

SAMSUNG

QN800D

Digital Launch Toolkit



QN85QN800DFXZA
QN75QN800DFXZA
QN65QN800DFXZA

8th Update: 7/26/24
7th Update: 7/10/24
6th Update: 6/26/2024
5th Update: 5/29/2024
4th Update: 5/1/2024
3rd Update: 4/10/2024
2nd Update: 2/14/2024
1st Update: 2/7/2024
Originally Published: 2/1/2024

7/26/2024:

- Updated SML Copy slides [5](#), [6](#), [7](#)

7/10/2024:

- Image Carousel [slide 4](#)
- OFG updated [slide 8](#)
- Updated messaging on [slides 5, 6, 7](#)
- Compatible Accessories updated [slide 12](#)
- Alt Text updated [slide 13](#)

6/26/24

- Added lifestyle images to Image Carousel, [slide 4](#)
- Added lifestyle images Alt Text, [slide 12](#)

5/29/24

- Added Neo QLED 8K Videos to Image Carousel, [slide 4](#)

5/1/24

- Added Compatible Accessories, [slide 12](#)

4/10/24

- Image Carousel, [slide 4](#)
 - Updated product images
 - Added video
- Updated Spec Sheet, [slide 10](#)
- Updated Alt Text images, [slide 12](#)

2/14/24

- Updated Image Carousel images #1 & #2; WITB #5, [slide 4](#)
- Updated OFG, [slide 8](#)
- Updated Spec Sheet, [slide 10](#)
- Updated Alt Text images #1, #2, #5, [slide 12](#)

2/7/24

- Updated Image Carousel images #1 & #2; WITB #5, [slide 4](#)
- Updated OFG Motion Xcelerator feature #9, [slide 8](#)
- Added Spec Sheet, [slide 10](#)
- Added Keywords, [slide 11](#)
- Updated Alt Text images #1, #2, #5, [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 Name | Size | Series | Screen Technology | Resolution | Smart TV | Model #

QN800D Headline Example:

Samsung | 85" Class | QN800D | Neo QLED | 8K | Smart TV | QN85QN800DFXZA

Image Carousel

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Product Page: Above the fold

GUIDELINES

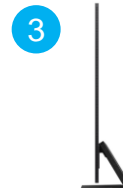
1. Images should follow the Image Order Guidance as shown here.
2. If image is missing from EasyAds, use the next available following Image Order Guidance.
3. If carousel slots are limited, Product Images, Jackpack, What's in the Box, and Video(s), should be prioritized, as applicable. Benefit Based 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.



EasyAds [Link](#)



EasyAds [Link](#)



EasyAds [Link](#)



EasyAds [Link](#)



EasyAds [Link](#)



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EasyAds [Link](#)



EasyAds [Link](#)



EasyAds [Link](#)



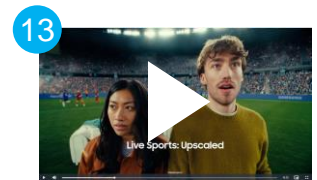
EasyAds [Link](#)



EasyAds [Link](#)



QN800D Feature Videos



Neo QLED 8K Videos

[EasyAds 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	QN800D
Screen Sizes	85", 75", 65"

This unbelievable TV features a more detailed image, high resolution and great sounds.

<p>1</p> 	<p>2</p> 	<p>3</p> 	<p>4</p> 	<p>5</p> 
<p>Quantum Matrix Pro with Mini LEDs</p>	<p>Neo Quantum HDR 8K+</p>	<p>Real 8K Resolution With AI Upscaling</p>	<p>AI Motion Enhancer</p>	<p>Dolby Atmos™ and Object Tracking Sound+</p>
<p>Discover details you've been missing even in dark and light scenes.</p>	<p>Take in a hyper-realistic 8K picture with color and contrast.</p>	<p>See a clear picture with 8K resolution using AI technology.*</p> <p><small>*Utilizes AI-based formulas to upscale to 8K resolution. Resulting picture may vary based on source content.</small></p>	<p>Eliminate stutter of fast moving objects in live sports.</p>	<p>Put yourself in the middle of the action with built-in Dolby Atmos®.</p>
<p>6 SuperSize Picture Enhancer*</p>	<p>7 Real Depth Enhancer Pro</p>	<p>8 NQ8 AI Gen2 Processor</p>	<p>9 Motion Xcelerator 165Hz*</p>	<p>10 Auto HDR Remastering</p>
<p>Experience real-life depth and dimension on screen.</p> <p><small>*QN800D 85" has SuperSize Picture Enhancer.</small></p>	<p>Experience real-life depth and dimension on screen.</p>	<p>See clear detail, stunning depth, shading and textures that result in a better-than-the-theater experience.</p>	<p>Stream your content with ultra-smooth motion and virtually no lag or blur.*</p> <p><small>*165Hz is limited to 4K resolution and requires compatible content connection from compatible PCs. Motion Xcelerator 165Hz is sometimes called Motion Xcelerator Turbo 8K+.</small></p>	<p>Elevate your viewing experience with our best 4K color and contrast.</p>

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	QN800D
Screen Sizes	85", 75", 65"

This unbelievable TV features a more detailed image, high resolution and great sound. Clear movement and enhanced depth bring you extra awe.

1	2	3	4	5
				
Quantum Matrix Pro with Mini LEDs	Neo Quantum HDR 8K+	Real 8K Resolution With AI Upscaling	AI Motion Enhancer	Dolby Atmos™ and Object Tracking Sound+
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.	Take in a hyper-realistic 8K picture with color and contrast. See deep blacks, bright highlights and a wide spectrum of lifelike colors—all in stunning 8K resolution.	See a clear picture with 8K resolution that instantly improves as you watch. It's 4x higher resolution than FHD—for everything from games to movies and more. That's Samsung TV with AI Upscaling.* *Utilizes AI-based formulas to upscale to 8K resolution. Resulting picture may vary based on source content.	Never lose sight of fast moving objects in sports like football, basketball, or hockey. AI technology smooths blur and stutter so you can enjoy the action without missing a detail.	Put yourself in the middle of the action with built-in Dolby Atmos®. When cars are speeding across your Samsung AI TV screen, 3D sound moves right along with them, thanks to Object Tracking Sound+.
6	7	8	9	10
SuperSize Picture Enhancer*	Real Depth Enhancer Pro	NQ8 AI Gen2 Processor	Motion Xcelerator 165Hz*	Auto HDR Remastering
AI-enhanced picture quality optimized for a super large screen. The SuperSize Picture Enhancer reduces noise and increases sharpness, even at its biggest size. *QN800D 85" has SuperSize Picture Enhancer.	Experience real-life depth and dimension on screen. AI technology pinpoints where you should focus and brings the object into the foreground, enhancing the feeling of 3D depth.	See clear detail, stunning depth, shading and textures that result in a better-than-theater experience, in addition to enhancing your audio and total TV performance.	Stream your content with ultra-smooth motion and virtually no lag or blur. Faster response and rendering mean your button-mashing gets better results with visuals that stay crisp.* *165Hz is limited to 4K resolution and requires compatible content connection from compatible PCs. Motion Xcelerator 165Hz is sometimes called Motion Xcelerator Turbo 8K+.	Elevate your viewing experience with our best 4K color and contrast. AI-based algorithms help create brighter highlights and details.

LONG 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	QN800D
Screen Sizes	85", 75", 65"

This unbelievable TV features a more detailed image, high resolution and great sound. Clear movement and enhanced depth bring extra awe to everything you watch.

<p>1</p> 	<p>2</p> 	<p>3</p> 	<p>4</p> 	<p>5</p> 
<p>Quantum Matrix Pro with Mini LEDs</p> <p>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.</p>	<p>Neo Quantum HDR 8K+</p> <p>Take in a hyper-realistic 8K picture with color and contrast. See deep blacks, bright highlights and a wide spectrum of lifelike colors—all in stunning 8K resolution adding depth and brilliance to the image.</p>	<p>Real 8K Resolution With AI Upscaling</p> <p>See a clear picture with 8K resolution. It instantly improves as you watch for 4x higher resolution than FHD—for everything from games to movies, all thanks to 256 AI neural networks that help update each scene. That's Samsung TV with AI Upscaling.*</p> <p>*Utilizes AI-based formulas to upscale to 8K resolution. Resulting picture may vary based on source content.</p>	<p>AI Motion Enhancer</p> <p>Never lose sight of fast moving objects in sports like football, basketball, or hockey. AI technology smooths blur and stutter so you can enjoy the action without missing a detail on your 8K TV.</p>	<p>Dolby Atmos™ and Object Tracking Sound+</p> <p>Put yourself in the middle of the action with built-in Dolby Atmos®. When cars are speeding across your Samsung AI TV screen, sound moves right along with them to deliver realistic, 3D audio, thanks to Object Tracking Sound+.</p>
<p>6</p> <p>SuperSize Picture Enhancer*</p> <p>AI-enhanced picture quality optimized for a super large screen. The Superize 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.</p> <p>*QN800D 85" has Superize Picture Enhancer.</p>	<p>7</p> <p>Real Depth Enhancer Pro</p> <p>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.</p>	<p>8</p> <p>NQ8 AI Gen2 Processor</p> <p>See clear 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.</p>	<p>9</p> <p>Motion Xcelerator 165Hz*</p> <p>Stream your content with ultra-smooth motion and virtually no lag or blur. Faster response and rendering mean your button-mashing gets better results with visuals that stay crisp, no matter how much action is on-screen.*</p> <p>*165Hz is limited to 4K resolution and requires compatible content connection from compatible PCs. Motion Xcelerator 165Hz is sometimes called Motion Xcelerator Turbo 8K+.</p>	<p>10</p> <p>Auto HDR Remastering</p> <p>Elevate your viewing experience with our best 4K color and contrast. AI-based algorithms help create brighter highlights and details.</p>

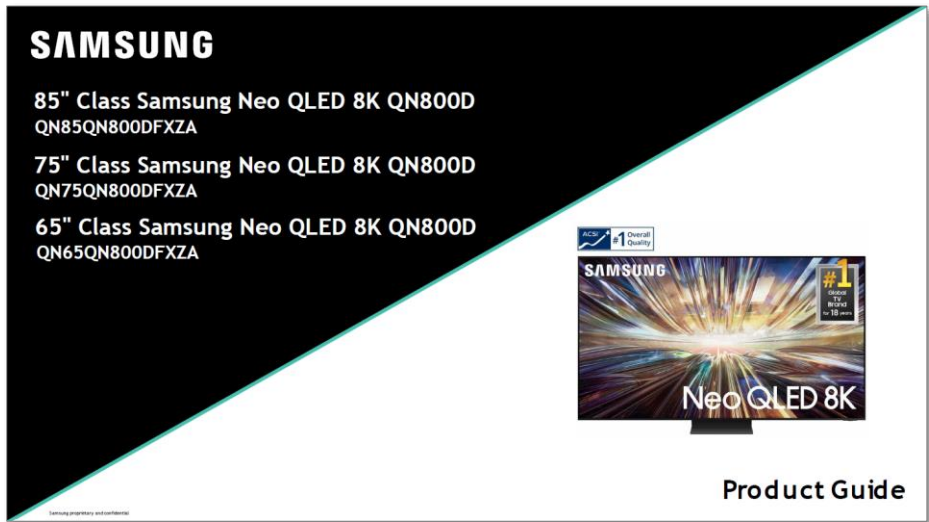
BTF Feature Copy (OFG)

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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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85" Class Samsung Neo QLED 8K QN800D
QN85QN800DFXZA

75" Class Samsung Neo QLED 8K QN800D
QN75QN800DFXZA

65" Class Samsung Neo QLED 8K QN800D
QN65QN800DFXZA

Product Guide

The screenshot shows a product page layout. On the left, the Samsung logo is at the top, followed by three product listings for 85", 75", and 65" class Samsung Neo QLED 8K QN800D models with their respective model numbers. On the right, there is a product image of a Samsung Neo QLED 8K TV. The image includes a 'Best Overall' award badge from CNET and a 'Neo QLED 8K' label. Below the image, the text 'Product Guide' is visible. A small copyright notice '© Samsung Electronics America, Inc. 2023' is at the bottom left of the screenshot.

EasyAds [link](#) to QN800D OFG

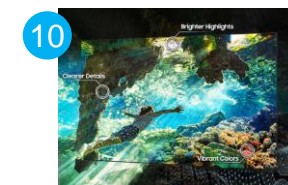
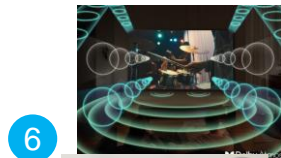
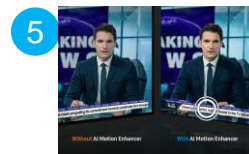
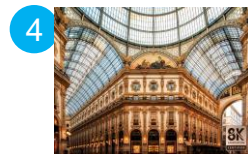
BTF Feature Images (OFG)

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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).



EasyAds [link](#) to QN800D OFG images

Spec Sheet, User Guide, Energy 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.

QN800D Samsung Neo QLED 8K TV

PRODUCT HIGHLIGHTS

- Quantum Matrix Pro with Mini LEDs
- Neo Quantum HDR 8K+
- Real 8K Resolution with AI Upscaling*
- All Motion Enhancer†
- Dolby Atmos™ and Object Tracking Sound‡

SIZE CLASS

85QN800D 75QN800D 65QN800D

KEY FEATURES

- Picture**
 - Quantum Matrix Pro with Mini LEDs
 - Neo Quantum HDR 8K+
 - Real 8K Resolution with AI Upscaling*
 - All Motion Enhancer†
 - NOIR AI Gen2 Processor
 - 100% Color Volume with Quantum Dot‡
 - 100Hz 8K Streaming™
 - Master Motionizer 100Hz‡
 - Auto HDR Remastering†
 - EyeComfort Mode
 - Real Depth Enhancer Pro
 - Auto Game Mode (ALLM)
 - Super UltraWide Game View & Game Bar†
 - Mini Map Zoom
 - Anti-Reflection
- Smart Features***
 - SmartThings™
 - Universal Guide
 - Ambient Mode
 - Built-In Voice Assistant†
 - Samsung TV Plus
 - Samsung SmartThings
 - Multi View
 - SmartThings Compatible†
 - Samsung Health†
 - GameTime
 - Samsung Gaming Hub†
- Connectivity**
 - 4 HDMI 2.1 Features Supported**
 - Auto Low Latency Mode (ALLM) supported on all games
 - FreeSync™ (AMD) and G-Sync™ (NVIDIA) supported on all games
 - Variable Refresh Rate (VRR) supported on all games
 - 120Hz Refresh Rate (120Hz) supported on all games
 - USB-C 1x, USB-A 1x
 - LAN Port
 - Wi-Fi 6E built-in (Wi-Fi 6E) supported on QN800D
- Included Accessories**
 - Separate Remote™ (TM-2368E)
 - Slim Fit Wall Mount Support
 - Slim Fit Care Support
 - One Connect Cable (0.3m, 2.5m in length)
 - Power Cable
 - Manual
- Industry Certifications**
 - RoHS Compliant TV
 - SR Association
 - SR Ultra HD
 - ETN Member Model

Design

- 100% by One Design
- Titan Black One Connect Stand

See Back for Details

EasyAds [link](#) to QN800D Spec Sheet

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Simple User Guide

Before Reading This Simple User Guide

Warning! Important Safety Instructions

Power

Installation

Warranty

Customer Support

EasyAds [link](#) to QN800D User Guide

Federal law prohibits removal of this label before consumer purchase.

ENERGY GUIDE

Television

SAMSUNG Electronics
QN85QN800DF

Estimated Yearly Energy Cost

\$40

Cost Range of Similar Models (69.5" or greater)

~~\$97~~

\$15

- Based on 12 cents per kWh and 5 hours use per day
- Estimated yearly electricity use of this model: 332 kWh
- Your cost depends on your utility rates and use.

Visit ftc.gov/energy

[Link](#) to QN800D Energy Guides

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 8k samsung neo qled samsung 8k samsung tv 8k ai upscaling samsung tv samsung object tracking sound real depth enhancer samsung samsung quantum matrix technology samsung tv auto depth enhancer
Product Info & Features	85 inch smart tv 85 inch 8k tv big screen tv big tv 8k smart tv neoqled 85 neoqled tv neoqled real depth enhancer pro 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 neo quantum hdr 8k pro auto hdr remastering auto hdr remastering samsung ai upscale ai upscaling ai upscale tv ai upscaling tv



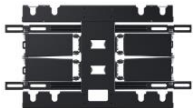

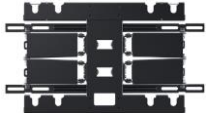
Compatible Accessories

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Product Page:
Above 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.

TV Series	Screen Sizes	Slim Fit Wall Mount	Full Motion Slim Fit Wall Mount	Slim Fit Camera
 <p>2024 QN800D</p>	85"	 <p>WMN-B50EB/ZA All Screen Sizes</p>	 <p>WMN-B30FB/ZA (85")</p>	 <p>VG-STCBU2K/ZA All Screen Sizes</p>
	75"		 <p>WMN-B16FB/ZA (65", 75")</p>	
	65"			

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: ``.



Alt text:
Samsung QN800D TV
Front facing image



Alt text:
Samsung QN800D TV
angle image



Alt text:
Samsung QN800D TV
side view image



Alt text:
Samsung QN800D TV
jackpack image



Alt text:
Samsung QN800D TV What's in the
Box includes: TV, One Connect Box,
One connect cables, power cable,
User Manual, SolarCell remote.



Alt text:
Quantum Matrix Pro with Mini LEDs.
Discover details you've been missing—
even in dark and light scenes.



Alt text:
Neo Quantum HDR 8K+. Take in a
hyper-realistic 8K picture with color
and contrast.



Alt text:
Real 8K Resolution with AI Upscaling.
See a clear picture with 8K
resolution.



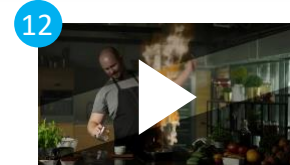
Alt text:
AI Motion Enhancer. Eliminates
motion stutter to create a
smooth viewing experience.



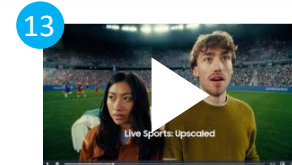
Alt text:
Dolby Atmos and Object Tracking
Sound+. Put yourself in the middle of
the action with built-in Dolby Atmos.



Alt text:
Samsung QN800D TV lifestyle
images



Alt text:
Samsung QN800D feature video



Alt text:
Samsung Neo QLED 8K videos

THANK YOU.