SAMSUNG

The Frame
Digital Launch Toolkit

QN85LS03DAFXZA
QN75LS03DAFXZA
QN65LS03DAFXZA
QN55LS03DAFXZA
QN50LS03DAFXZA
QN43LS03DAFXZA

Updates

4/23/24:
- Image Carousel, slide 4
  - Added 7 lifestyle images
  - Added 2 videos
- Alt Text, slide 13

4/3/24:
- Updated OFG, Art Store and Samsung Art Store – Streams and Samsung Art Store features, slide 8

3/27/24:
- Updated Short, Medium and Long Copy for features #6 and #7, slides 5, 6, & 7
- Updated Art Store/Streams in Spec Sheet, slide 10

2/14/24:
- Added 85" to OFG, S/M/L Copy and Spec Sheet
- Added Compatible Accessories, slide 12

2/7/24:
- Added Spec Sheet slide 10
- Added Keywords slide 11

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 #

LS03D Headline Example:

Samsung | 65" Class | LS03D | The Frame | QLED HDR | QN65LS03DAFXZA

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.
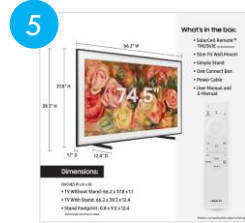
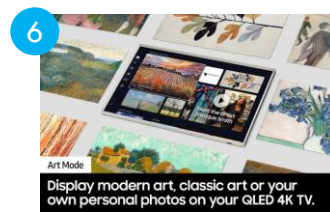Samsung Confidential

1

EasyAds Link

2

EasyAds Link

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EasyAds Link

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EasyAds Link

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EasyAds Link

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EasyAds Link

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EasyAds Link

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EasyAds Link

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EasyAds Link

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EasyAds Link

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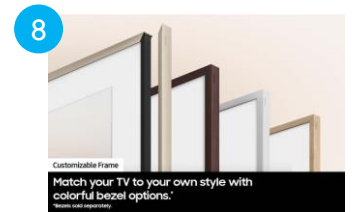
Easy Ads Link to 7 Lifestyle images

12

EasyAds Link to 2 videos

All product images for The Frame on EasyAds

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	The Frame
Screen Sizes	85", 75", 65", 55", 50", 43"

This lifestyle TV helps you curate your own gallery with works of art or personal photos.

1 Art Mode	2 Anti-Reflection with Matte Display	3 Customizable Frame	4 Slim-Fit Wall Mount Included	5 Pantone Validated
Display modern art, classic art or your own personal photos on your QLED 4K TV.	Enjoy more screen visibility with virtually no light reflection	Match your TV to your own style with colorful bezel options.*	Hang The Frame flush against the wall like a real art piece.*	Enjoy color validated by industry leading experts at Pantone®, so that images on the screen look as incredible as they do in real life.
	QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.	*Bezels sold separately.	*A small gap between the wall and TV may occur if wall is not 100% flat or is constructed off-angle to the floor or if installed incorrectly.	

6 Samsung Art Store - Streams	7 Samsung Art Store	8 Motion Sensor + Brightness Sensor	9 Quantum Processor 4K	10 Samsung Tizen OS + SmartThings
Stream regularly curated complimentary artworks on your screen.	Unlimited access to 2,500+ pieces of art from world-famous galleries and museums.*	Your art instantly turns on with movement in the room.*	Powers your TV's 4K HDR picture and sound.	Discover your must-have apps and streaming services all just a few clicks away. *
*Fees apply to Art Store subscription service.	*Fees apply to subscription service.	*Motion Sensor operates only in Art Mode. Performance may vary depending on the lighting condition.		*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

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	The Frame
Screen Sizes	85", 75", 65", 55", 50", 43"

> This lifestyle TV helps you curate your own gallery with works of art or personal photos. It's customizable and showcases expert-validated color and 4K resolution.

1 Art Mode	2 Anti-Reflection with Matte Display	3 Customizable Frame	4 Slim-Fit Wall Mount Included	5 Pantone Validated
Transform your QLED 4K TV into your own art exhibit with modern or classic art pieces, or your own personal photos.	Enjoy more visibility of your QLED 4K TV with 100% Color Volume with virtually no light reflection, night or day.*"	Match your TV to your own style with colorful bezel options. The magnetic bezel is easy to snap on, making design updates a breeze.*	Hang The Frame flush against the wall like a real art piece. Less gap between your TV and wall means you get a sleeker look.*	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.
	QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.	*Bezels sold separately.	*A small gap between the wall and TV may occur if wall is not 100% flat or is constructed off-angle to the floor or if installed incorrectly.	

6 Samsung Art Store – Streams	7 Samsung Art Store	8 Motion Sensor + Brightness Sensor	9 Quantum Processor 4K	10 Samsung Tizen OS + SmartThings
The Frame now comes with Streams - a complimentary set of regularly curated artworks sampled from the Samsung Art Store.	Get unlimited access to 2,500+ of new and classic pieces of art from world-famous galleries and museums with a subscription to the Art Store.*	Your art instantly turns on with movement in the room and adjusts the brightness of the TV to help maximize energy efficiency.*	Powers your TV's 4K HDR picture and sound for clear resolution and contrast.	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. *
*Fees apply to Art Store subscription service.	*Fees apply to subscription service.	*Motion Sensor operates only in Art Mode. Performance may vary depending on the lighting condition.		*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

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	The Frame
Screen Sizes	85", 75", 65", 55", 50", 43"

This lifestyle TV helps you curate your own gallery with works of art or personal photos. It's customizable to fit your style—while showcasing expert-validated color and 4K resolution.

1 Art Mode

Transform your QLED 4K TV into your own art exhibit with modern art, classic art pieces or your own personal photos when you're not watching your favorite shows.

2 Anti-Reflection with Matte Display

Enjoy more visibility of your QLED 4K TV with 100% Color Volume with virtually no light reflection, night or day. The premium Matte Display Film limits light distraction by reducing glare from all your shows, contents, and works of art.*

QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.

3 Customizable Frame

Match your TV to your own style with colorful bezel options. The magnetic bezel is easy to snap on, making design updates a breeze – whatever your aesthetic, mood, or occasion.

*Bezels sold separately.

4 Slim-Fit Wall Mount Included

Hang The Frame flush against the wall like a real art piece. Less gap between your TV and wall means you get a sleeker look.*

*A small gap between the wall and TV may occur if wall is not 100% flat or is constructed off-angle to the floor or if installed incorrectly.

5 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.

6 Samsung Art Store - Streams

The Frame now comes with Streams - a complimentary set of regularly curated artworks sampled from the Samsung Art Store.

*Fees apply to Art Store subscription service.

7 Samsung Art Store

Get unlimited access to new and classic artworks from world-famous galleries and museums with a subscription to the Art Store. Art Store gives you access to 2,500+ pieces of art from every genre, all PANTONE validated – just like the rest of your TV.*

*Fees apply to subscription service.

8 Motion Sensor + Brightness Sensor

Your art instantly turns on with movement in the room and adjusts the brightness of the TV to help maximize energy efficiency.*

*Motion Sensor operates only in Art Mode. Performance may vary depending on the lighting condition.

9 Quantum Processor 4K

Powers your TV's 4K HDR picture and sound for sharp details, clear resolution and vivid color and contrast.

10 Samsung Tizen OS + SmartThings

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.*

*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)

SAMSUNG

Product Page:
Below the fold

GUIDELINES

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

SAMSUNG
Online Feature Grid (OFG)

85" Class The Frame QLED 4K LS03D
QN85LS03DAFXZA

75" Class The Frame QLED 4K LS03D
QN75LS03DAFXZA

65" Class The Frame QLED 4K LS03D
QN65LS03DAFXZA

55" Class The Frame QLED 4K LS03D
QN55LS03DAFXZA

50" Class The Frame QLED 4K LS03D
QN50LS03DAFXZA

43" Class The Frame QLED 4K LS03D
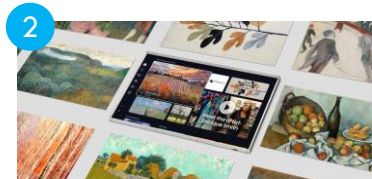QN43LS03DAFXZA

EasyAds Link

Samsung Confidential

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).

Online Feature Images on Easy Ads here

Spec Sheet, User Guide & Energy Guide
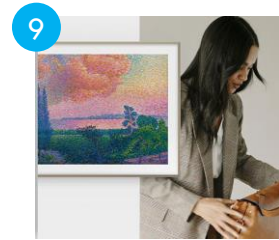
Product Page:
Above or Below the fold

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.

Keywords	Note, where a size is indicated, change/update as needed.
Primary Keywords: Include in metadata & H1 tag	samsung the frame samsung frame tv 75 inch tv
Top Branded Keywords	samsung 75 inch tv samsung 75 inch smart tv 75 inch samsung smart tv 75 inch samsung qled tv 75 inch samsung tv Samsung TV samsung the frame qled samsung smart tv samsung frame frame tv samsung samsung frame tv 75 frame tv the frame tv samsung picture frame tv samsung pantone validated samsung frame tv customizable bezel anti reflection samsung tv samsung 75 the frame qled 4k smart tv samsung slim fit tv mount
Product Info & Features	Smart TV 4K TV 4k led tv tv 75 inch 75 in tv big screen tv big tv the frame qled the frame qled 4k smart tv frame tv slim fit wall mount slim fit tv wall mount frame tv customizable bezel customizable frame tv pantone validated pantone validated display pantone validated screen pantone validated tv matte screen tv tv with matte screen 4k tv matte screen 4k tv with matte screen tv with art display best tv for color volume color volume in a tv anti reflection tv screen anti reflective tv

Compatible Accessories

Product Page:
Above or Below 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.

The Modern Customizable Frame Bezels

The Frame Customizable Bezel Sand Gold Metal

Slim Fit Camera

One Invisible Connection Cable

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 The Frame LS03D Lifestyle TV front view

Alt Text:
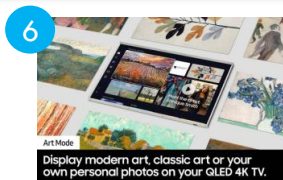Samsung The Frame LS03D Lifestyle TV angled view

Alt Text:
Samsung The Frame LS03D Lifestyle TV side view

Alt Text:
Samsung The Frame LS03D detail back view

Alt Text:
Samsung The Frame LS03D: What's in the Box image: power cable, manual, slim fit wall mount, One Connect box, remote

Alt Text:
Samsung The Frame LS03D: Art mode: Display modern art, classic art or your own personal photos on your QLED 4K TV.

Alt Text:
Samsung The Frame LS03D: Anti-reflection with Matte Display: Catch every detail in the dark and bright scenes.

Alt Text:
Samsung The Frame LS03D: Customizable Frame: Match your TV to your style with colorful bezel options.

Alt Text:
Samsung The Frame LS03D Lifestyle TV: Modern frame design – designed to look like a slim picture frame.

Alt Text:
Samsung The Frame LS03D Lifestyle TV: Lifestyle image

Alt Text:
Samsung The Frame LS03D Lifestyle images

THANK YOU.