

SAMSUNG

Q910D

Digital Launch Toolkit



HW-Q910D/ZA

1<sup>st</sup> Update: 5/1/2024

Published: 2/21/2024

## 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](#)

## 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-Q910D/ZA Headline Example:

Samsung | Q-series | 9.1.2 ch. | Wireless Dolby ATMOS Soundbar + Rear Speaker | w/ Q-Symphony | HW-Q910D

# 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](#)



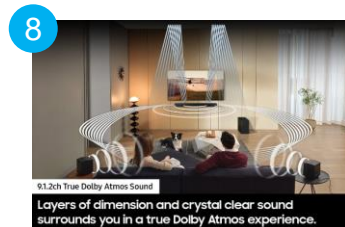
EasyAds [Link](#)



EasyAds [Link](#)



EasyAds [Link](#)



EasyAds [Link](#)



EasyAds [Link](#)



EasyAds [Link](#)



EasyAds [Link](#)



# 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.

### SHORT COPY

<b>Model Series Number</b>	<b>Q910D</b>
<b># of Surround Channel</b>	<b>9.1.2</b>

**Experience striking audio from a smart Soundbar that stays in sync with your TV's speakers.\***  
*Q-Symphony requires a compatible 2020-2024 Samsung TV. Please refer to [samsung.com](https://samsung.com) for more information.*

 <b>Q-SYMPHONY</b>	 <b>9.1.2 Ch. True Dolby Atmos Sound</b>	 <b>WIRELESS DOLBY ATMOS</b>	 <b>REAR SPEAKERS INCLUDED</b>	 <b>SMART INTEGRATION</b>
<p><b>1 Q-Symphony</b></p> <p>Pair a Samsung TV with a Samsung Soundbar to unlock a new level of powerful audio. Experience content like never before.</p> <p><small>*Q-Symphony requires a compatible 2020-2024 Samsung TV. Please refer to <a href="https://samsung.com">samsung.com</a> for more information.</small></p>	<p><b>2 9.1.2 Ch. True Dolby Atmos Sound</b></p> <p>Feel surrounded by crystal clear audio from all sides.</p>	<p><b>3 Wireless Dolby Atmos</b></p> <p>Skip the HDMI cables and enjoy truly elevated audio with Wireless Dolby Atmos™.</p> <p><small>*Compatible with select 2022-2024 Samsung TVs</small></p>	<p><b>4 Rear Speaker Kit Included</b></p> <p>Complete the all-around audio experience with our included rear speaker kit.</p>	<p><b>5 Smart Integration</b></p> <p>Connect and control everything with our soundbar that integrates your favorite smart services like Built-in Alexa<sup>1</sup>, Chromecast<sup>2</sup>, Airplay 2<sup>3</sup> and more.</p> <p><small><sup>1</sup>Content Services may vary by region &amp; are subject to change without notification. Amazon, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates.  <sup>2</sup>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 &amp; are subject to change without notification.  <sup>3</sup>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><b>6 SpaceFit Sound Pro</b></p> <p>Get room-filling sound calibrated specifically to your space.</p>	<p><b>7 Adaptive Sound</b></p> <p>Hear voices better, even at low volume, with intelligently optimized audio.</p>	<p><b>8 Game Mode Pro</b></p> <p>Unlock a more intuitive gaming experience with 3D optimized sound.*</p> <p><small>*Compatible with Gaming Hub and select gaming consoles (e.g. Xbox X, PS5). Game console sold separately.</small></p>	<p><b>9 AVA</b></p> <p>To ensure dialogue is not drowned out, Active Voice Analyzer breaks down room noise so that onscreen voices are always optimized.</p>	<p><b>10 Tap Sound</b></p> <p>Streaming music from your phone to your soundbar is simple as a tap. *</p> <p><small>*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.</small></p>
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# MEDIUM 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.






MEDIUM COPY									
<table border="1"> <tr> <td>Model Series Number</td> <td>Q910D</td> </tr> <tr> <td># of Surround Channel</td> <td>9.1.2</td> </tr> </table>		Model Series Number	Q910D	# of Surround Channel	9.1.2				
Model Series Number	Q910D								
# of Surround Channel	9.1.2								
<p>Experience striking Dolby Atmos™ audio from a smart Soundbar that stays in sync with your TV's speakers*.</p> <p><small>Q-Symphony requires a compatible 2020-2024 Samsung TV. Please refer to <a href="https://samsung.com">samsung.com</a> for more information.</small></p>									
<p><b>1</b></p> <p> Q-SYMPHONY</p> <p><b>Q-Symphony</b></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.</p> <p><small>*Q-Symphony requires a compatible 2020-2024 Samsung TV. Please refer to <a href="https://samsung.com">samsung.com</a> for more information.</small></p>	<p><b>2</b></p> <p> 9.1.2 CH. TRUE DOLBY ATMOS SOUND</p> <p><b>9.1.2 Ch. True Dolby Atmos Sound</b></p> <p>Feel surrounded by crystal clear audio from all sides. Experience dimensional sound from every channel.</p>	<p><b>3</b></p> <p> WIRELESS DOLBY ATMOS</p> <p><b>Wireless Dolby Atmos</b></p> <p>Skip the HDMI cables and enjoy truly elevated audio with Wireless Dolby Atmos™. Experience captivating audio without the cable clutter.</p> <p><small>*Compatible with select 2022-2024 Samsung TVs</small></p>	<p><b>4</b></p> <p> REAR SPEAKERS INCLUDED</p> <p><b>Rear Speaker Kit Included</b></p> <p>Complete the all-around audio experience with our included rear speaker kit that gives you boosted sound.</p>	<p><b>5</b></p> <p> SMART INTEGRATION INCLUDED</p> <p><b>Smart Integration</b></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><small><sup>1</sup>Content Services may vary by region &amp; are subject to change without notification. Amazon, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates. <sup>2</sup>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 &amp; are subject to change without notification <sup>3</sup>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><b>6</b></p> <p><b>SpaceFit Sound Pro</b></p> <p>Get room-filling sound calibrated to your space, with a soundbar that analyzes your environment and automatically optimizes the audio accordingly.</p>	<p><b>7</b></p> <p><b>Adaptive Sound</b></p> <p>Sick of missing lines? Hear voices better, even at low volume, with intelligently optimized audio.</p>	<p><b>8</b></p> <p><b>Game Mode Pro</b></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><small>*Compatible with Gaming Hub and select gaming consoles (e.g. Xbox X, PS5). Game console sold separately.</small></p>	<p><b>9</b></p> <p><b>AVA</b></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><b>10</b></p> <p><b>Tap Sound</b></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><small>*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.</small></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.

LONG COPY				
<b>Model Series Number</b> Q910D <b># of Surround Channel</b> 9.1.2				
Experience striking Dolby Atmos™ audio from a smart Soundbar that stays in sync with your TV's speakers* and surrounds you in sound from all angles. Q-Symphony requires a compatible 2020-2024 Samsung TV. Please refer to <a href="https://samsung.com">samsung.com</a> for more information.				
 <b>1 Q-Symphony</b> 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.*  <small>*Q-Symphony requires a compatible 2020-2024 Samsung TV. Please refer to <a href="https://samsung.com">samsung.com</a> for more information.</small>	 <b>2 9.1.2 Ch. True Dolby Atmos Sound</b> Feel surrounded by crystal clear audio from all sides as you watch. Experience dimensional sound from every channel.	 <b>3 Wireless Dolby Atmos</b> Skip the HDMI cables and enjoy truly elevated audio with Wireless Dolby Atmos™. Experience captivating audio without the cable clutter.  <small>*Compatible with select 2022-2024 Samsung TVs</small>	 <b>4 Rear Speaker Kit Included</b> Complete the all-around audio experience with our included rear speaker kit that helps boost the sound from your TV.	 <b>5 Smart Integration</b> Connect your devices and control everything with our soundbar that integrates your favorite voice assistants and smart services like Built-in Alexa <sup>1</sup> , Chromecast <sup>2</sup> , Airplay 2 <sup>3</sup> and more.  <small><sup>1</sup>Content Services may vary by region &amp; are subject to change without notification. Amazon, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates. <sup>2</sup>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 &amp; are subject to change without notification. <sup>3</sup>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>
<b>6 SpaceFit Sound Pro</b> 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.	<b>7 Adaptive Sound</b> 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.	<b>8 Game Mode Pro</b> 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 in sync with your TV.*  <small>*Compatible with Gaming Hub and select gaming consoles (e.g. Xbox X, PS5). Game console sold separately.</small>	<b>9 AVA</b> 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.	<b>10 Tap Sound</b> 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.*  <small>*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.</small>

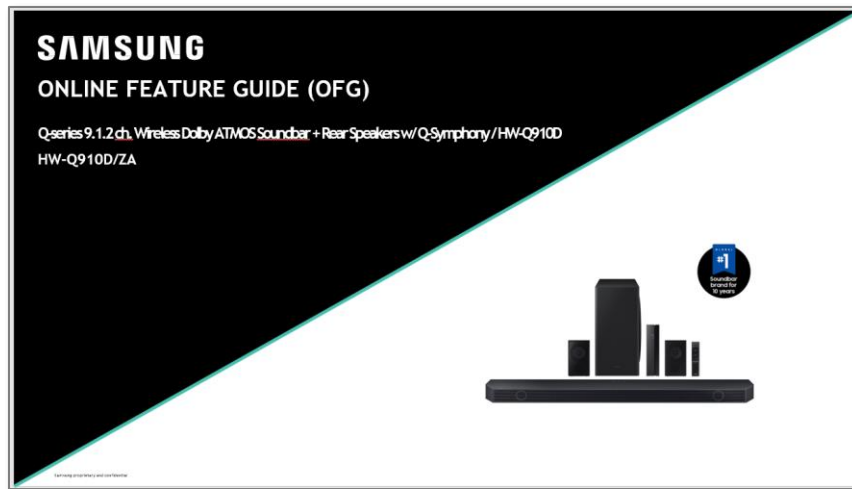
# BTF Feature Copy (OFG)

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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).



Online Feature Grid for [HW-Q910D on Easy Ads](#)



# BTF Feature Images (OFG)

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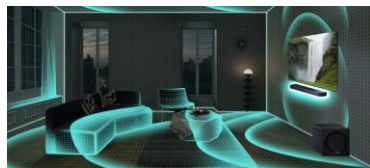
Product Page:  
Below the fold

## GUIDELINES

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



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



7



8



9



Online Feature Grid Images for [HW-Q910D on Easy Ads](#)

# Spec Sheet, User Guide

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Product Page:  
Above or Below the fold

## GUIDELINES

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

## Spec Sheet

### HW-Q910D

SPEC SHEET

#### PRODUCT HIGHLIGHTS

- For sound that's off the charts, combine a Samsung TV with a Samsung soundbar.\*
- Layers of dimension and crystal clarity sound surrounds you in a true Dolby Atmos experience.
- Feel surrounded. Cue up Dolby Atmos sound and skip the cumbersome HDMI cables.\*\*
- Complete the all-around-you audio experience with the included rear speaker kit.

Experience striking Dolby Atmos™ audio from a smart Soundbar that stays in sync with your TV's speakers\* and surrounds you in sound from all angles.

\*For Samsung TVs with a compatible Q910D Samsung TV. Please refer to Samsung.com for more information. \*\*Compatible with select Q910D Samsung TVs.

#### KEY FEATURES

**Q-SYMPHONY\***  
Bring up your audio with the greatest due of all time—Samsung TVs paired with Samsung soundbars. With Q-Symphony, your TV speakers paired with Q-Series soundbars operate as one.

**9.1.2 CH. TRUE DOLBY ATMOS SOUND**  
Layers of dimension and crystal clarity sound surrounds you in 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.

**REAR SPEAKER KIT INCLUDED**  
Complete the all-around-you audio experience with the included rear speaker kit.

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

**SPACIFY SOUND PRO**  
Specify anything, anything. This soundbar reacts accordingly. Get room-filling sound, calibrated to your space, with a soundbar that analyzes your environment and automatically optimizes the audio experience.

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

**SAME NODE PRO†**  
The game is calling. Powerful up-firing speakers, acoustic beam and strong woofers unlock a more intuitive gaming experience, complete with 3D optimized sound.

**ACTIVE VOICE AMPLIFIER**  
To ensure dialogue is not drowned out, Active Voice Amplifier breaks down room noise so that onscreen 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.

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SEE BACK FOR DETAILS

EasyAds [link](#) to Q910D Spec Sheet

## User Guide

### SAMSUNG

#### Simple User Guide

HW-Q910D / HW-Q910D

#### SAFETY INFORMATION

**SAFETY WARNINGS**

**PRECAUTIONS**

#### 02 PRODUCT OVERVIEW

Top Panel of the Soundbar

Bottom Panel of the Soundbar

#### 01 CHECKING THE COMPONENTS

#### 03 CONNECTING THE SOUNDBAR

Connecting the power and surts

#### 04 USING A WIRED CONNECTION

Connecting a Wired Speaker

#### 05 USING A WIRELESS CONNECTION

Connecting a Wireless Speaker

**NOTE**

**SAMSUNG**

EasyAds [link](#) to Q910D User Guide

# Keywords (Metatags)

## Product Page: Above the fold

### GUIDELINES

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

Primary Keywords: Include in Metadata & H1 tag	
1	Soundbar
2	Samsung Soundbar
3	Samsung Q Symphony Soundbar

Top Branded Keywords	
1	samsung q symphony
2	samsung adaptive sound
3	adaptive sound samsung soundbar
4	samsung spacefit sound pro
5	samsung soundbar bluetooth
6	game mode pro samsung soundbar

### Product Info & Features Keywords

1	soundbar for tv
2	dolby atmos soundbar
3	wireless dolby atmos
4	bluetooth soundbar
5	smart soundbar
6	smart tv soundbar
7	q symphony
8	wireless home audio
9	wireless home audio systems
10	wireless home audio system
11	wireless audio
12	wireless tv audio system
13	adaptive sound
14	adaptive sound technologies
15	surround sound
16	wireless surround sound
17	samsung surround sound
18	surround sound bar
19	sound bar surround sound
20	good soundbar for gaming
21	soundbar for gaming
22	spacefit sound pro
23	bluetooth soundbar
24	bluetooth soundbar for tv
25	bluetooth soundbar speaker
26	soundbar bluetooth speaker
23	3d sound bar

# Alt Text

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**Product Page:**  
Above or Below the fold

## GUIDELINES

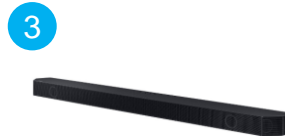
1. Include alt text on images in the carousel.
2. Alt text describes an image on a page, for those who are not able to see it.
3. Alt text is indexed by search engines, providing search engine optimization, and it will appear on the page if image fails to load.
4. It is best practice to include alt text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



Alt Text:  
Samsung HW-Q910D Soundbar set with subwoofer and remote front view



Alt Text:  
Samsung HW-Q910D Soundbar with subwoofer perspective angle view



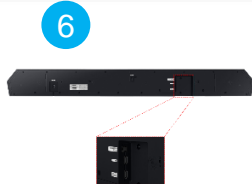
Alt Text:  
Samsung HW-Q910D Soundbar perspective angle view



Alt Text:  
Samsung HW-Q910D Subwoofer perspective angle View



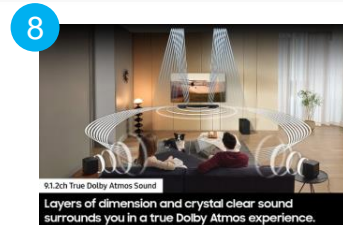
Alt Text: Samsung HW-Q910D  
What's in the box: soundbar, subwoofer, HDMI cable, wall mount kit, rubber foot, remote controller with batteries.



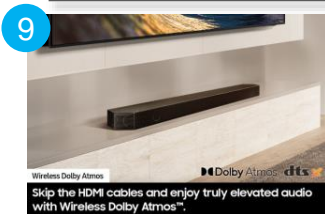
Alt Text:  
Jackpack image showing detail of back of soundbar.



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



Alt Text: 9.1.2ch True Dolby Atmos Sound:  
Layers of dimension and crystal clear sound surrounds you in a true Dolby Atmos experience.



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



Alt Text: Built-in Voice Assistant  
Activate hands-free navigation of your soundbar and TV using built-in voice assistants\* Please see disclosures for more information.



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



THANK YOU.