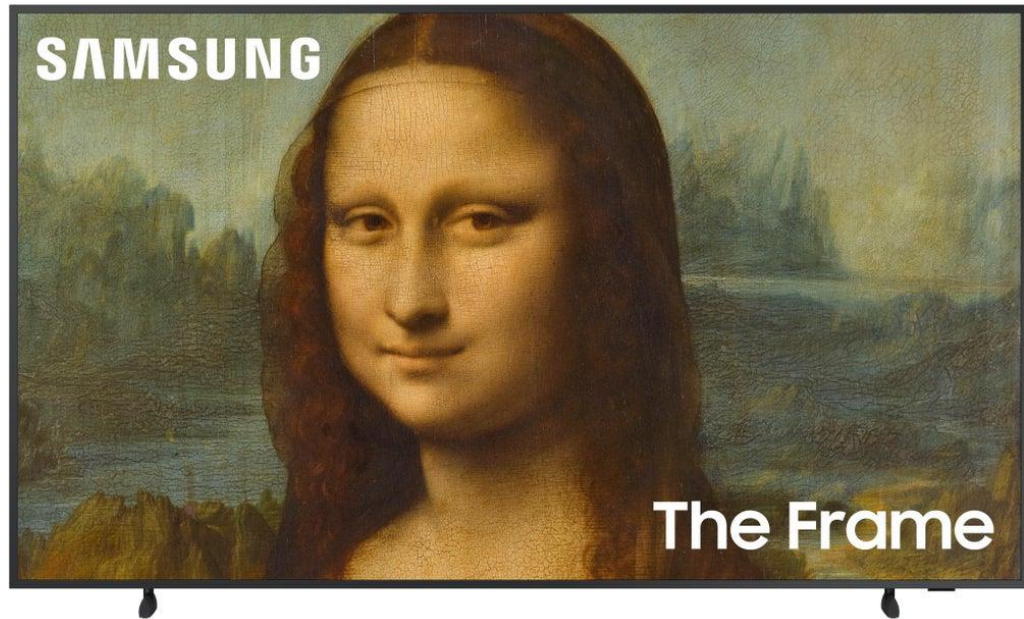


**SAMSUNG**

# The Frame LS03B

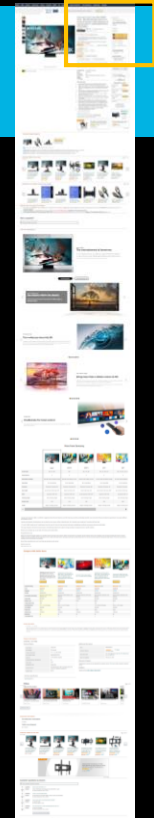
PDP Digital  
Launch Toolkit  
2022

QN75LS03BAFXZA  
QN65LS03BAFXZA  
QN55LS03BAFXZA  
QN50LS03BAFXZA  
QN43LS03BAFXZA  
QN32LS03BBFXZA



**8<sup>th</sup> Update: 11/14/2022**  
**7<sup>th</sup> Update 10/06/2022**  
**6<sup>th</sup> Update 07/18/2022**  
**5<sup>TH</sup> Update: 06/21/2022**  
**4<sup>TH</sup> Update: 05/24/2022**  
**3<sup>rd</sup> Update: 04/11/2022**  
**2<sup>nd</sup> Update: 03/16/2022**  
**1<sup>st</sup> Update: 03/07/2022**  
**Originally Published: 02/28/2022**

# Updates



## 03/07/2022 Updates:

- 55" SKU added
  - Please see added What's in the Box image on [Slide 4](#)
  - Please see added Energy Guide on [Slide 10](#)

## 03/07/2022 Updates:

- 85" SKU added
  - Please see added What's in the Box image on [Slide 4](#)
  - Please see added Energy Guide on [Slide 10](#)
- Headline correction made from "8K" to "4K"
- Feature order and copy updated on Slides 5 – 7

## 04/07/2022 Updates:

- 32" SKU added
  - Please see added What's in the Box image on [Slide 4](#)
  - Please see added Energy Guide on [Slide 10](#)
- Video added to carousel on [Slide 4](#)

## 05/24/2022 Updates:

- Video added to carousel on [Slide 4](#)
- Product images corrected for sizing (32" and 43" & Above) added to [Slide 4](#)

## 06/21/2022 Updates:

- User Manual Added on [Slide 10](#)
- Recommended Accessory added on [Slide 12](#)

## 07/18/2022 Update:

- OFG updated on [Slide 8](#)
- OFG Images updated on [Slide 9](#)

## 10/06/2022 Updates:

- Added separate overview and feature copy for 32 inches: See [slide 5](#), [slide 6](#), and [slide 7](#)
- Updated existing overview and feature copy (sizes: 85", 75", 65" 55", 50", 43")
  - Updated feature Samsung Collection
  - See [slide 8](#), [slide 9](#), [slide 10](#)
- Updated OFG see [slide 11](#)

## 11/14/2022

- **Image carousel on [slide 4](#)**
  - **Order of images updated**
  - **Image 1 updated**
- **OFG updated on [slide 11](#)**

# Product Headline

Ex. Product  
Detail Page

## Product Page: Above the fold

### GUIDELINES

1. Follow Headline Convention for recommended headline structure & order
2. Ensure to include all components within example headline
3. Refer to spec sheets for precise inputs

### Headline Convention:

**Brand Name | Size | Series | Screen Technology | Resolution | Smart TV | Model # | Year**

### LS03B (43" - 75") Headline Example:

**Samsung | 75" Class | LS03B | The Frame | QLED 4K | Smart TV | QN75LS03BAFXZA | 2022**

### LS03B 32" Headline Example:

**Samsung | 32" Class | LS03B | The Frame | QLED HDR | Smart TV | QN32LS03BAFXZA | 2022**



# Image Carousel

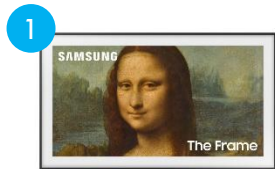
1000 x 1000 PX  
CROPPED TO 1:1 RATIO

Ex. Product  
Detail Page

## Product Page: Above the fold

### GUIDELINES

- Images should follow the Image Order guidance
- If image is missing from EasyAds folder, please use the next available image according to Image Order Guidance
- With retail.com accounts with limited carousel slots, please prioritize including Jackpacks, What's in the Box Image(s) and Video. Benefit Based Imagery should also be prioritized, but if space is limited, drop the lowest order image first.
- The feature video should be prioritized in the carousel. Videos can also be included in below the fold content.



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43" - 85": [110222GI02](#)  
32": [11022022GI01](#)



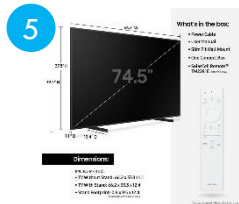
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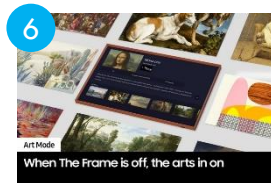
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[022522PRM08](#)



EasyAds ID/Link:  
32": [040722PRM07](#)  
43 & 50: [022522PRM05](#)  
65 & 75: [022522PRM06](#)



EasyAds ID/Link: 55: [030722EL01](#)  
85: [022822ABF04](#) 50: [030122ABF05](#)  
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65: [022822ABF05](#) 32: [022822ABF01](#)



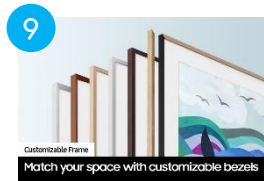
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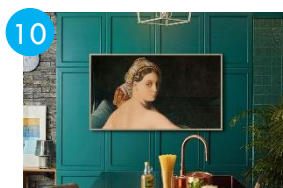
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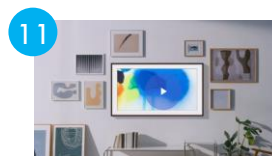
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[022822PRM07](#)



EasyAds ID/Link:  
[022822PRM05](#)



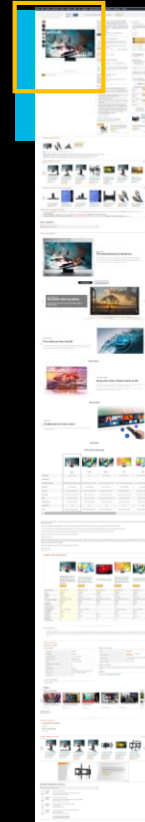
EasyAds ID/Link:  
[022522PRM07](#)



Overview video  
[032522ABF04](#)



EasyAds ID/Link:  
43" - 85":  
[022822PRM04](#)  
32": [052422PRMM01](#)



[Link to All Assets](#)

# SHORT Overview & Feature Copy for 32"

Ex. Product Detail Page



## Product Page: Above the fold






### GUIDELINES

1. Feature bullets should follow the precise order as listed
2. If feature benefit rows are limited below 5, follow the order to include in priority order.
3. Follow the Key Features in Messaging Hierarchy for precise messaging as they should appear on the PDP

Model Series Number	The Frame (LS03B)
Screen Sizes	32"

Artwork, shows, movies and memories—display what you love on the picture frame-like TV.\*

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

1	2	3	4	5
 <b>Art Mode</b>	 <b>Anti-Reflection with Matte Display</b>	 <b>100% Color Volume*</b>	 <b>Customizable Bezel* and Modern Frame Design</b>	 <b>HDR</b>
<p>Enjoy your personal art exhibit when you're not watching TV. Just switch on Art Mode.</p> <p>*Art store fees apply for subscription service.</p>	<p>Enjoy more screen visibility with virtually no light reflection, night or day.</p>	<p>Bask in a billion shades of brilliant color with 100% Color Volume, that stay true even in bright scenes.*</p> <p>*QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.</p>	<p>Complement your style with the Customizable Bezel for The Frame.</p> <p>*Bezels sold separately. Beveled style is only available for 45" and 55"</p>	<p>See the dark and light in every scene to discover what today's HDR content delivers.</p>
6	7	8	9	10
<b>Art Store*</b>	<b>One Connect Mini Box</b>	<b>Samsung Collection</b>	<b>Smart TV Powered by Tizen</b>	<b>Slim Fit Wall Mount</b>
<p>Bring artwork from world-famous galleries and museums into your living room.</p> <p>*Fees apply to subscription service.</p>	<p>Lose the cable clutter with the One Connect Box Mini, a single hub for all your cables.</p>	<p>Exhibit your own photography, family portraits and other memories. Simply upload and enjoy.</p>	<p>Stream your heart out and enjoy all you love with Smart TV Powered by Tizen.</p>	<p>Hang The Frame flush against the wall to look like an actual picture frame.</p> <p>*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.</p>

# MEDIUM Overview & Feature Copy 32"

Ex. Product Detail Page



Model Series Number	The Frame (LS03B)
Screen Sizes	32"

Artwork, shows, movies and memories—display what you love on The Frame, the picture frame-like TV. See everything on the TV at 100% Color Volume with Quantum Dot that saturates your screen with a billion colors. Switch on Art Mode and transform your TV into your own personal art exhibit.\*

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

## Product Page: Above the fold

### GUIDELINES

1. Feature bullets should follow the precise order as listed
2. If feature benefit rows are limited below 5, follow the order to include in priority order.
3. Follow the Key Features in Messaging Hierarchy for precise messaging as they should appear on the PDP

<p><b>1</b> Art Mode</p> <p>Enjoy your personal art exhibit when you're not watching TV. Just switch on Art Mode. When the TV's off, The Frame becomes a display of your art collection, thanks to the built-in motion sensor. Show off your own photos and art or from Samsung's Art Store.*</p> <p>*Art store fees apply for subscription service.</p>	<p><b>2</b> Anti-Reflection with Matte Display</p> <p>Enjoy more screen visibility with virtually no light reflection, night or day. Now what's on your display can look as good in the morning as it does at night with the lights on. Anti-Reflection and the Matte Display Film limits light distraction by reducing glare.</p>	<p><b>3</b> 100% Color Volume*</p> <p>Bask in a billion shades of brilliant color with 100% Color Volume. Quantum Dot technology brings you a gorgeous picture by transforming light into vivid color that stays true for bold detail, even as the scene brightens.*</p> <p>*QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.</p>	<p><b>4</b> Customizable Bezel* and Modern Frame Design</p> <p>Complement your style with the Customizable Bezel for The Frame. Pick the bezel type and color to fit your home décor, and simply snap it on. Choose from Modern or Beveled designs in several different colors. Since it's magnetic, it's easy to change when the mood or inspiration strikes.</p> <p>*Bezels sold separately. Beveled style is only available for 65" and 55"</p>	<p><b>5</b> HDR</p> <p>See the dark and light in every scene to discover what today's HDR content delivers. With High Dynamic Range, enjoy a range of light levels that reveal a spectrum of vivid colors that turn up the contrast for a new generation of content made for it.</p>
<p><b>6</b> Art Store*</p> <p>Bring artwork from world-famous galleries and museums into your living room. With a subscription to Samsung's Art Store, you have unlimited access to a library of over 2,000 new and classic pieces of art from established and emerging artists.</p> <p>*Fees apply to subscription service.</p>	<p><b>7</b> One Connect Mini Box*</p> <p>Lose the cable clutter with the One Connect Box Mini, a single hub for all your cables.</p>	<p><b>8</b> Samsung Collection</p> <p>Exhibit your own photography, family portraits and other memories. It's easy to upload them to The Frame from your phone or a USB flash drive.</p>	<p><b>9</b> Smart TV Powered by Tizen</p> <p>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.</p>	<p><b>10</b> Slim Fit Wall Mount</p> <p>Hang The Frame flush against the wall to look like the real thing with the Slim Fit Wall-Mount. Even more, limit the cable clutter to just One Invisible Connection cable that goes to the Slim One Connect box to keep all eyes on what's on actual display.</p> <p>*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.</p>

# LONG Overview & Feature Copy 32"

Ex. Product Detail Page

## Product Page: Above the fold






### GUIDELINES

1. Feature bullets should follow the precise order as listed
2. If feature benefit rows are limited below 5, follow the order to include in priority order.
3. Follow the Key Features in Messaging Hierarchy for precise messaging as they should appear on the PDP

Model Series Number	The Frame (LS03B)
Screen Sizes	32"

Artwork, shows, movies and memories—display what you love on the picture frame-like TV. On The Frame, see everything on the TV at 100% Color Volume with Quantum Dot that saturates your screen with a billion colors. Switch on Art Mode and transform your TV into your own personal art exhibit. With Anti-Reflection and the Matte Display, it's easy on the eyes. Customize The Frame with a stylish bezel to fit your décor and hang it flush against the wall to look just like the real thing. \*

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

				
<p><b>1</b> Art Mode</p> <p>Enjoy your personal art exhibit when you're not watching TV. Just switch on Art Mode. When the TV's off, The Frame becomes a display of your art collection, thanks to the built-in motion sensor. Curate your own photos and art or choose from Art Store, with more than 1,400 new and classic works of art from world-class museums and galleries. Plus, complement your images with matting options to take your art experience to the next level. *</p> <p>*Art store fees apply for subscription service.</p>	<p><b>2</b> Anti-Reflection with Matte Display</p> <p>Enjoy more screen visibility with virtually no light reflection, night or day. Now what's on your display can look as good in the morning as it does at night with the lights on. Anti-Reflection technology and the Matte Display Film premium matte finish limit light distraction on your screen by reducing the effects of glare. Say goodbye to washout and see your TV's clarity, color and contrast shine through.</p>	<p><b>3</b> 100% Color Volume *</p> <p>Bask in a billion shades of brilliant color with 100% Color Volume. Quantum Dot technology brings you a gorgeous picture by transforming light into lifelike color that always stays true. That means even as the scene gets brighter, the details stay bold. *</p> <p>*QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.</p>	<p><b>4</b> Customizable Bezel* and Modern Frame Design</p> <p>Complement your style with the Customizable Bezel for The Frame. Pick the bezel type and color to fit your home décor, and simply snap it on. Choose from Modern or Beveled designs in several different colors. Since it's magnetic, it's easy to change when the mood or inspiration strikes.</p> <p>*Bezels sold separately. Beveled style is only available for 65" and 55"</p>	<p><b>5</b> HDR</p> <p>See the dark and light in every scene to discover what today's HDR content delivers. With High Dynamic Range, enjoy a range of light levels that reveal a wide spectrum of vivid colors that turn up the brightness and contrast for a new generation of shows and movies made for it. Even in the darkest scenes, you'll begin to see the details you hadn't noticed before. And with streaming services making their latest for HDR, be ready with the technology to catch it all.</p>
<p><b>6</b> Art Store*</p> <p>Bring artwork from world-famous galleries and museums into your living room. With a subscription to Samsung's Art Store, you have unlimited access to a library of over 2,000 pieces of art, from beloved classics and modern marvels to stunning photography. And with artwork added all the time, keep your personal collection fresh and always exciting.</p> <p>*Fees apply to subscription service.</p>	<p><b>7</b> One Connect Mini Box</p> <p>Lose the cable clutter with the One Connect Box Mini, a single hub for all your cables.</p>	<p><b>8</b> Samsung Collection</p> <p>Exhibit your own photography, family portraits and other memories. It's easy to upload them to The Frame from your phone or a USB flash drive. You've got lots of room to share masterpieces of your own making.</p>	<p><b>9</b> Smart TV Powered by Tizen</p> <p>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.</p>	<p><b>10</b> Slim Fit Wall Mount</p> <p>Hang The Frame flush against the wall to look like an actual picture frame. Made to appear like the real thing, The TV has a Slim Fit Wall-Mount that keeps it as close to the surface as possible. For the ultimate in decor, limit the cable clutter to just the One Invisible Connection cable that goes to the Slim One Connect box to keep all eyes on what's on actual display.</p> <p>*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.</p>



# SHORT Overview & Feature Copy 85", 75", 65" 55", 50", 43"

Ex. Product Detail Page

Model Series Number	The Frame (LS03B)
Screen Sizes	85", 75", 65", 55", 50", 43"






Artwork, shows, movies and memories—display what you love on the picture frame-like TV.\*

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

## Product Page: Above the fold

### GUIDELINES

1. Feature bullets should follow the precise order as listed
2. If feature benefit rows are limited below 5, follow the order to include in priority order.
3. Follow the Key Features in Messaging Hierarchy for precise messaging as they should appear on the PDP

1	2	3	4	5
 <b>Art Mode</b>	 <b>Anti-Reflection with Matte Display</b>	 <b>Slim-Fit Wall Mount Included</b>	 <b>QLED 4K TV with 100% Color Volume*</b>	 <b>Customizable Bezel* and Modern Frame Design</b>
<p>Enjoy your personal art exhibit when you're not watching TV. Just switch on Art Mode.</p> <p>*Art store fees apply for subscription service.</p>	<p>Enjoy more screen visibility with virtually no light reflection, night or day.</p>	<p>Hang The Frame flush against the wall to look like an actual picture frame.</p> <p>*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.</p>	<p>Bask in a billion shades of brilliant color with 100% Color Volume, that stay true even in bright scenes.*</p> <p>*QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.</p>	<p>Complement your style with the Customizable Bezel for The Frame.</p> <p>*Bezels sold separately. Beveled style is only available for 65" and 55"</p>
6	7	8	9	10
<b>Quantum HDR</b>	<b>Art Store*</b>	<b>Samsung Collection</b>	<b>Motion Sensor*</b>	<b>Smart TV Powered by Tizen</b>
<p>Go beyond HDTV with Quantum HDR that delivers an expanded range of color and contrast.</p>	<p>Bring artwork from world-famous galleries and museums into your living room.</p> <p>*Fees apply to subscription service.</p>	<p>Exhibit your own photography, family portraits and other memories. Simply upload and enjoy.</p>	<p>Set up your art to display when you're in the room, and turn off when you're not.</p> <p>*Motion Sensor operates only in Art Mode. Performance may vary depending on the lighting condition.</p>	<p>Stream your heart out and enjoy all you love with Smart TV Powered by Tizen.</p>





# MEDIUM Overview & Feature Copy 85", 75", 65" 55", 50", 43"

Ex. Product Detail Page



## Product Page: Above the fold

Model Series Number	The Frame (LS03B)
Screen Sizes	85", 75", 65", 55", 50", 43"

Artwork, shows, movies and memories—display what you love on The Frame, the picture frame-like TV. See everything on the QLED 4K TV at 100% Color Volume with Quantum Dot that saturates your screen with a billion colors. Switch on Art Mode and transform your TV into your own personal art exhibit. \*

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

### GUIDELINES

1. Feature bullets should follow the precise order as listed
2. If feature benefit rows are limited below 5, follow the order to include in priority order.
3. Follow the Key Features in Messaging Hierarchy for precise messaging as they should appear on the PDP

<p><b>1</b></p> <p>Art Mode</p> <p>Enjoy your personal art exhibit when you're not watching TV. Just switch on Art Mode. When the TV's off, The Frame becomes a display of your art collection, thanks to the built-in motion sensor. Show off your own photos and art or from Samsung's Art Store.*</p> <p>*Art store fees apply for subscription service.</p>	<p><b>2</b></p> <p>Anti-Reflection with Matte Display</p> <p>Enjoy more screen visibility with virtually no light reflection, night or day. Now what's on your display can look as good in the morning as it does at night with the lights on. Anti-Reflection and the Matte Display Film limits light distraction by reducing glare.</p>	<p><b>3</b></p> <p>Slim-Fit Wall Mount Included</p> <p>Hang The Frame flush against the wall to look like the real thing with the Slim Fit Wall-Mount; included with The Frame purchase. Even more, limit the cable clutter to just One Invisible Connection cable that goes to the Slim One Connect box to keep all eyes on what's on actual display.</p> <p>*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.</p>	<p><b>4</b></p> <p>QLED 4K TV with 100% Color Volume*</p> <p>Bask in a billion shades of brilliant color with 100% Color Volume. Quantum Dot technology brings you a gorgeous picture by transforming light into vivid color that stays true for bold detail, even as the scene brightens. *</p> <p>*QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.</p>	<p><b>5</b></p> <p>Customizable Bezel* and Modern Frame Design</p> <p>Complement your style with the Customizable Bezel and minimalist design for The Frame. The Frame was designed to be slim and sleek with a monochromatic back to flawlessly blend in. Plus, pick the bezel type and color to fit your home décor, and simply snap it on. It's magnetic making it easy to change when the mood or inspiration strikes.</p> <p>*Bezels sold separately. Beveled style is only available for 65" and 55"</p>
<p><b>6</b></p> <p>Quantum HDR</p> <p>Go beyond HDTV with Quantum HDR that delivers an expanded range of color and contrast. With an impressive spectrum that deepens blacks and brightens whites, you'll finally see the details in the Hollywood movies and shows with HDR.</p>	<p><b>7</b></p> <p>Art Store*</p> <p>Bring artwork from world-famous galleries and museums into your living room. With a subscription to Samsung's Art Store, you have unlimited access to a library of over 2,000 new and classic pieces of art from established and emerging artists.</p> <p>*Fees apply to subscription service.</p>	<p><b>8</b></p> <p>Samsung Collection</p> <p>Exhibit your own photography, family portraits and other memories. It's easy to upload them to The Frame from your phone or a USB flash drive.</p>	<p><b>9</b></p> <p>Motion Sensor*</p> <p>Set up your art to display when you're in the room, and turn off when you're not. Intelligent motion sensors help you maximize energy efficiency.</p> <p>*Motion Sensor operates only in Art Mode. Performance may vary depending on the lighting condition.</p>	<p><b>10</b></p> <p>Smart TV Powered by Tizen</p> <p>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.</p>






# LONG Overview & Feature Copy 85", 75", 65" 55", 50", 43"

Ex. Product Detail Page

Model Series Number	The Frame (LS03B)
Screen Sizes	85", 75", 65", 55", 50", 43"

Artwork, shows, movies and memories—display what you love on the picture frame-like TV. On The Frame, see everything on the QLED 4K TV at 100% Color Volume with Quantum Dot that saturates your screen with a billion colors. Switch on Art Mode and transform your TV into your own personal art exhibit. With Anti-Reflection and the Matte Display, it's easy on the eyes. Customize The Frame with a stylish bezel to fit your décor and hang it flush against the wall to look just like the real thing. \*

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

<p><b>1</b>  Art Mode</p> <p>Enjoy your personal art exhibit when you're not watching TV. Just switch on Art Mode. When the TV's off, The Frame becomes a display of your art collection, thanks to the built-in motion sensor. Curate your own photos and art or choose from Art Store, with more than 1,400 new and classic works of art from world-class museums and galleries. Plus, complement your images with matting options to take your art experience to the next level. *</p> <p>*Art store fees apply for subscription service.</p>	<p><b>2</b>  Anti-Reflection with Matte Display</p> <p>Enjoy more screen visibility with virtually no light reflection, night or day. Now what's on your display can look as good in the morning as it does at night with the lights on. Anti-Reflection technology and the Matte Display Film premium matte finish limit light distraction on your screen by reducing the effects of glare. Say goodbye to washout and see your TV's clarity, color and contrast shine through.</p>	<p><b>3</b>  Slim-Fit Wall Mount Included</p> <p>Hang The Frame flush against the wall to look like an actual picture frame. Made to appear like the real thing, the TV has a Slim Fit Wall-Mount, included with all The Frame purchases keeps it as close to the surface as possible. For the ultimate in decor, limit the cable clutter to just the One Invisible Connection cable that goes to the Slim One Connect box to keep all eyes on what's on actual display.</p> <p>*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.</p>	<p><b>4</b>  QLED 4K TV with 100% Color Volume*</p> <p>Bask in a billion shades of brilliant color with 100% Color Volume. Quantum Dot technology brings you a gorgeous picture by transforming light into lifelike color that always stays true. That means even as the scene gets brighter, the details stay bold. *</p> <p>*QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.</p>	<p><b>5</b>  Customizable Bezel* and Modern Frame Design</p> <p>Complement your style with the Customizable Bezel and minimalist design for The Frame. The Frame was designed to be slim and sleek with a monochromatic back to flawlessly blend in. Pick the bezel type and color to fit you home décor, and simply snap it on. It's magnetic making it easy to change when the mood or inspiration strikes.</p> <p>*Bezels sold separately. Beveled style is only available for 65" and 55"</p>
<p><b>6</b> Quantum HDR</p> <p>Go beyond HDTV with Quantum HDR that delivers an expanded range of color and contrast. Step up to the brilliant possibilities of what your picture can bring you. With an impressive spectrum that deepens blacks and brightens whites, you'll finally see the details in the Hollywood movies and shows with HDR.</p>	<p><b>7</b> Art Store*</p> <p>Bring artwork from world-famous galleries and museums into your living room. With a subscription to Samsung's Art Store, you have unlimited access to a library of over 2,000 pieces of art, from beloved classics and modern marvels to stunning photography. And with artwork added all the time, keep your personal collection fresh and always exciting.</p> <p>*Fees apply to subscription service.</p>	<p><b>8</b> Samsung Collection</p> <p>Exhibit your own photography, family portraits and other memories. It's easy to upload them to The Frame from your phone or a USB flash drive. You've got lots of room to share masterpieces of your own making.</p>	<p><b>9</b> Motion Sensor*</p> <p>Set up your art to display when you're in the room, and turn off when you're not. Intelligent motion sensors help you maximize energy efficiency.</p> <p>*Motion Sensor operates only in Art Mode. Performance may vary depending on the lighting condition.</p>	<p><b>10</b> Smart TV Powered by Tizen</p> <p>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.</p>

## Product Page: Above the fold

### GUIDELINES

1. Feature bullets should follow the precise order as listed
2. If feature benefit rows are limited below 5, follow the order to include in priority order.
3. Follow the Key Features in Messaging Hierarchy for precise messaging as they should appear on the PDP



# BTF Feature Copy (OFG)

## Product Page: Below the fold

### GUIDELINES

1. BTF Features and images should follow the precise order as listed in the Online Feature Grid
2. Follow the Online Feature Grid for the Key Features, precise messaging and corresponding imagery as they should appear on the PDP



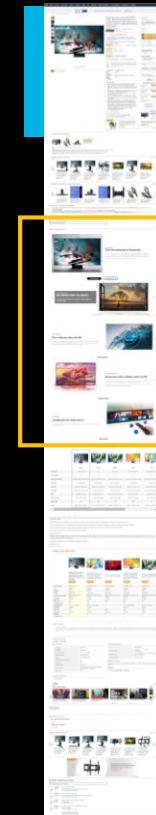
The image shows a screenshot of a product page with a feature grid. The grid is a table with 10 columns and 10 rows. The first four columns contain feature descriptions, and the remaining six columns contain images. The grid is color-coded: the first column is blue, the second and third are yellow, the fourth is orange, and the fifth is blue. The sixth column is white, and the last three are white. The grid is used to organize feature copy and images for different screen sizes.

**Feature Copy:** Add feature copy in order of appearance on online feature grid

**Online Feature Grid:**  
32 inches: [HERE](#)

85", 75", 65" 55", 50", 43"  
[HERE](#)

**Overview Copy:**  
Follow head tagline copy on online feature grid

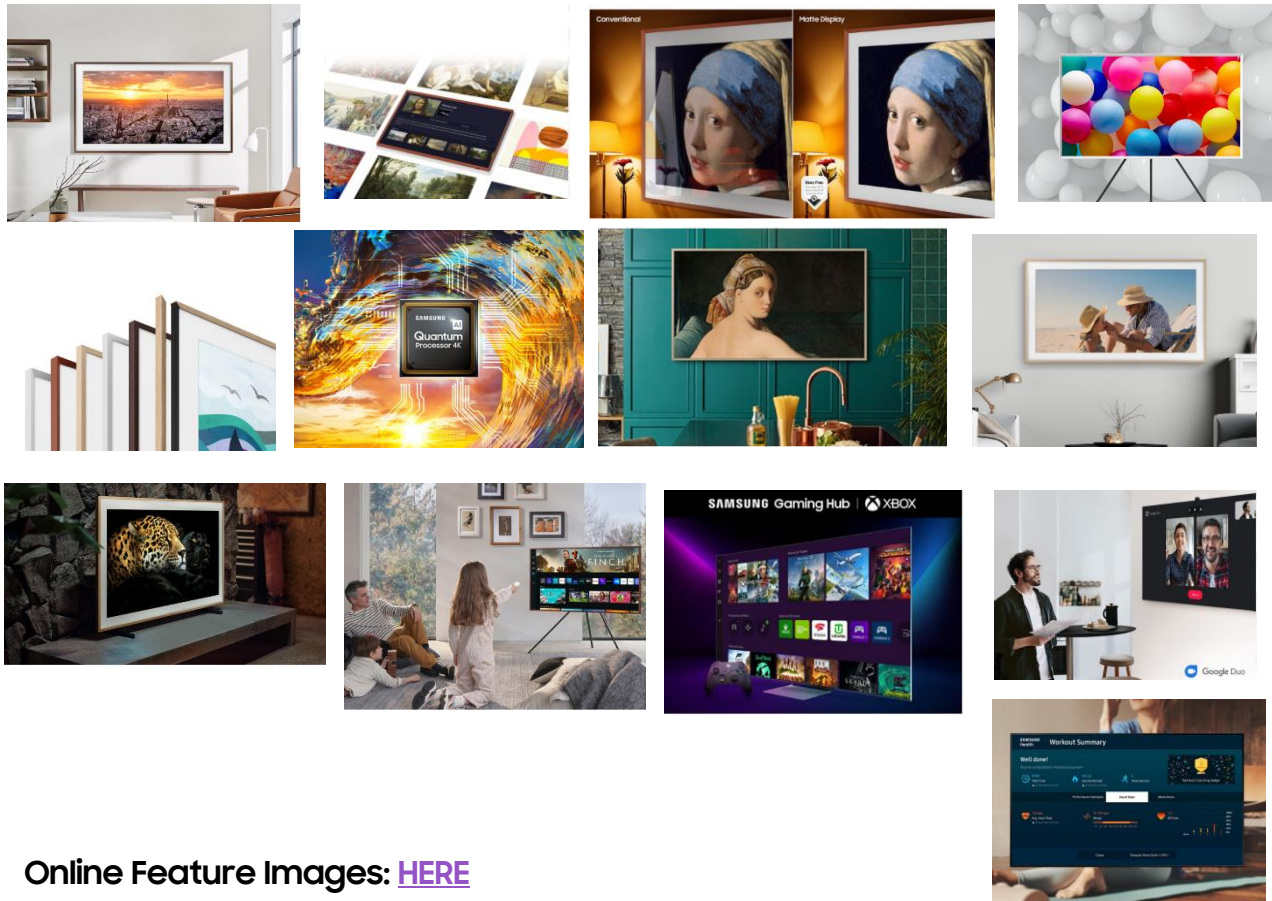


# BTF Feature Images (OFG)

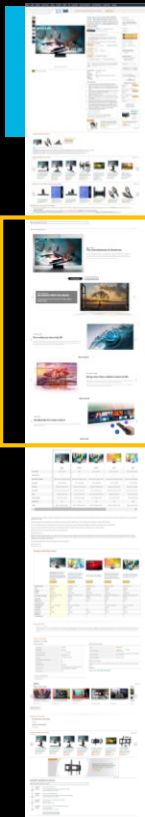
## Product Page: Below the fold

### GUIDELINES

1. BTF Features and images should follow the precise order as listed in the Online Feature Grid
2. Follow the Online Feature Grid for the Key Features, precise messaging and corresponding imagery as they should appear on the PDP



Ex. Product  
Detail Page



# Spec Sheet & Energy Guide

## Energy Guides

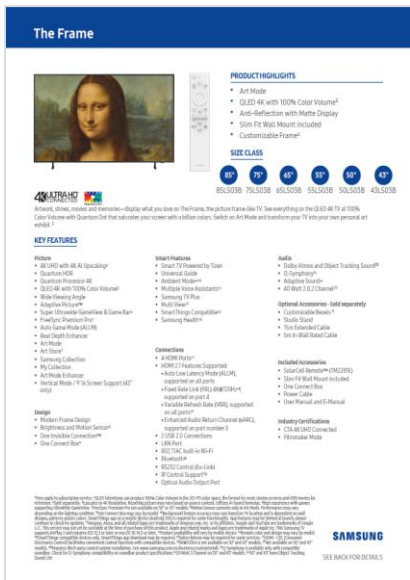
Ex. Product Detail Page

Product Page:  
Above the fold /  
Below the fold

### GUIDELINES

1. Load Spec Sheets and Energy Guides where required on PDP

## Spec Sheet



The Frame

PRODUCT HIGHLIGHTS

- Art Mode
- QLED 4K with 100% Color Volume\*
- Anti-Reflector with Matte Display
- Slim Fit Wall Mount Included
- Customizable Frame\*

SIX CLASS

43" 43" 43" 43" 43" 43"

43LS03B 75LS03B 65LS03B 55LS03B 50LS03B 43LS03B

KEY FEATURES

- Picture**
  - 4K UHD with AI Upscaling\*
  - Quantum HDR
  - Quantum Processor XR
  - QLED 4K with 100% Color Volume\*
  - Wide Viewing Angle
  - Adaptive Sound+
  - Super Ultrasonic Surround & Game Bar\*
  - Energy-Efficient Chip
  - Anti-Glare Screen (DCI-P3)
  - Real Depth Luminance
  - Eye Comfort
  - Act Tone
  - Ambient Light
  - Ambient EQ
  - Ambient Motion
  - Ambient Motion Pro
  - Ambient Motion Pro Screen Support (AMPS)
- Smart Features**
  - Smart TV Power-on Time
  - Smart Guide
  - Ambient Modest
  - Ambient Motion Pro
  - Ambient Motion Pro
  - Ambient Motion Pro
  - Ambient Motion Pro
  - Ambient Motion Pro
  - Ambient Motion Pro
- Audio**
  - Dolby Atmos and Object Tracking Sound†
  - 5.1 Surround†
  - Adaptive Sound+
  - AI Soundizer (2.2.2 Channel)\*
- Optional Accessories - Sold separately**
  - Customizable Beams\*\*
  - Backlight
  - HDMI Cable
  - Set-Top Box
- Included Accessories**
  - Signal Receiver (MPEG2)
  - Slim Fit Wall Mount (included)
  - One Connect Box
  - Power Cable
  - User Manual and Manual
- Additional Certifications**
  - CSA (UL) Certified
  - FCC (UL) Certified
  - RoHS Compliant

EasyAd ID / Link: [022122ABF01](#)

## User Manual



SAMSUNG

USER MANUAL

Before Reading This User Manual

Warning! Important Safety Instructions

Installation

Power

Powering the TV for the first time

EasyAd ID / Link: [062222HR01](#)

Federal law prohibits removal of this label before consumer purchase.

# ENERGY GUIDE

Television

SAMSUNG Electronics  
QN43LS03BAF

## Estimated Yearly Energy Cost

\$15

Cost Range of Similar Models (40"-44")

\$21

\$5

- Based on 12 cents per kWh and 5 hours use per day
- Estimated yearly electricity use of this model: 129 kWh
- Your cost depends on your utility rates and use.

Visit [ftc.gov/energy](http://ftc.gov/energy)

EasyAds ID / Link:

32": [041122PRM01](#)

43": [022522PRM01](#)

50": [022522PRM02](#)

55": [030722PRM03](#)

65": [022522PRM03](#)

75": [022522PRM04](#)

85": [031622PRM03](#)

# 360° Spin AR Files

SAMSUNG

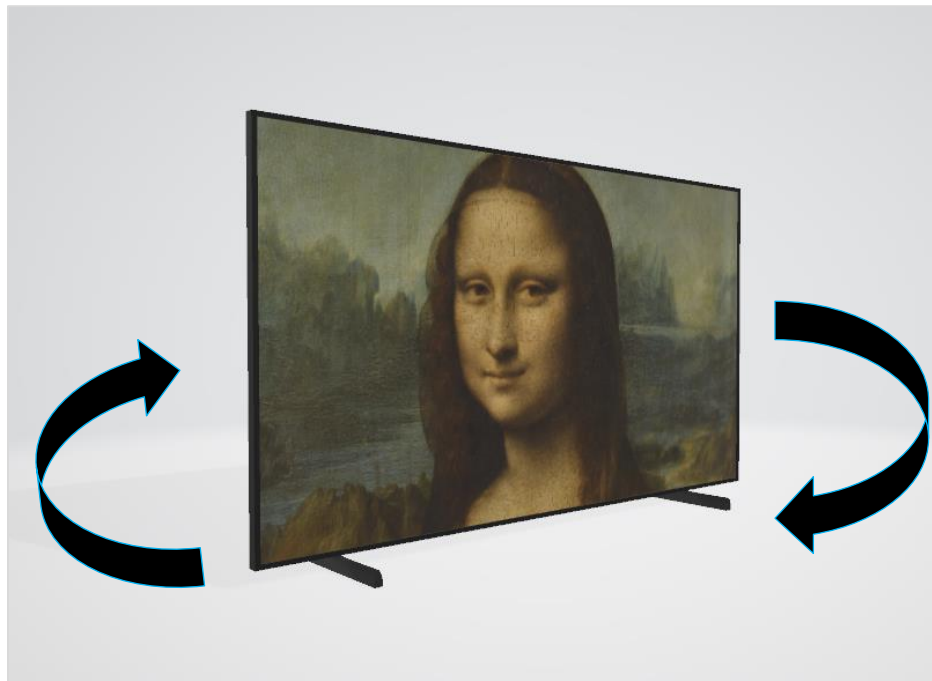
**Product Page:  
Use if/where site  
allows ATF or BTF**

## GUIDELINES

1. .glb and .usdz files provided

**\*\*If you need additional file types please reach out to the Trade Marketing team via [request form](#).**

**\*\*Please note, these rendering may not show true jackpack location and ports.**



[Link to All 360 Spin Assets for Each Screen Size](#)

# Recommended Accessories

Ex. Product  
Detail Page

## Product Page: Above the fold

### GUIDELINES

1. Product Title and descriptions should follow their respective toolkit information
2. Product/Accessory information s/b pulled from the product information in the retailer system if possible
3. This information should be located on the product detail page as well as in checkout if the TV has been added to the cart.



1

EasyAds ID/Link:  
[062222HR04](#)



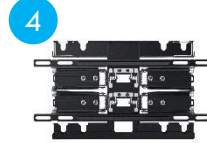
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EasyAds ID/Link:  
[062222HR05](#)



3

EasyAds ID/Link:  
[062222HR06](#)



4

EasyAds ID/Link:  
[042022PRM09](#)



5

EasyAds ID/Link:  
[042022PRM01](#)



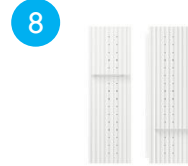
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EasyAds ID/Link:  
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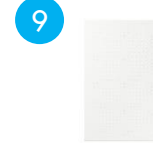
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EasyAds ID/Link:  
[062222HR08](#)



8

EasyAds ID/Link:  
[062222HR09](#)



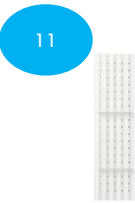
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[062222HR10](#)



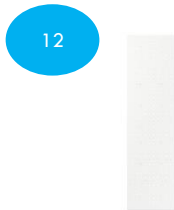
10

EasyAds ID/Link:  
[062222HR11](#)



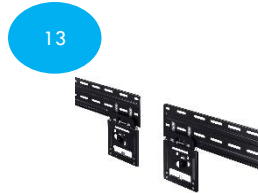
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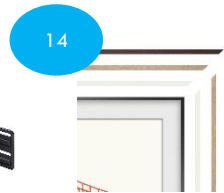
12

EasyAds ID/Link:  
[062222HR13](#)



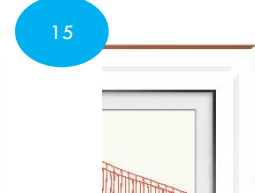
13

EasyAds ID/Link:  
[062222HR14](#)



14

EasyAds ID/Link:  
[022421PRM01](#)



15

EasyAds ID/Link:  
[040121PRM01](#)



[Link to All Assets](#)

# Keywords (Metatags)

## Product Page: Above the fold

### GUIDELINES

1. Include keywords into metadata section in setup sheets for loading PDPs

Top Category Keywords				Top Branded Keywords	
1	picture frame tv	18	4k qled television	1	samsung tv frame
2	frame tv	19	4k tv non reflective	2	samsung the frame
3	smart tv frame	20	tv non reflective	3	samsung the frame tv
4	smart picture frame tv	21	non reflective tv screen cover	4	samsung art frame tv
5	tv that looks like a picture frame	22	the frame tv mount	5	samsung the frame 2022
6	digital frame for art	23	the frame tv wall mount	6	ls03b
7	tv with art mode	24	the frame articulating tv mount	7	samsung tv wall art
8	tv art display	25	photo frame tv	8	samsung art tv
9	tv that displays art	26	framed tv	9	samsung tv with art mode
10	tv that displays art on screen	27	the frame tv bezel	10	samsung tv with art display
11	electronic wall art display tv	28	frame customizable tv	11	samsung qled 4k
12	framed tv with art display	29	frame tv customizable bezel	12	4k qled samsung tv
13	digital art tv	30	customizable tv frames	13	samsung tv wall mount slim
14	digital art gallery for tv	31	the frame tv customizable frame	14	samsung slim fit wall mount tv
15	frame for digital art			15	samsung frame slim fit wall mount 2022
16	qled 4k			16	samsung the frame bezel
17	4k qled tv			17	customizable frame for samsung tv



# Alt Text

SAMSUNG

## Product Page: Above the fold / Below the fold

### GUIDELINES

1. Include alt text on images in the carousel
2. Alt text describes the picture for those who are unable to see it
3. Alt text provides for SEO optimization on images
4. It is best practice to include **ALT text on all images on the web page**
5. The ALT Text should look something like this in the code when added: ``



Samsung The Frame LS03B Lifestyle TV Front View



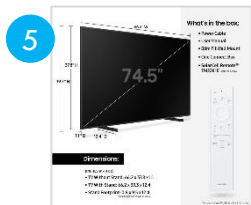
Samsung The Frame LS03B Lifestyle TV Angled View



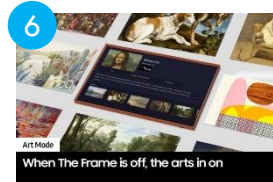
Samsung The Frame LS03B Lifestyle TV Side View



Samsung The Frame LS03B Lifestyle TV Backpack Image



Samsung The Frame LS03B Lifestyle TV What's in the Box Image: Power Cable, Manual, Slim Fit Wall Mount, One Connect Box, Remote



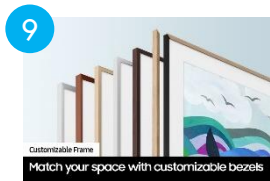
Samsung The Frame LS03B Lifestyle TV. Art Mode: When the Frame is off, the art is on



Samsung The Frame LS03B Lifestyle TV. Modern Frame Designs: Designed to look like a slim picture frame



Samsung The Frame LS03B Lifestyle TV. Anti-Reflection with Matte Display: Virtually no reflection



Samsung The Frame LS03B Lifestyle TV. Customizable Frame: Match your space with customizable bezels



Samsung The Frame LS03B TV Lifestyle Image



Samsung The Frame LS03B TV Lifestyle Image



Samsung The Frame LS03B Lifestyle TV Overview Video