updated on Carousel → [See Slide 4](#)
- Two updated BBIs on Carousel → [See Slide 4](#)
- Updated order on Carousel → [See Slide 4](#)
- User Manual added → [See Slide 8](#)

09/23/2022 Updates:

- Added short, medium, long copy → [Slide 5](#), [Slide 6](#) and [Slide 7](#)
- Updated the OFG → [Slide 8](#)
 - [ATF] Carousel image - remove sunray in the lifestyle image
 - [ATF] Bullet - revise the copy "fully shaded outdoor spaces"
 - [BTF] Feature 0 - disclaimer updated "shaded environment"
 - [BTF] Feature 1, 3 - copy updated
 - [BTF] Feature 6 - updated copy/disclaimer "outdoor shaded" and removed sunray in the image
 - [BTF] Feature 13 - removed sunray in the image
 - [BTF] Feature 21 - disclaimer updated "direct sunlight must be avoided" and removed sunray in the image
 - [BTF] Feature 27 - icons added for product placement
 - [BTF] Lifestyle gallery - removed sunray in the image

11/28/22 Update:

- Updated short, medium, long copy → [Slide 5](#), [Slide 6](#) and [Slide 7](#)

Product Headline

Ex. Product
Detail Page

Product Page:

Above the fold

GUIDELINES

1. Follow Headline Convention for recommended headline structure & order
2. Ensure to include all components within example headline
3. Refer to spec sheets for precise inputs

Headline Convention:

Brand Name | Size | Series | Screen Technology (QLED) | Resolution | Smart TV | Model # | Year

LST7T Series Headline Example:

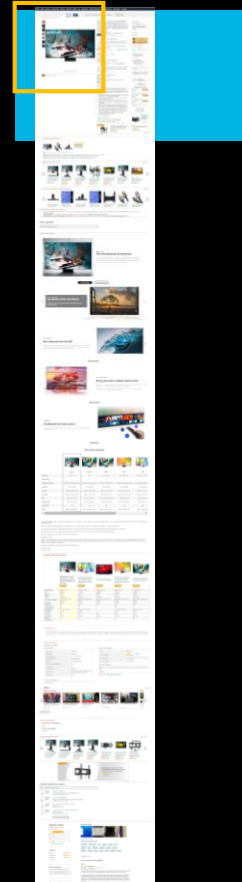
Samsung | 65" | The Terrace Outdoor TV | QLED | 4K UHD | Smart TV | QN65LST7TAFXZA | 2021



Image Carousel

1000 x 1000 PX
CROPPED TO 1:1 RATIO

Ex. Product
Detail Page



Product Page: Above the fold

GUIDELINES

1. Images should follow the Image Order guidance
2. If image is missing from EasyAds folder, please use the next available image according to Image Order Guidance
3. With retail.com accounts with limited carousel slots, please prioritize including Jackpacs, What's in the Box Image(s) and Video. Benefit Based Imagery should also be prioritized, but if space is limited, drop the lowest order image first.
4. The feature video should be prioritized in the carousel. Videos can also be included in below the fold content.

In order of priority for 55", 65", 75":



EasyAds ID/Link:
[189243](#)



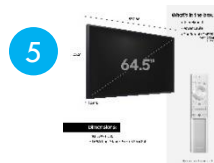
EasyAds ID/Link:
[189244](#)



EasyAds ID/Link:
[189235](#)



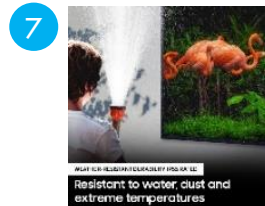
EasyAds ID/Link:
[200102](#)



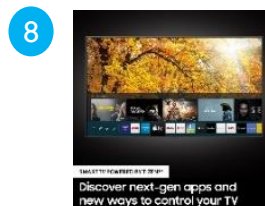
EasyAds ID/Link:
55": [197959](#)
65": [190825](#)
75": [192895](#)



EasyAds ID/Link:
[062422ABF01](#)



EasyAds ID/Link:
[195080](#)



EasyAds ID/Link:
[195079](#)



EasyAds ID/Link:
[062422ABF02](#)



EasyAds ID/Link:
[06152205](#)

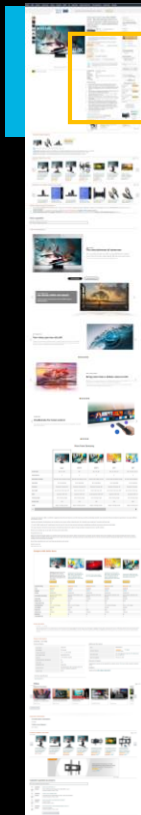


EasyAds ID/Link:
[0401ABF01](#)

All Images:
[55"](#), [65"](#), [75"](#)

SHORT Overview & Feature Copy

Ex. Product Detail Page



Product Page: Above the fold











GUIDELINES

1. Feature bullets should follow the precise order as listed
2. If feature benefit rows are limited below 5, follow the order to include in priority order.
3. Follow the Key Features in Messaging Hierarchy for precise messaging as they should appear on the PDP

Model Series Number	The Terrace Partial Sun (LST7T)
Screen Sizes	

Entertaining outside exhilarates with a TV expertly crafted for the outdoors. *

*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.

1 	2 	3 	4 	5 
Outdoor Optimized QLED Picture	Ultra Bright Picture Quality	Weather-Resistant Durability IP55 Rated	Smart TV with Multiple Voice Assistants	Anti-Reflection with Wide Viewing Angle
<p>High quality 4K 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>See the world in a whole new light. Experience rich, accurate color and deep contrast thanks to Samsung's QLED 4K technology. With 2,000+ nit brightness levels, you'll be able to enjoy detail even in shaded outdoor environments.*</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>	<p>Relax on 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 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>
6 	7 	8 	9 	10 
Wi-Fi and Bluetooth® Connection	Direct Full Array 16X*	Quantum Processor 4K	Quantum HDR 32X	Adaptive Picture
<p>Access your favorite content with your Smart TV's seamless Wi-Fi and Bluetooth connection.</p>	<p>Precision controlled backlights offer deeper contrast for richer blacks and brighter whites.*</p> <p><small>* Direct Full Array Numerical Index based on backlighting, antireflection and contrast enhancement technologies. As compared to Samsung 2019 TVs without Direct Full Array.</small></p>	<p>Enjoy your picture automatically elevated to stunning 4K by the intelligent processor.</p>	<p>Every detail bursts to life with spectacular contrast just as the director intended.</p>	<p>Responsive picture that automatically adjusts to the light in the room.</p>

Medium Overview & Feature Copy

Ex. Product Detail Page

Product Page: Above the fold











GUIDELINES

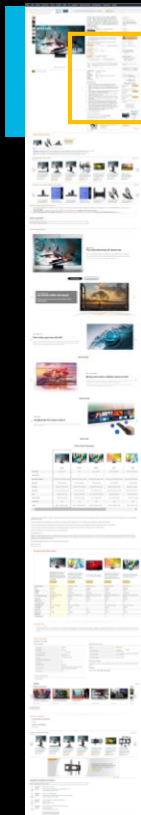
1. Feature bullets should follow the precise order as listed
2. If feature benefit rows are limited below 5, follow the order to include in priority order.
3. Follow the Key Features in Messaging Hierarchy for precise messaging as they should appear on the PDP

Model Series Number	
Screen Sizes	

Entertaining outside exhilarates with The Terrace, an outdoor TV equipped with a glare-resistant screen designed to look incredibly bright, even in daylight. Watch rain or shine with its IP55 rating to protect against dust and water. Plus, the Smart TV makes it easy to search and stream your content.*

*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.

				
1 Outdoor Optimized QLED Picture	2 Ultra Bright Picture Quality	3 Weather-Resistant Durability IP55 Rated	4 Smart TV with Multiple Voice Assistants	5 Wide Viewing Angle with Anti-Glare
<p>A high quality 4K QLED picture engineered to look incredibly vivid and 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>See the world in a whole new light. Experience rich, accurate color and deep contrast thanks to Samsung's QLED 4K technology. With 2,000+ nit brightness levels, you'll be able to enjoy detail even in shaded outdoor environments.*</p> <p>*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.</p>	<p>Relax on 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. 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.*</p> <p>*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.</p>
				
6 Wi-Fi and Bluetooth® Connection	7 Direct Full Array 16X*	8 Quantum Processor 4K	9 Quantum HDR 32X	10 Adaptive Picture
<p>Access your favorite content with your Smart TV's seamless Wi-Fi and Bluetooth connection.</p>	<p>Bring stunning depth and precision contrast to everything you watch with Direct Full Array 16X*, which provides fine control of the lighting zones behind the screen.</p> <p>* Direct Full Array Numerical Index based on backlighting, antireflection and contrast enhancement technologies. As compared to Samsung 2019 TVs without Direct Full Array.</p>	<p>Enjoy your picture automatically elevated to stunning 4K by the intelligent processor. For each and every scene, the fast and powerful Quantum Processor 4K upgrades your viewing experience to 4K resolution, no matter the source of your content.</p>	<p>Quantum HDR 32X sets the new standard for incredible detail and brightness. Experience rich, accurate color, deeper contrast, and improved brightness so you can enjoy more breathtaking detail*. HDR10+ adjusts color and contrast scene-by-scene for a dynamic viewing experience that jumps off the screen.</p>	<p>Get an optimized picture effortlessly with a lighting system that automatically senses, reacts, and adjusts to the brightness of the space you're in.</p>








Long Overview & Feature Copy






Ex. Product Detail Page

Model Series Number
Screen Sizes

Entertaining outside exhilarates with a TV expertly crafted for the outdoors. With The Terrace, gather around an outdoor TV designed to look incredibly vivid and bright, even in daylight. Watch rain or shine with its IP55 rating for Weather-Resistant Durability to protect against dust and water. Plus, Smart TV capabilities make it easy to search and stream your content. And whatever you enjoy, you'll have a great view from any seat with the Wide Viewing Angle and Anti-Glare technology.*

*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.

				
<p>1</p> <p>Outdoor Optimized QLED Picture</p> <p>Engineered to look vivid and bright even in daylight, The Terrace provides a high quality 4K QLED picture you can see clearly outdoors.</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>2</p> <p>Ultra Bright Picture Quality</p> <p>See the world in a whole new light. Experience rich, accurate color and deep contrast thanks to Samsung's QLED 4K technology. With 2,000+ nit brightness levels, you'll be able to enjoy detail even in shaded outdoor environments.*</p> <p>*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.</p>	<p>3</p> <p>Weather-Resistant Durability IP55 Rated</p> <p>Relax on patio and enjoy year-round outdoor entertainment with an IP55 rating that assures protection from water and dust.</p>	<p>4</p> <p>Smart TV with Multiple Voice Assistants</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, take control of your connected devices to make your everyday easier and so much more entertaining.</p>	<p>5</p> <p>Wide Viewing Angle with Anti-Glare</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.</p> <p>*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.</p>

				
<p>6</p> <p>Wi-Fi and Bluetooth® Connection</p> <p>Access your favorite content with your Smart TV's seamless Wi-Fi and Bluetooth connection.</p>	<p>7</p> <p>Direct Full Array 16X*</p> <p>Bring stunning depth and precision contrast to everything you watch with Direct Full Array 16X*, which provides fine control of the lighting zones behind the screen.</p> <p>* Direct Full Array Numerical Index based on backlighting, antireflection and contrast enhancement technologies. As compared to Samsung 2019 TVs without Direct Full Array.</p>	<p>8</p> <p>Quantum Processor 4K</p> <p>Enjoy your picture automatically elevated to stunning 4K by the intelligent processor. For each and every scene, the fast and powerful Quantum Processor 4K upgrades your viewing experience, no matter the source of your content. You'll experience the clarity and smoothness of 4K resolution, plus improved color, contrast and sound with intelligent features like Adaptive Picture and Adaptive Sound built in.</p>	<p>9</p> <p>Quantum HDR 32X</p> <p>Quantum HDR 32X sets the new standard for incredible detail and brightness. Experience rich, accurate color, deeper contrast, and improved brightness so you can enjoy more breathtaking detail. HDR10+ adjusts color and contrast scene-by-scene for a dynamic viewing experience that jumps off the screen.</p>	<p>10</p> <p>Adaptive Picture</p> <p>Let the TV do the work with a lighting system that automatically assesses the brightness of your environment and adjusts the contrast of the screen accordingly for a calibrated picture.</p>

Product Page: Above the fold

GUIDELINES

1. Feature bullets should follow the precise order as listed
2. If feature benefit rows are limited below 5, follow the order to include in priority order.
3. Follow the Key Features in Messaging Hierarchy for precise messaging as they should appear on the PDP

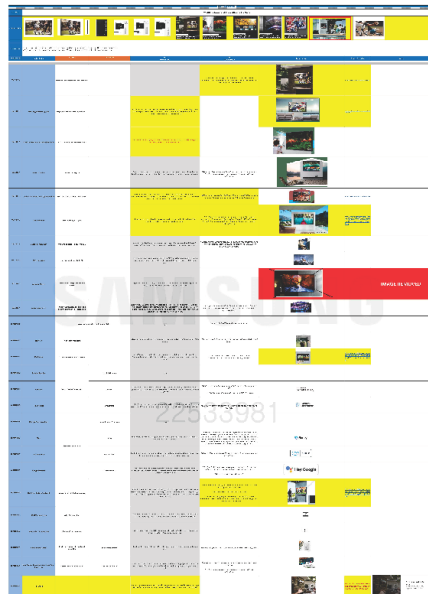


BTF Feature Copy (OFG)

Product Page: Below the fold

GUIDELINES

1. BTF Features and images should follow the precise order as listed in the Online Feature Grid
2. Follow the Online Feature Grid for the Key Features, precise messaging and corresponding imagery as they should appear on the PDP



Overview Copy:
Follow head tagline copy on
online feature grid

Feature Copy: Add feature copy
in order of appearance on
online feature grid

Online Feature Grid: [042021PRM08](#)

Ex. Product Detail
Page



BTF Feature Images (OFG)

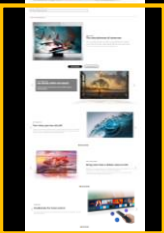
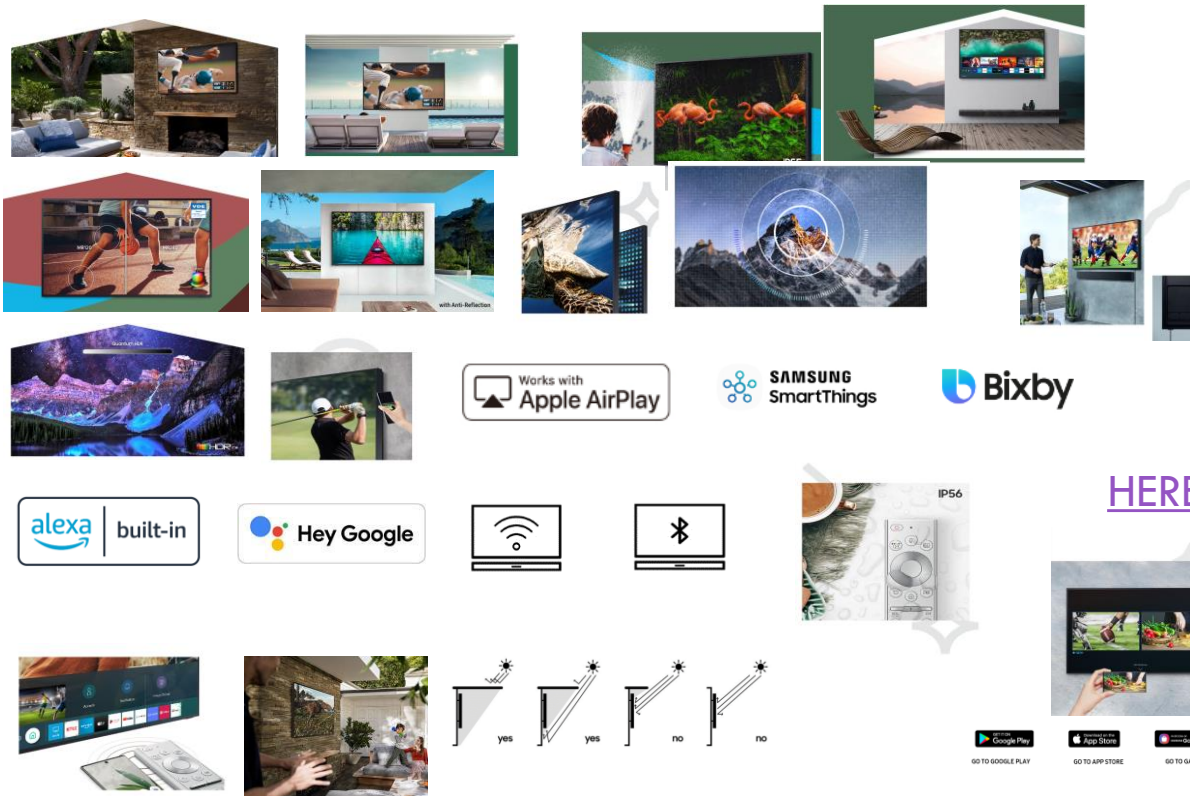
[HERE3](#)

Ex. Product Detail Page

Product Page: Below the fold

GUIDELINES

1. BTF Features and images should follow the precise order as listed in the Online Feature Grid
2. Follow the Online Feature Grid for the Key Features, precise messaging and corresponding imagery as they should appear on the PDP



[HERE 4](#)

Online Feature Images: [HERE](#)

Spec Sheet, User Manual & Energy Guide

Product Page:
Above the fold

GUIDELINES

1. Load Spec Sheets and Energy Guides where required on PDP

Spec Sheet

EasyAds ID / Link:
[193971](#)

User Manuals

EasyAds ID / Link:
55" & 65" & 75": [0621HR01](#)

Energy Guide

EasyAds ID / Link:
55": [196731](#)
65": [189207](#)
75": [189206](#)

Ex. Product Detail Page



All Energy Guides: [Here](#)

Keywords (Metatags)

Product Page: Above the fold

GUIDELINES

1. Include keywords into metadata section in setup sheets for loading PDPS

	Top Category Keywords	Top Branded Keywords
1	outdoor tv	terrace tv
2	mirror tv	Samsung terrace
3	tv mirror	Samsung terrace tv
4	thin tv	the terrace tv
5	mirror tv screen	Samsung terrace tv 55
6	art tv	Samsung the terrace
7		Samsung the terrace tv
8		
9		
10		

Ex. Product
Detail Page

