SAMSUNG

QN900D
Digital Launch Toolkit

QN85QN900DFXZA
QN75QN900DFXZA
QN65QN900DFXZA

Updates

7/26/24
- Updated SML Copy slides 5, 6, 7

7/10/24:
- Image Carousel #1, slide 4
- Updated S/M/L AI messaging slide 5, 6, 7
- OFG slide 8
- Alt Text images #1, slide 12

5/29/24
- Added Neo QLED 8K Videos to Image Carousel slide 4

4/10/24
- Image Carousel slide 4
  - Updated product images
  - Added lifestyle image
  - Added video
- Spec Sheet slide 10
- Alt Text images slide 12

2/14/24:
- Image Carousel #1 & #2; WITB #5 slide 4
- OFG slide 8
- Spec Sheet slide 10
- Alt Text #1, #2, #5 slide 12

2/7/24:
- Image Carousel #1 & #2; WITB #5 slide 4
- OFG Motion Xcelerator 244 Hz feature #10 slide 8
- Added Spec Sheet slide 10
- Added Keywords slide 11
- 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 #

QN900D Headline Example:

Samsung | 85" Class | QN900D | Neo QLED | 4K | Smart TV | QN85QN900DFXZA

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.
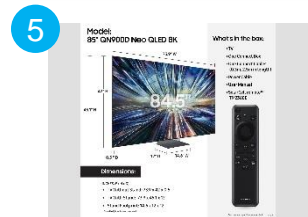
1
EasyAds Link

2
EasyAds ID/Link

3
EasyAds ID/Link

4
EasyAds ID/Link

5
EasyAds ID/Link

6
EasyAds ID/Link

7
EasyAds ID/Link

8
EasyAds ID/Link

9
EasyAds ID/Link

10
EasyAds ID/Link

11
EasyAds Link

12
QN900D Feature Videos
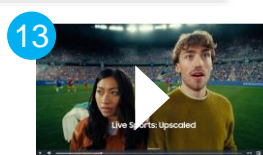
13
Neo QLED 8K Videos

Easy Ads link to all images

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	QN900D
Screen Sizes	85", 75", 65"

Our flagship TV features our highest resolution, slimmest profile and most mind–blowing sound.

1 Infinity Air Design	**2** Neo Quantum HDR 8K Pro	**3** Real 8K Resolution With AI Upscaling Pro	**4** AI Motion Enhancer Pro	**5** Dolby Atmos™ and Object Tracking Sound Pro
See more of the screen and less of the borders with our slimmest profile.	Take in our best 8K picture with a huge range of contrast and color.	See our clearest picture with our best 8K resolution using AI.*	See fast-moving objects with exceptional clarity made possible by AI technology, which minimizes motion distortion, blurring and stuttering.	Don't just hear the action—feel it with our best TV audio and built-in Dolby Atmos® sound.
		*Utilizes AI-based formulas to upscale to 8K resolution. Resulting picture may vary based on source content.		

6 SuperSize Picture Enhancer*	**7** Real Depth Enhancer Pro	**8** NQ8 AI Gen3 Processor	**9** Quantum Matrix Pro with Mini LEDS	**10** Motion Xcelerator 240Hz*
AI-enhanced picture quality optimized for a super large screen.	Experience real-life depth and dimension on screen.	See our clearest detail, stunning depth, shading and textures that result in a better-than-the-theater experience.	Discover details you've been missing—even in dark and light scenes.	Play games and content with ultra-smooth motion and virtually no lag or blur.*
*QN900D85" has SuperSize Picture Enhancer. Utilizes AI-Based formulas.				*240Hz is limited to 4K resolution and requires compatible content connection from compatible PCs. Motion Xcelerator 240Hz is sometimes called Motion Xcelerator Turbo 8K Pro.

# MEDIUM Overview & Feature Copy

SAMSUNG

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	QN900D
Screen Sizes	85", 75", 65"

Our flagship TV features our highest resolution, slimmest profile and most mind-blowing sound. Incredibly clear motion and a powerful processor make this TV stand out from the rest.

Infinity Air Design	Neo Quantum HDR 8K Pro	Real 8K Resolution With AI Upscaling Pro	AI Motion Enhancer Pro	Dolby Atmos™ and Object Tracking Sound Pro
1 Infinity Air Design	**2** Neo Quantum HDR 8K Pro	**3** Real 8K Resolution With AI Upscaling Pro	**4** AI Motion Enhancer Pro	**5** Dolby Atmos™ and Object Tracking Sound Pro
See more of the screen and less of the borders with an almost-invisible profile. The image reaches all edges of your TV, giving you an expansive view.	Take in our best 8K quality picture with a huge range of contrast and color. Brighter brights, darker darks bring you an unbelievable picture.	See our clearest picture with our best 8K resolution that instantly improves as you watch. It's 4x higher resolution than 4K for everything from games to movies and more. That's Samsung TV with AI upscaling*	See fast-moving objects with exceptional clarity with AI technology that detects the type of ball used in various sports and smooths its motion frame-by-frame.	Don't just hear the action—feel it with our best TV audio and built-in Dolby Atmos® sound. Dramatic 3D audio fills the room as AI Sound tracks the action on screen with pinpoint accuracy.
		*Utilizes AI-based formulas to upscale to 8K resolution. Resulting picture may vary based on source content.		

SuperSize Picture Enhancer*	Real Depth Enhancer Pro	NQ8 AI Gen3 Processor	Quantum Matrix Pro with Mini LEDS	Motion Xcelerator 240Hz*
6 SuperSize Picture Enhancer*	**7** Real Depth Enhancer Pro	**8** NQ8 AI Gen3 Processor	**9** Quantum Matrix Pro with Mini LEDS	**10** Motion Xcelerator 240Hz*
AI-enhanced picture quality optimized for a super large screen. The Supersize Picture Enhancer reduces noise and increases sharpness, even at its biggest size.	Experience depth and dimension on screen just like you do in real life. Real Depth Enhancer Pro finds the focal point in each frame and adjusts for a fully dimensional picture.	See our clearest detail, stunning depth, shading and textures that result in a better-than-the-theater experience, in addition to enhancing your audio and total TV performance.	Discover details you've been missing—even in dark and light scenes. It has 1.5x more lighting zones than normal Quantum Matrix technology for even greater detail.	Play games and content with amazingly smooth motion and virtually no lag or blur. Get uninterrupted action with crisp visuals rendered at top speeds.*
*QN900D85" has SuperSize Picture Enhancer. Utilizes AI-Based formulas.				*240Hz is limited to 4K resolution and requires compatible content connection from compatible PCs. Motion Xcelerator 240Hz is sometimes called Motion Xcelerator Turbo 8K Pro.

LONG Overview & Feature Copy

SAMSUNG

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.

Samsung Confidential

Model Series Number	QN900D
Screen Sizes	85", 75", 65"

Our flagship TV features our highest resolution, slimmest profile and most mind-blowing sound. Incredibly clear motion and a powerful processor make this TV stand out from the rest for a brighter, fuller viewing experience.

1 Infinity Air Design	2 Neo Quantum HDR 8K Pro	3 Real 8K Resolution With AI Upscaling Pro	4 AI Motion Enhancer Pro	5 Dolby Atmos™ and Object Tracking Sound Pro
See more of the screen and less of the borders with an almost-invisible profile. The image reaches all edges of your TV, giving you a more expansive view for all your movies, shows and content.	Take in our best 8K quality picture with a huge range of contrast and color. Brighter brights, darker darks bring you an unbelievable picture so clear, you can see every pixel.	See our clearest picture with our best 8K resolution. It instantly improves as you watch for 4x higher resolution than FHD for everything from games to movies, all thanks to 512 AI neural networks that help update each scene.* That's Samsung TV with AI Upscaling.*	See fast-moving objects with exceptional clarity with AI technology that detects the type of ball used in various sports and smooths its motion frame-by-frame, minimizing motion stuttering, distortion and blurring.	Don't just hear the action—feel it -with our best TV audio and built-in Dolby Atmos® sound. Dramatic 3D audio fills the room as AI Sound tracks the action on screen with pinpoint accuracy, so you can keep up with every piece of dialogue or background noise.
		*Utilizes AI-based formulas to upscale to 8K resolution. Resulting picture may vary based on source content.		

| 6 SuperSize Picture Enhancer*	7 Real Depth Enhancer Pro	8 NQ8 AI Gen3 Processor	9 Quantum Matrix Pro with Mini LEDS	10 Motion Xcelerator 240Hz*
AI-enhanced picture quality optimized for a super large screen. The Supersize Picture Enhancer reduces noise and increases sharpness even at its largest size, so you get a picture that's as bold as it is big.	AI technology pinpoints where you should focus and brings the object into the foreground, enhancing the feeling of 3D depth. With an upgraded, AI-based deep learning, experience depth and dimension on screen just like you do in real life.	See our clearest detail, stunning depth, shading and textures that results in a better-than-the-theater experience. Behind the scenes, the crazy-high-performance processor automatically transforms your content up to 8K, in addition to enhancing your audio and total TV performance. When every detail matters, it's worth seeing in 8K.	Discover details you've been missing— even in dark and light scenes. It has 1.5x more lighting zones than normal Quantum Matrix technology for even greater detail—and backlight dimming for better brightness.	Play games and content with amazingly smooth motion and virtually no lag or blur. Get uninterrupted action with crisp visuals rendered at blazing-fast speeds up to 240 frames per second for any content.*
*QN900D85" has SuperSize Picture Enhancer. Utilizes AI-Based formulas.				*240Hz is limited to 4K resolution and requires compatible content connection from compatible PCs. Motion Xcelerator 240Hz is sometimes called Motion Xcelerator Turbo 8K Pro.

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).

SAMSUNG

85" Class Samsung Neo QLED 8K QN900D
QN85QN900DFXZA

75" Class Samsung Neo QLED 8K QN900D
QN75QN900DFXZA

65" Class Samsung Neo QLED 8K QN900D
QN65QN900DFXZA

Neo QLED 8K

Product Guide

EasyAds link to QN900D OFG

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).
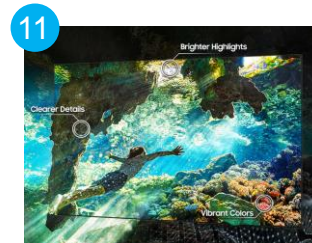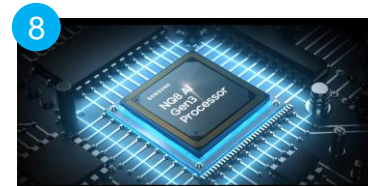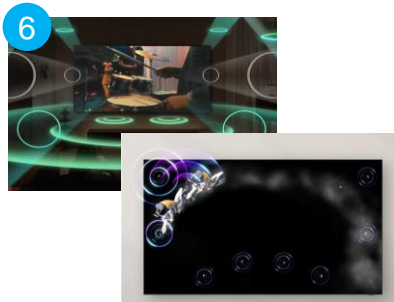
EasyAds link to
QN900D OFG images

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	8K TV samsung neoqled 85 inch tv
Top Branded Keywords	samsung neoqled 85 Samsung TV samsung 8k tv samsung smart tv 8k tv samsung samsung neo qled samsung 8k samsung tv 8k auto hdr remastering samsung samsung object tracking sound real depth enhancer samsung samsung infinity edge tv samsung tv auto depth enhancer
Product Info & Features	85 inch smart tv 85 inch 4k tv big screen tv big tv 4k led tv neoqled 85 neoqled tv neoqled AI Upscaling real depth enhancer quantum matrix technology quantum matrix technology pro object tracking sound dolby atmos and object tracking sound+ object tracking sound samsung neo quantum hdr auto hdr remastering hdr optimizer infinity edge TV

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" >.
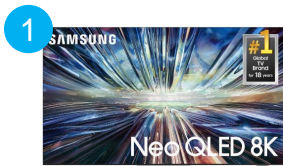
1
Alt Text:
Samsung Neo QLED 8K QN900D: TV Front View

2
Alt Text:
Samsung Neo QLED 8K QN900D : TV Angled View

3
Alt Text:
Samsung Neo QLED 8K QN900D : TV Side View

4
Alt Text:
Samsung Neo QLED 8K QN900D: jack pack Image

5
Alt Text:
Samsung Neo QLED 8K QN900D : What's in the Box – power cable, user manual, remote

6
Alt Text:
Samsung Neo QLED 8K QN900D : Infinity Air Design – See more of the screen and less of the borders with the slimmest profile.

7
Alt Text:
Samsung Neo QLED 8K QN900D : Neo Quantum HDR 8K – Take in our best 8K picture with a huge range of contrast and color.

8
Alt Text:
Samsung Neo QLED 8K QN900D : Real 8K Resolution with AI Upscaling – See a clear picture with 8K resolution.

9
Alt Text:
Samsung Neo QLED 8K QN900D : AI Motion Enhancer Pro – Watch live sports and action with smoother objects and text.*
Viewing experience may vary according to types of content and format. Upscaling may not apply to PC Connection and Game Mode.

10
Alt Text:
Samsung Neo QLED 8K QN900D: Dolby Atmos and Object Tracking Sound Pro – Don't just hear the action – feel it with our best TV audio and built-in Dolby Atmos sound.

11
Alt Text:
Samsung Neo QLED 8K QN900D lifestyle image

12
Alt Text:
Samsung Neo QLED 8K QN900D feature videos

13
Alt Text:
Samsung Neo QLED 8K videos

THANK YOU.