

SAMSUNG

Q990D

Digital Launch Toolkit



HW-Q990D/ZA

2nd Update: 5/1/2024
1st Update: 2/7/2024
Published: 1/31/2024

5/1/24:

- Added #1 Badge to Image Carousel main product image [slide 4](#)
- Updated OFG feature image #1 with *Roon Tested* badge [slide 8](#)

4/17/24:

- Updated OFG – added feature image #1 [slide 8](#) and [slide 9](#)

2/7/24:

- Added Image Carousel lifestyle image #12 [slide 4](#)
- Added Alt Text lifestyle image #12 [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 | Series | Channel | Audio Codec | Product Type | Technology | Model Number

HW-Q99D/ZA Headline Example:

Samsung | Q-series | 11.1.4 ch. | Wireless Dolby ATMOS | Soundbar + Rear Speaker | w/ Q-Symphony | HW-Q990D

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, Backpack, 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.



[EasyAds Link](#)



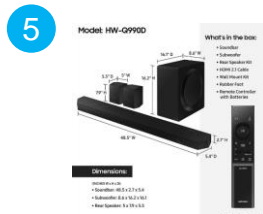
[EasyAds Link](#)



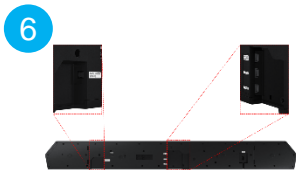
[EasyAds Link](#)



[EasyAds Link](#)



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SHORT Overview & Feature Copy











Product Page:
Above the fold

GUIDELINES

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

Model Series Number	Q990D
# of Surround Channel	11.1.4

Experience our greatest audio synchronized with your TV's speakers.*
Q-Symphony requires a compatible 2020-2024 Samsung TV. Please refer to samsung.com for more information.

1	Q-Symphony	2	11.1.4 Ch. True Dolby Atmos Sound	3	Wireless Dolby Atmos	4	Up / Side Firing Rear Speaker Kit Included	5	Smart Integration
 Q-SYMPHONY	 11.1.4CH TRUE DOLBY ATMOS SOUND	 WIRELESS DOLBY ATMOS	 UPSIDE-FIRING REAR SPEAKERS INCLUDED	 SMART INTEGRATION	Pair a Samsung TV with a Samsung Soundbar to unlock a new level of powerful audio. Experience content like never before. *Q-Symphony requires a compatible 2020-2024 Samsung TV. Please refer to samsung.com for more information.	Feel sound all around with 11 front-facing speakers, 1 subwoofer and 4 up-firing channels.	Skip the HDMI cables and enjoy truly elevated audio with Wireless Dolby Atmos™.	These speakers use your ceiling and walls to create dense layers of sound.	Connect and control everything with our soundbar that integrates your favorite smart services like Built-in Alexa ¹ , Chromecast ² , Airplay 2 ³ and more. ¹ Content Services may vary by region & are subject to change without notification. Amazon, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates. ² This service is provided by Google and can be terminated at any time. Some features and functions provided by connected devices may be limited or not be supported to use. Content Services may vary by region & are subject to change without notification. ³ This Samsung Soundbar supports AirPlay2 and requires iOS 11.4 or later. Apple, and AirPlay are trademarks of Apple Inc., registered in the U.S. and other countries.
6	SpaceFit Sound Pro	7	Adaptive Sound	8	Game Mode Pro	9	AVA	10	Tap Sound
					Get room-filling sound calibrated specifically to your space.	Hear voices better, even at low volume, with intelligently optimized audio.	Unlock a more intuitive gaming experience with 3D optimized sound.* *Compatible with Gaming Hub and select gaming consoles (e.g. Xbox X, PS5). Game console sold separately.	To ensure dialogue is not drowned out, Active Voice Analyzer breaks down room noise so that onscreen voices are always optimized.	Streaming music from your phone to your soundbar is simple as a tap.* *Tap sound is only compatible with select Samsung mobile devices, with Android 8.1 and above. Tap Sound requires SmartThings app to activate and set up. This service only works when Soundbar and mobile are on.

MEDIUM Overview & Feature Copy

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Product Page:
Above the fold

GUIDELINES

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

Model Series Number	Q990D
# of Surround Channel	11.1.4

Experience our greatest audio synchronized with your TV's speakers* and customized to your living space.
Q-Symphony requires a compatible 2020-2024 Samsung TV. Please refer to samsung.com for more information.

1	2	3	4	5
 Q-Symphony	 11.1.4 Ch. True Dolby Atmos Sound	 Wireless Dolby Atmos	 Up / Side Firing Rear Speaker Kit Included	 Smart Integration
<p>Pair a Samsung TV with a Samsung Soundbar to unlock a new level of powerful audio. Experience content like never before only with Samsung products.</p> <p>*Q-Symphony requires a compatible 2020-2024 Samsung TV. Please refer to samsung.com for more information.</p>	<p>Feel sound all around with 11 front-facing speakers, 1 subwoofer and 4 up-firing channels. Hear the room fill up with audio you can feel from all angles. Your complete home theater experience is right in the box.</p>	<p>Skip the HDMI cables and enjoy truly elevated audio with Wireless Dolby Atmos™. Experience captivating audio without the cable clutter.</p> <p>*Compatible with select 2022-2024 Samsung TVs</p>	<p>These speakers use your ceiling and walls to create dense layers of all-around sound.</p>	<p>Connect your devices and control everything with our soundbar that integrates your favorite voice assistants and smart services like Built-in Alexa1, Chromecast2, Airplay 23 and more.</p> <p>1Content Services may vary by region & are subject to change without notification. Amazon, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates.</p> <p>2This service is provided by Google and can be terminated at any time. Some features and functions provided by connected devices may be limited or not be supported to use. Content Services may vary by region & are subject to change without notification.</p> <p>3This Samsung Soundbar supports AirPlay2 and requires iOS 11.4 or later. Apple, and AirPlay are trademarks of Apple Inc., registered in the U.S. and other countries.</p>
6	7	8	9	10
SpaceFit Sound Pro	Adaptive Sound	Game Mode Pro	AVA	Tap Sound
<p>Get room-filling sound calibrated to your space, with a soundbar that analyzes your environment and automatically optimizes the audio accordingly.</p>	<p>Sick of missing lines? Hear voices better, even at low volume, with intelligently optimized audio.</p>	<p>The game is calling. Powerful up-firing speakers, acoustic beam and strong woofers unlock a more intuitive gaming experience, complete with 3D optimized sound.*</p> <p>*Compatible with Gaming Hub and select gaming consoles (e.g. Xbox X, PS5). Game console sold separately.</p>	<p>Ensure dialogue and commentary are not drowned out—so you never miss an important moment. Active Voice Analyzer breaks down room noise so that onscreen voices are always optimized.</p>	<p>Around here, streaming music from your phone to your soundbar is simple as that. Just tap the soundbar with your phone and start listening.*</p> <p>*Tap sound is only compatible with select Samsung mobile devices, with Android 8.1 and above. Tap Sound requires SmartThings app to activate and set up. This service only works when Soundbar and mobile are on.</p>

LONG Overview & Feature Copy






Product Page:
Above the fold

GUIDELINES

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

Model Series Number	Q990D
# of Surround Channel	11.1.4

Experience our greatest of all time-level audio synchronized with your TV's speakers* and customized to your living space. With intelligently tuned, 11.1.4 Ch. True Dolby Atmos Sound, the Q990D stands above the rest.
Q-Symphony requires a compatible 2020-2024 Samsung TV. Please refer to samsung.com for more information.

 11.1.4 Ch. True Dolby Atmos Sound	 Q-Symphony	 Wireless Dolby Atmos	 Up / Side Firing Rear Speaker Kit Included	 Smart Integration
<p>1 Q-Symphony</p> <p>Pair a Samsung TV with a Samsung Soundbar to unlock a new level of powerful audio. Experience content like never before only with Samsung products. With Q-Symphony, your speakers work together to optimize all the audio channels to operate as one.*</p> <p>*Q-Symphony requires a compatible 2020-2024 Samsung TV. Please refer to samsung.com for more information.</p>	<p>2 11.1.4 Ch. True Dolby Atmos Sound</p> <p>Feel sound all around with 11 front-facing speakers, 1 subwoofer and 4 up-firing channels. Hear the room fill up with bold, multi-channel audio you can feel from all angles. With a rear speaker kit included, your complete home theater experience is right in the box.</p>	<p>3 Wireless Dolby Atmos</p> <p>Skip the HDMI cables and enjoy truly elevated audio with Wireless Dolby Atmos™. Experience captivating audio without the cable clutter.</p> <p>*Compatible with select 2022-2024 Samsung TVs</p>	<p>4 Up / Side Firing Rear Speaker Kit Included</p> <p>These speakers use your ceiling and walls to create dense layers of all-around sound, so you can hear powerful audio anywhere in the room.</p>	<p>5 Smart Integration</p> <p>Connect your devices and control everything with our soundbar that integrates your favorite voice assistants and smart services like Built-in Alexa 1, Chromecast2, Airplay 23 and more.</p> <p><small>1 Content Services may vary by region & are subject to change without notification. Amazon, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates. 2 This service is provided by Google and can be terminated at any time. Some features and functions provided by connected devices may be limited or not be supported to use. Content Services may vary by region & are subject to change without notification. 3 This Samsung Soundbar supports AirPlay2 and requires iOS 11.4 or later. Apple, and AirPlay are trademarks of Apple Inc., registered in the U.S. and other countries.</small></p>
<p>6 SpaceFit Sound Pro</p> <p>Get room-filling sound calibrated to your space, with a soundbar that analyzes your environment and automatically optimizes the audio accordingly for an accurate and clear sound.</p>	<p>7 Adaptive Sound</p> <p>Sick of missing lines? Hear voices better, even at low volume, with intelligently optimized audio. Scenes are analyzed in real time to pull out the most important audio based on the type of content.</p>	<p>8 Game Mode Pro</p> <p>The game is calling. Powerful up-firing speakers, acoustic beam and strong woofers unlock a more intuitive gaming experience, complete with 3D optimized sound. And we know you don't have time to waste on settings—so the soundbar automatically activates the Game Mode Pro in sync with your TV.*</p> <p>*Compatible with Gaming Hub and select gaming consoles (e.g. Xbox X, PS5). Game console sold separately.</p>	<p>9 AVA</p> <p>Ensure dialogue and commentary are not drowned out—so you never miss an important moment. Active Voice Analyzer breaks down room noise so that onscreen voices are always optimized, making movies, shows and sports more enjoyable.</p>	<p>10 Tap Sound</p> <p>Around here, streaming music from your phone to your soundbar is simple as that. Just tap the soundbar with your phone and start listening. It's mirroring that works like magic.*</p> <p>*Tap sound is only compatible with select Samsung mobile devices, with Android 8.1 and above. Tap Sound requires SmartThings app to activate and set up. This service only works when Soundbar and mobile are on.</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).

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ONLINE FEATURE GUIDE (OFG)

Q-series 11.1.4ch. Wireless Dolby ATMOS Soundbar + Rear Speakers w/ QSymphony / HW-Q990D

HW-Q990D/ZA

Samsung Confidential

The screenshot shows a product page layout. The top half is black with white text. The bottom half is white with a black diagonal line separating it from the top. On the right side, there is a product image of the soundbar and rear speakers. A circular badge next to the image says "Dolby ATMOS" and "Soundbar + Rear Speakers".

[OFG EasyAds Link](#)

BTF Feature Images (OFG)

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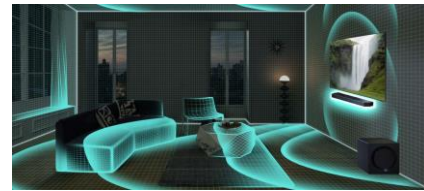
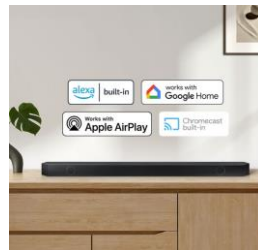
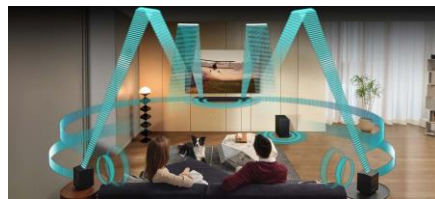
Product Page:
Below the fold

GUIDELINES

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



[Easy Ads Link - Updated Image #1](#)



[Link to All Assets](#)

Spec Sheet & User Guide

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Product Page:
Above or Below the fold

GUIDELINES


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

Spec Sheet

HW-Q990D **SPEC SHEET**

PRODUCT HIGHLIGHTS

- For sound that's off the charts, combine a Samsung TV with a Samsung soundbar.*
- Feel sound all around with 11 front-firing speakers, 1 subwoofer and 4 up-firing channels for a true Dolby Atmos experience.
- Feel surrounded. Cue up Dolby Atmos sound and skip the cumbersome HDMI cables.**
- Upside firing rear speakers make use of your ceiling and walls to create dense layers of all-around sound.



Experience our greatest of all time-level audio synchronized with your TV's speakers* and customized to your living space. With intelligently tuned, 11.1.4 Ch. True Dolby Atmos Sound, the Q990D stands above the rest.

*TV speakers require a compatible HDMI-ARC Samsung TV. Please refer to samsung.com for more information. **Compatible with select HDMI-ARC Samsung TVs.

KEY FEATURES

Q SYMPHONY*
Amp up your audio with the greatest duo of all time—Samsung TV's paired with Samsung soundbars. With Q-Symphony, your TV speakers paired with Q-Series soundbars operate as one.

11.1.4 CH. TRUE DOLBY ATMOS SOUND
Feel sound all around with 11 front-firing speakers, 1 subwoofer and 4 up-firing channels for a true Dolby Atmos experience.

WIRELESS DOLBY ATMOS**
Feel surrounded. Cue up Dolby Atmos sound and skip the cumbersome HDMI cables. Feel free to arrange your space exactly how you want without compromising the audio experience.

UPSIDE-FIRING REAR SPEAKERS INCLUDED
These upside firing rear speakers make use of your ceiling and walls to create dense layers of all-around sound.

SMART INTEGRATION*
Control your devices and control everything with our soundbar that integrates your favorite voice assistants and smart services like Alexa, Chromecast, Airplay 2 and more.

SPACIFY SOUND PRO
Sound amplifies everything. This soundbar reacts accordingly. Get right-inning sound, calibrated to your space, with a soundbar that analyzes your environment and automatically optimizes the audio.

ADAPTIVE SOUND
Hear voices better, even at low volume, with intelligently optimized audio.

GAME MODE PRO†
The game is calling. Powerful up-firing speakers, acoustic beam and strong woofers unlock a more immersive gaming experience, complete with 3D approved sound.

ACTIVE VOICE AMPLIFIER
To ensure dialogue is not drowned out, Active Voice Analyzer breaks down music noise so that on-trend voices are always optimized.

TAP SOUND†
Around here, streaming music from your phone to your soundbar is simple as that. Just tap the soundbar with your phone and start listening.

*Q-Symphony requires a compatible Q-Series Samsung TV. Please refer to samsung.com for more information. **Compatible with select 2022 Samsung TVs. Content Services may vary by region & are subject to change without notification. Alexa, Atmos, and AI speakers are trademarks of Amazon.com, Inc. or its affiliates. The services provided by Google and Apple are trademarks of their respective owners. Samsung TV Plus is a trademark of Samsung Electronics Co., Ltd. All rights reserved. Content Services may vary by region & are subject to change without notification. This Samsung soundbar supports AirPlay2 and requires iOS 13 or later. Apple and the Apple logo are trademarks of Apple Inc., registered in the U.S. and other countries. Compatible with streaming services unless otherwise specified. Black Friday. Some services not available. **Tap sound is only compatible with select Samsung mobile devices with Android 8.1 and above. Tap sound requires SmartThings app to enhance experience. †Tap sound is only compatible with select Samsung mobile devices with Android 8.1 and above. Tap sound requires SmartThings app to enhance experience. †Tap sound is only compatible with select Samsung mobile devices with Android 8.1 and above. Tap sound requires SmartThings app to enhance experience.

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SEE BACK FOR DETAILS

Spec Sheet EasyAds [link](#)

User Guide

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Simple User Guide

SAFETY INFORMATION

SAFETY WARNINGS

PRECAUTIONS

01 CHECKING THE COMPONENTS

02 PRODUCT OVERVIEW
Top Panel of the Soundbar

Bottom Panel of the Soundbar

03 CONNECTING THE SOUNDBAR
Connecting the power and links

04 USING A WIRED CONNECTION

PRODUCT SAFETY INFORMATION

User Guide EasyAds [link](#)

Keywords (Metatags)

Product Page: Above the fold

GUIDELINES

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

Top Category Keywords		Top Branded Keywords	
1	Soundbar	1	Samsung soundbar
2	Home Speaker	2	Samsung soundbar with subwoofer
3	Bluetooth Speaker	3	best samsung soundbar
4	wireless speaker	4	best soundbar for samsung tv
5	soundbar for tv	5	samsung speaker
6	best soundbar	6	soundbar samsung
7	tv soundbar	7	soundbar for samsung tv
8	dolby atmos soundbar	8	samsung soundbar and subwoofer
9	soundbar with subwoofer	9	samsung soundbar for tv
10	bluetooth soundbar	10	samsung dolby atmos soundbar
11	wireless soundbar	11	samsung tv soundbar
12	soundbar for televisions	12	samsung wireless soundbar
13	atmos soundbar	13	samsung atmos soundbar
14	computer soundbar	14	samsung soundbar bluetooth
15	soundbar bluetooth	15	samsung Q990

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" >.



1
Alt Text:
Samsung HW-Q990D
Soundbar set with subwoofer
and remote front view



2
Alt Text:
Samsung HW-Q990D
Soundbar with subwoofer
perspective angle view



3
Alt Text:
Samsung HW-Q990D
Soundbar perspective
angle view



4
Alt Text:
Samsung HW-Q990D
Subwoofer perspective
angle view



5
Alt Text:
Samsung HW-Q990D What's in
the box: soundbar, subwoofer,
HDMI cable, wall mount kit,
rubber foot, remote controller
with batteries.



6
Alt Text:
Jackpack image showing
detail of back of soundbar.



7
Alt Text:
Q-Symphony: Pair a Samsung TV
with a Samsung Soundbar to
unlock a new level of powerful
audio.



8
Alt Text: 11.1ch True Dolby Atmos
Sound: Surround yourself with
unbelievably clear sound so you
can appreciate the story in
never-before-heard ways with
captivating 3D audio.



9
Alt Text: Wireless Dolby Atmos:
Skip the HDMI cables and enjoy
truly elevated audio with
Wireless Dolby Atmos.



10
Alt Text: Up/Side-Firing Rear Speaker
Kit Included: Make use of your
ceiling and walls to create dense
layers of all-around sound.



11
Alt Text: Smart Integration:
Connect and control everything
with our soundbar that integrates
your favorite smart services.



12
Alt Text:
Samsung HW-930D Lifestyle Image

THANK YOU.