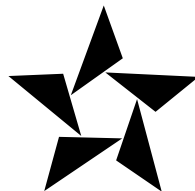


SAMSUNG

# 2023 Custom Install Premium Product Guide



SAMSUNG  
**5-STAR**  
SOLUTIONS  
\*\*\*\*\*

You make it happen. We've got your back.

[samsung.com/custominstall](https://samsung.com/custominstall)



# Introduction

Samsung is fueled by a relentless passion to deliver cutting-edge and innovative products. Technology designers and custom installers are looking for solutions to create incredible experiences for their clients. At Samsung, everything we do is to bring you the products and services that ultimately make your clients say “wow.”

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You make it happen, we've got your back. Our 5-Star Solutions are designed to help you create the best home entertainment experiences through products, partnerships, resources, support and programs.



#### Products

Residential & Commercial CI-centric products' solutions.



#### Partnerships

3rd party technology compatibility solutions for Home Automation.



#### Resources

Comprehensive information and technology resources all in one simple to use web portal solution.



#### Support

Services and support solutions specifically for CI needs.



#### Programs

Enhanced tiered solutions to help further improve your overall business performance.



Scan here to visit the Samsung Custom Install Portal.



Take the next massive leap in luxury entertainment with MICRO LED. View pictures so real, they are surreal with Samsung OLED. From unimaginable details of our Samsung Neo QLED 8K and 4K TVs, to the innovation and style of The Frame, Samsung has the right entertainment solutions to fit your unique custom installation needs.

Whether you are in search of the perfect fit for the design-focused consumer or looking for something to put next to the pool, Samsung has got you covered.

Continue on to see everything Samsung has to offer for you & your customers.

[www.samsung.com/custominstall](http://www.samsung.com/custominstall)

**SAMSUNG**



# Samsung MICRO LED

## The next massive leap in luxury entertainment

Our most advanced display technology ever. Ultra-premium design. Jaw-dropping picture quality. The 110", 101", and 89" Micro LED defy everything that you've ever experienced from a TV.

Binge with breathtaking results. Get lost in brilliant whites and inky blacks. And do it all thanks to the individually controlled pixels that give you our most intense contrast imaginable.

# Highlights

## MICRO LED Technology

Experience vast contrast and incredible detail. Using tiny LEDs that are substantially smaller than conventional LEDs, the display is powered without backlighting or color filters - just purely sophisticated design.

## Monolith Design

Binge with breathtaking results. Get lost in brilliant whites and inky blacks. And do it all thanks to the individually controlled pixels that give you our most intense contrast imaginable.

## Arena Sound

Powerful sound that moves above and around you, you'll feel like you're in the center of the action.

## Multi-view

Enjoy up to four of your favorite shows, movies and videos simultaneously all on one screen.\*

\*Separate devices such as STB or cable are required to receive broadcasts.

## Art Mode

Display a distinguished art collection filled with inspiration.



# Highlights



## Quantum Matrix Technology Pro with Quantum Mini LEDs

See worlds within worlds, with unparalleled 8K precision made possible by a universe of tiny lights. Explore a billion colors and intense contrast powered by a grid of Samsung Quantum Mini LEDs. Experience never-before-seen detail springing to life with 1.5 times more lighting zones than our normal Quantum Matrix Technology.



## Neural Quantum Processor 8K

Upscale every movie night—and be ready for the future of 8K TV—with our prestigiously detail-oriented processor. This brainy tech serves up crisp detail, stunning depth, shading and textures that result in a better-than-the-theater home theater experience, in addition to enhancing your audio and total TV performance.\*

\*Utilizes AI-Based formulas to upscale to 8K Resolution. Resulting picture may vary based on source content.



## Ultra Viewing Angle with Anti-Reflection

Designed to reduce glare and enhance color no matter where you sit, Ultra Viewing Angle ensures every seat in the room is the best seat in the house.



## Spotlight Feature - Quantum Matrix Pro with Mini LEDs

Explore a billion colors and intense contrast powered by a grid of Samsung Quantum Mini LEDs. Experience never-before-seen detail springing to life with 1.5 times more lighting zones than our normal Quantum Matrix Technology.



# Samsung Neo QLED 8K

QN900C, QN800C

Unleash our most dynamic viewing experience yet. The breakthrough features of Samsung Neo QLED 8K allow you to do more with your entertainment than you ever imagined. Whether you are in search of a sleek design to match your room or a do-it-all TV that can flex to become your office, gym and movie theater, the Samsung Neo QLED 8K has all the features to over-deliver in any situation.

That's not all - you can hear the difference too. Bring movies, sports victories and your favorite characters to life with enhanced audio including Object Tracking Sound Pro\* and Q-Symphony. Samsung has revolutionized the viewing experience once again with the Samsung Neo QLED 8K lineup.\*\*

\*QN900C has Object Tracking Sound Pro. QN800C has Object Tracking Sound+.  
\*\*Q-Series and S-Series Soundbars sold separately.



# Samsung OLED

S95C, S90C

Turn every seat in the house into the best seat with the bold contrast, dramatic sound and vibrant colors.\*\* Watch as ordinary content is transformed into mesmerizing colorful 4K pictures thanks to powerful AI processing technology. The powerful Dolby Atmos™ audio will put you in the action.\*

\*Utilizes AI-Based formulas.  
 \*\*As compared to 2022 Samsung OLED TVs.

# Highlights



## OLED Technology

You'll see your favorite movies, games, and more in a whole new light thanks to the mesmerizing picture quality across a full range of gorgeous colors. With pure blacks and more than a billion shades of color, combined with 8.3 million self-illuminating pixels (ultra-fast switching tiny lights) reveals virtually limitless contrast.



## Neural Quantum Processor with 4K Upscaling

Sit back and be mesmerized as your content is transformed to 4K. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, experience it all transformed into sharp 4K resolution with our high-performance, AI-powered processor that upgrades your content scene by scene.\*

\*Utilizes AI-Based formulas.



## HDR OLED

Witness the difference detail can make, with fine-tuned brightness and optimized contrast made possible by self-illuminating pixels. Your picture is instantly adjusted as HDR OLED uses AI deep learning to analyze each scene, detecting areas that should be brighter and areas that should be darker and ensuring rich, accurate colors.\*

\*S95C has Quantum HDR OLED+. S90C 55" - 77" has Quantum HDR OLED.



## Dolby Atmos™ and Object Tracking Sound+

Hear the spinning whirr of helicopter blades and streams of sirens speeding by with Dolby Atmos™@ built-in and Object Tracking Sound+. You'll enjoy dramatic 3D audio as AI Sound tracks the action on screen with pinpoint accuracy.\*

\*S90C has Dolby Atmos™ and Object Tracking Sound Lite.



## Spotlight Feature - Pantone Validated™ and Pantone SkinTone Validated™

The industry leading color experts at Pantone used rigorous testing and calibration standards to determine that Samsung OLED faithfully simulates the full range of Pantone colors and skin tones.



# Samsung Neo QLED 4K

QN95C, QN90C, QN85C

The era of Samsung Neo QLED 4K technology continues. Unveil hidden details and bold contrast in everything you watch with Samsung Neo QLED 4K. Vibrant colors bring the director's vision to life and 4K upscaling offers an unmatched viewing experience. See how Samsung Neo QLED creates the perfect way to experience the world around you, at home.



## Highlights



### Quantum Matrix Technology with Quantum Mini LEDs

See just how brilliant every detail becomes on a screen that's packed with over 8.3 million pixels. You'll appreciate every freckle on your favorite actor's face thanks to the huge grid of Samsung's ultra-precise Quantum Mini LEDs that take control of the individual zones of light in your picture for sensational color and contrast.



### Neural Quantum Processor 4K

Sit back and be mesmerized as your content is transformed to 4K. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, experience it all transformed into sharp 4K resolution with our high-performance, AI-powered processor that upgrades your content scene by scene.\*

\*Utilizes AI-Based formulas.



### 100% Color Volume with Quantum Dot

Colors come alive in breathtaking realism with Samsung Neo QLED. Together, Mini LEDs and Quantum Dots transform light into a billion colors that stay vivid and lifelike with 100% Color Volume - regardless of brightness.\*

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



### Spotlight Feature - Anti-Glare with Ultra Viewing Angle

There isn't a bad seat in the house thanks to Anti-Glare with Ultra Viewing Angle technology. And you won't need to draw the shades or turn off every lamp to see the picture clearly. You'll get a consistent and detailed 4K picture—at any angle, in any light—with pristine color across the entire screen. Fewer reflections, fewer distractions.\*

\*QN85C does not have Anti-Glare with Ultra Viewing Angle.



## QLED 4K

Q80C, Q70C, Q60C

Enjoy heightened contrast, deep blacks and sharp details with the Samsung QLED 4K.

Scenes come to life with more precise contrast controlled by in-screen lighting that delivers deep blacks and pure whites with minimal halo or blooming. It's the perfect solution whether you put it in the living room, the game room or the bedroom.

# Highlights



## Direct Full Array

Super precise LEDs are the secret to this TV's straight fire contrast. That's Samsung QLED Direct Full Array. Get caught up in the details as you experience precision-controlled contrast with deep blacks and bright whites.\*

\*Q70C and Q60C have Dual LED.



## Neural Quantum Processor 4K

Sit back and be mesmerized as your content is transformed to 4K. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, experience it all transformed into sharp 4K resolution with our high-performance, AI-powered processor that upgrades your content scene by scene.\*

\*Q70C has a Neo Quantum Processor 4K and Q60C has a Neo Quantum Processor Lite 4K.



## 100% Color Volume with Quantum Dot

Content can lose its premium look and feel when colors fade in brighter scenes. The powerful Quantum Processor 4K optimizes the picture while tiny Quantum Dots express over a billion shades of color. And when you game or watch, 100% Color Volume assures that it's vivid and lifelike — regardless of brightness.\*

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



## Spotlight Feature - Super Ultrawide GameView & Game Bar

Expand your view with multiple aspect ratios from 21:9 to 32:9 with Super Ultrawide GameView. Quickly optimize game settings with an on-screen menu that lets you check input lag, FPS, HDR, wireless headset settings and more through an easy-to-access game bar. Added to the 4K @ 120Hz,\* the Samsung QLED is the ultimate gaming machine.

\*Q60B is 4K at 60Hz.







# The Frame

Flaunt your style with The Frame. Showcase lifelike art that flawlessly blends in with your room's décor. With customizable bezels\* and access to the Samsung Art Store,\*\* The Frame TV showcases it all on a beautiful QLED screen.

When the TV is on, you can view your favorite shows in stunning 4K; and when it's off, art mode enables you to display your choice of art.

The Frame - quite possibly the only TV you'll want to watch even when it's off.

\*Sold separately.  
\*\*Fees apply to subscription service.



## Highlights



### Art Mode + Motion Sensor

Be welcomed by beautiful art upon entering the room with a motion sensor that detects when you're near. And when you leave, The Frame turns off to conserve energy.\*

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



### Anti-Reflection with Matte Display

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.



### Art Store\*

Access to over 2,100 works of art from world-class galleries gives you countless ways to express the mood and the moment. And with Samsung Collections, you have access to hundreds of curated art and photography available exclusively on The Frame.

\*Fees may apply to subscription service.



### One Invisible Connection + Slim Fit Wall Mount

Whether you hang it in the living room, the kitchen or the hallway your TV hangs flush\* to the wall to give the appearance of a real framed piece of artwork. Meanwhile, a single slim cable connects everything ensuring a clean finish.

\*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.



### Spotlight Feature - Portrait & Landscape Mode

The Frame in 32" and 43" sizes will work in a fixed portrait orientation with the Slim Fit Wall Mount included in the box. Certain sizes of The Frame have the added flexibility to rotate between portrait and landscape orientation when installed with the Auto Rotating Wall Mount (compatible in 43", 50", 55" and 65" sizes) or the Auto Rotating Stand (43", 50", 55"). These accessories are sold separately.

# The Sero

Ever wish you could watch your favorite mobile content full screen on your TV? The Sero makes that dream a reality. Whether you prefer to watch in portrait or landscape, The Sero rotates to meet your needs. Mobile content just got a big upgrade.



## Mobile Optimized Screen + Rotating Screen

View content from your favorite apps as it was meant to be seen.\* The Sero rotates from landscape for TV and movies to portrait for mobile content and apps.

\*Available on Samsung Galaxy devices with Android OS 8.1 and higher.



## Anti-Reflection with Matte Display

Enjoy more screen visibility with virtually no light reflection, night or day. Anti-Reflection and the Matte Display Film limits light distraction by reducing glare.



## Tap View + Airplay

Mirror your Samsung Galaxy device on your TV with just a tap.\* With AirPlay 2, you can stream or share content from Apple devices to the big screen.\*\* Effortlessly play videos, music, photos and more from your iPhone, iPad and Mac on your Samsung TV.

\*Tap View is available on Samsung Galaxy devices with Android OS 8.1 and higher.

\*\*Apple and AirPlay 2 are trademarks of Apple Inc., registered in the U.S. and other countries.

\*\*AirPlay 2 requires iOS 12.3 or later, or macOS 10.14.5 or later.



## QLED Technology

See what you've been missing on a crisp, clear picture that's 4X the resolution of Full HD. The Samsung Quantum Processor 4K uses machine based learning AI to transform what you watch into stunning 4K.



# The Serif

Designed for every place, at every moment, from every angle - The Serif's good looks are just the start. The world class technology inside delivers on the Samsung promise of offering an unmatched viewing experience.



## Iconic I-Shaped Design

Use the legs for a free-standing display or remove them to place on a table top or complimentary piece of furniture. This unique collaboration between Samsung and the award winning Paris-based design duo Ronan and Erwan Bouroullec blends design and technology into a simple, functional solution for connecting with what we enjoy most in life and with the people who matter.



## Anti-Reflection with Matte Display

Enjoy more screen visibility with virtually no light reflection, night or day. Anti-Reflection and the Matte Display Film limits light distraction by reducing glare.



## 100% Color Volume with Quantum Dot

Content can lose its premium look and feel when colors fade in brighter scenes. The powerful Quantum Processor 4K optimizes the picture while tiny Quantum Dots express over a billion shades of color. And when you game or watch, 100% Color Volume assures that it's vivid and lifelike — regardless of brightness.\*

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

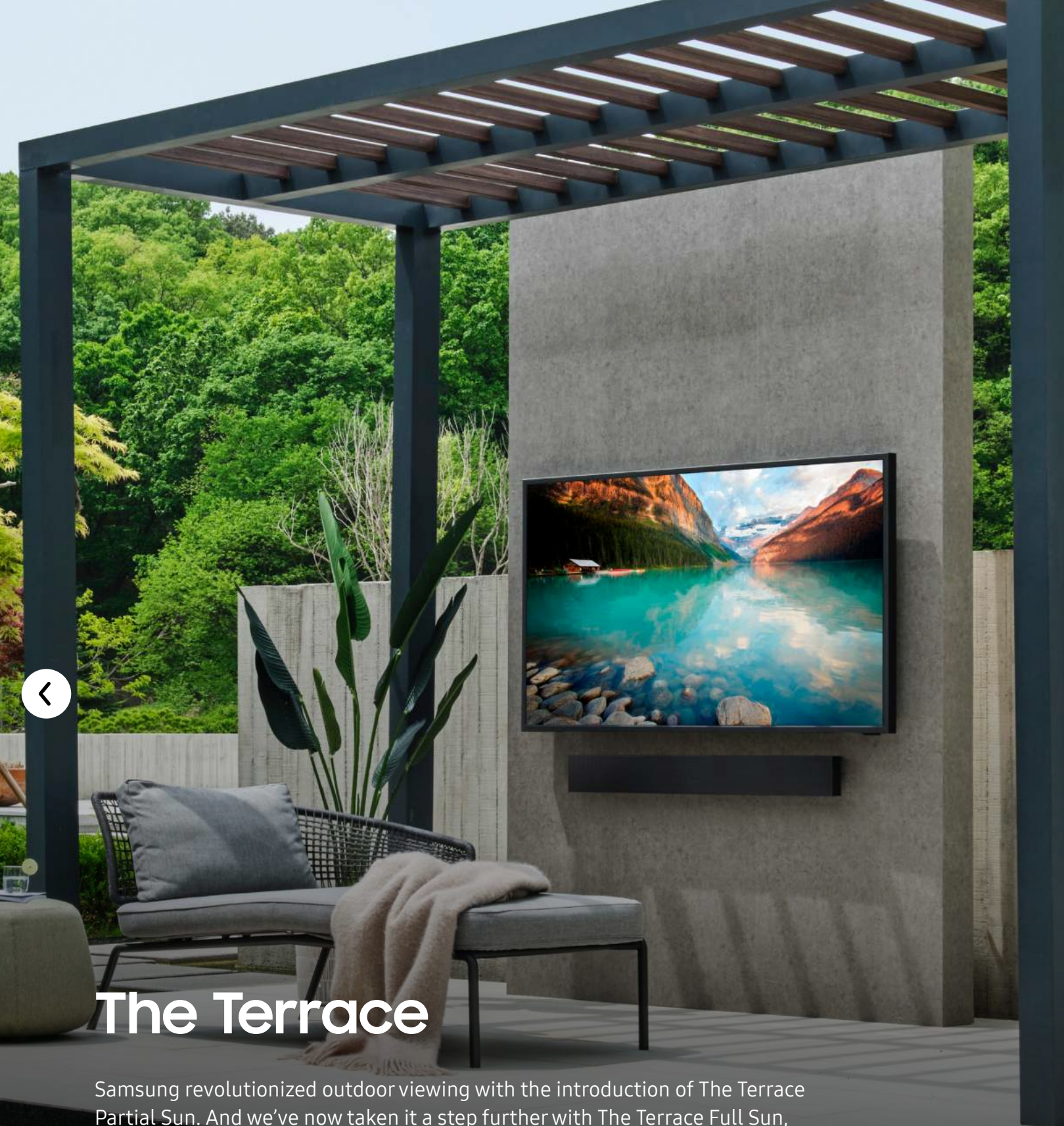


## NFC on TV

Mirror the sound between your Android device\* and TV with one touch. When you need some music, just tap & listen. That means more ways to enjoy your favorite content.

\*Available on Android OS smartphones.





# The Terrace

Samsung revolutionized outdoor viewing with the introduction of The Terrace Partial Sun. And we've now taken it a step further with The Terrace Full Sun, allowing you to place your Terrace TV wherever you like, shade or not.\*

Poolside or next to the barbecue, The Terrace offers the perfect option for your outdoor viewing pleasure.

\*Panel protected up to 6 hours in sunlight at 700 watts and 104 degrees Fahrenheit; brightness may decrease to protect panel with other high temperature and sunlight conditions.  
\*The Terrace (Model LST7) requires a shaded placement without direct exposure to sunlight. A Full Sun model is also available.

# Highlights



## Outdoor Optimized QLED Picture

Engineered to look vivid and bright; enjoy TV outdoors with incredible 4K clarity, all on a screen with built-in direct-sun protection.\* All that means you get to enjoy a bright, crisp picture in any outdoor space.

Witness fine details in dark and light with 1,500+ nit\*\* brightness levels and Direct Full Array 16X, providing precise control of the lighting zones behind the screen.

\*Panel protected up to 6 hours in sunlight at 700 watts and 104 degrees Fahrenheit.  
\*\*Nit level capability may decrease in certain high temperature and sunlight conditions.



## Weather Resistant Durability (IP55 Rated)

The Terrace is resistant to extreme temperatures and is IP55-rated to resist water and dust. That means you can leave your Terrace TV outside whether the forecast calls for rain or shine.



## Wide Viewing Angle with Anti-Glare

Designed to reduce glare and enhance color no matter where you sit, Ultra Viewing Angle ensures every seat is the best. That means you get to see the game, not your reflection.



## Spotlight Feature - The Terrace Soundbar

Elevate your outdoor TV experience. Get high-quality audio optimized for the outdoors with The Terrace Soundbar.\*

\*The Terrace Soundbar is sold separately.



# The Premiere

Lights—projector—action. This ultra-bright 4K laser projector brings the big screen home. With cutting-edge laser technology and stunning 4K resolution, things are going to get dramatic.



## 4K UHD Ultra Bright Triple Laser

Cutting edge triple laser technology and ultra-bright 4K resolution\* deliver heightened contrast and impeccable detail with 2800\*\* lumens. This means you get dramatic home cinema viewing that's just like being in a theater. With precise color accuracy and incredible contrast, the Premiere is the world's first HDR10+\*\*\* certified projector for realistic, vibrant viewing.

\*LSP7T has a 4K UHD Ultra Bright Single Laser with Color Wheel.  
\*\*LSP9T has 2800 lumens; LSP7T - 2200 lumens.  
\*\*\*Applicable to LSP9T.



## Smart TV Powered by Tizen

Access your favorite apps and streaming services right from your TV. Samsung has brought the movie theater to your living room and ensured you don't have to forgo any of your binging comforts.



## Ultra-short Throw Compact Minimal Design

This compact projector can turn any room into a home theater. Ultra short throw technology allows for product placement next to the wall to seamlessly blend into your space. More specifically, placing your Premiere Projector just 4.4" from the wall results in a 100" screen.\*

\*LSP7T screen sizes up to 100"; LSP9T screen sizes up to 130".



# The Freestyle

Take the big screen experience to go with The Freestyle. Just point and play on the wall, ceiling or even table. The Freestyle automatically sets up your best picture experience at any size.\* Gather your friends—your movies, shows and games are going places.



## Point and play

Pick a spot, any spot. Just point and watch content come to life with the star theater that makes it simple.



## Easy set up

No need to fuss with settings — just sit back and enjoy the show.\*

\*Watching projector for extended period of time causes the panel to generate heat, which is released through the vents on the Projector.



## Smart Entertainment

Access everything. All your apps, workouts, recipes and shows in one portable smart theater.\*

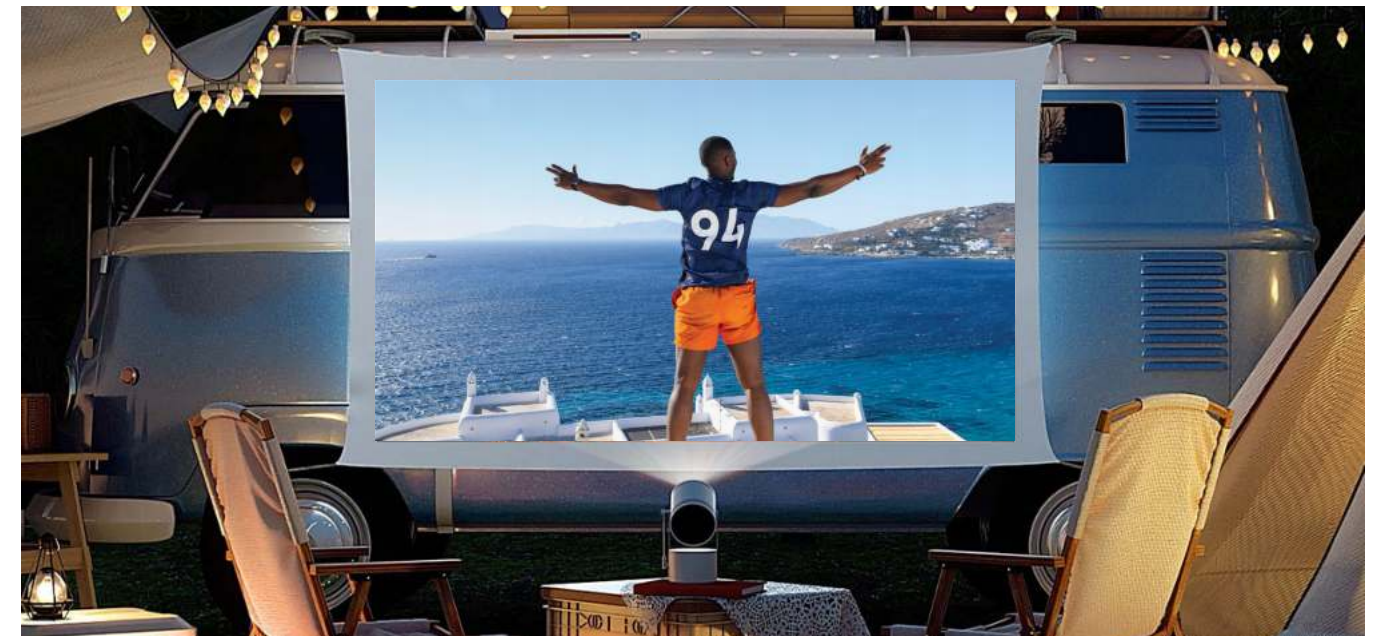
\*Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port (adapter/cables not included) and compatible devices with Apple AirPlay 2, SmartThings Tap View. Content and services are subject to change.



## Spotlight Feature - Gaming Hub

Stream Xbox games, no console required.\*

\*Internet connect, additional gaming service subscription and compatible controller required.



# Q Series Soundbar

Q990C, Q910C, Q800C, Q700C,  
Q600C, Q60C

Our most premium lineup for audio rivals the stadium and the cinema. Q Series soundbars pull you deeper into the action with crystal clear dialogue and rumbling bass. Every whisper, every crashing wave, every roar sounds rich and multi-layered, creating an unparalleled audio experience.



## Highlights



### SpaceFit Sound Pro

Sound amplifies everything. This soundbar reacts accordingly. Get room-filling sound calibrated to your space, with a soundbar that analyzes the environment and automatically optimizes the audio—delivering a true, deep, clear experience.\*

\*SpaceFit Sound Pro is compatible with 2023 Samsung QLED TVs (Q70 models and above) and OLED TVs. Q600C and Q60C do not have SpaceFit Sound Pro.



### Wireless Dolby Atmos™

Feel surrounded. Cue up Dolby Atmos sound and skip the cumbersome HDMI cables. Feel free to arrange your space exactly how you want without compromising the audio experience. It's transportive sound designed around the way you watch.\*

\*Compatible with select 2022/2023 Samsung TVs. Q600C and Q60C do not have Wireless Dolby Atmos™.



### Spotlight Feature - Q-Symphony

Amp up your audio with the greatest duo of all time—Samsung TVs paired with Samsung soundbars. With Q-Symphony, the Q-Series soundbars pair with your TV speakers to operate as one. Together, they can optimize all the channels to bring you a masterfully orchestrated sound experience.\*

\*Q-Symphony requires a compatible 2020 - 2023 Samsung TV. Please refer to [samsung.com](https://www.samsung.com) for more information.

# S Series Soundbar

S800B, S801B, S60B, S50B

A sleek, all-in-one design with a built-in center speaker pairs perfectly with The Frame, for panoramic, room-filling sound. Whether you're watching the latest blockbuster or listening to your playlist, get ready for a theatrical experience created by Dolby DTS Digital Surround Sound. Movies feel more real than ever thanks to the side horn speakers with Acoustic Beam®, delivering room-filling sound and a wide sound range.



## Highlights



### Ultra Slim Design

Our unbelievably sleek, low-profile soundbar delivers high quality audio in a super slim package – giving you exceptional sound while blending into your room's décor.



### Q-Symphony

Amp up your audio with the greatest duo of all time—Samsung TVs paired with Samsung soundbars. With Q-Symphony, the Q-Series soundbars pair with your TV speakers to operate as one. Together, they can optimize all the channels to bring you a masterfully orchestrated sound experience.\*

\*Q-Symphony requires a compatible 2020 - 2023 Samsung TV. Please refer to [samsung.com](https://www.samsung.com) for more information.



### Built-in Center Speaker

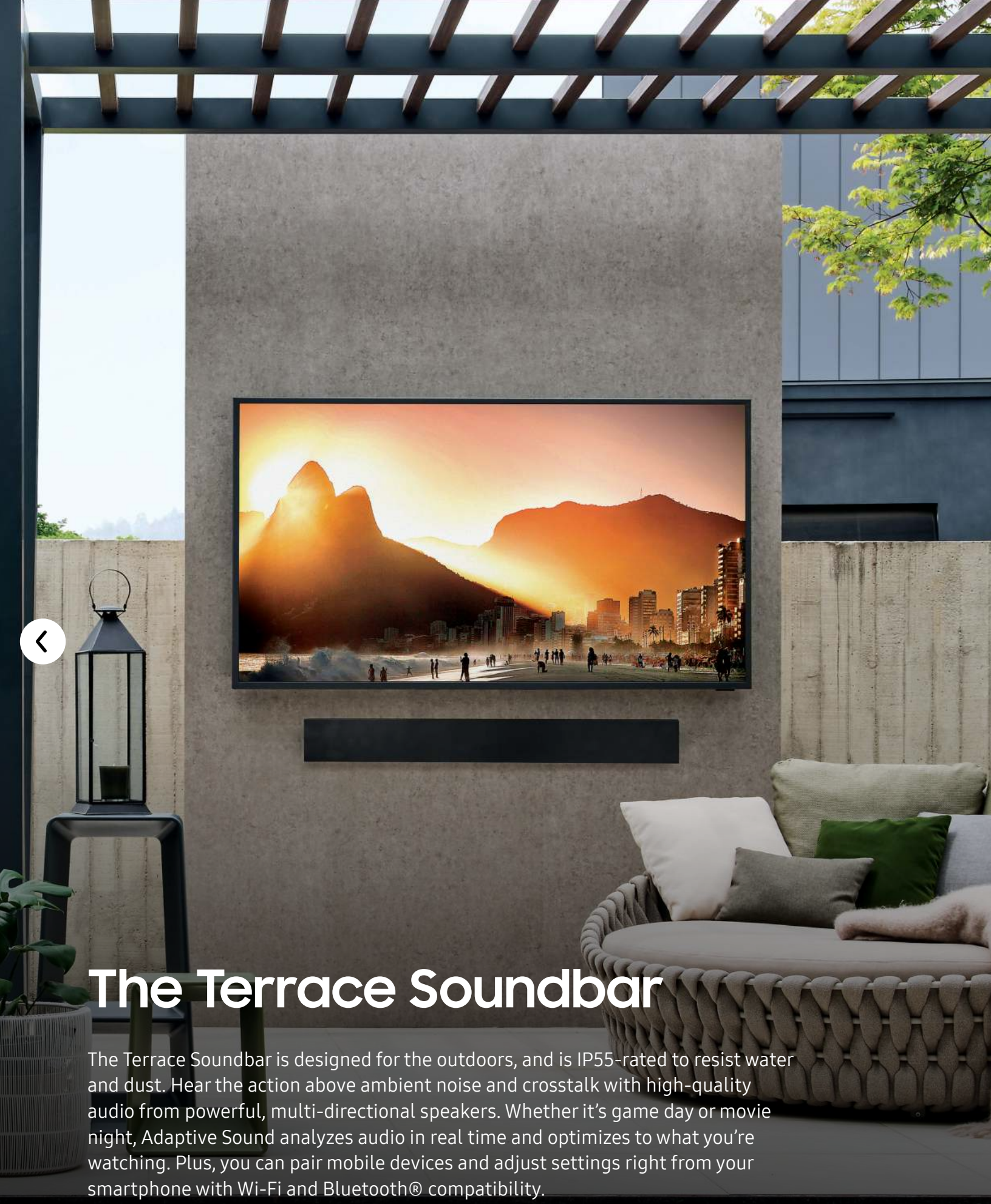
The built-in center speaker is dedicated to delivering enhanced dialogue so you won't miss a word, no matter how faint the conversation or how intense the background music or action is.



### Spotlight Feature - Ultra slim soundbar customizable bezel

Style your space with a look and feel that's uniquely you.\*

\*Bezels sold separately. Only available for S800B & S801B.



# The Terrace Soundbar

The Terrace Soundbar is designed for the outdoors, and is IP55-rated to resist water and dust. Hear the action above ambient noise and crosstalk with high-quality audio from powerful, multi-directional speakers. Whether it's game day or movie night, Adaptive Sound analyzes audio in real time and optimizes to what you're watching. Plus, you can pair mobile devices and adjust settings right from your smartphone with Wi-Fi and Bluetooth® compatibility.

# Highlights



## Outdoor Optimized Sound

The Terrace Soundbar provides powerful, high-quality audio designed for the outdoors, with a special center channel (3.0CH) for crystal clear dialogue.



## Weather-Resistant Durability (IP55)

Rain or shine, enjoy year-round outdoor entertainment with this Soundbar that is IP55-rated to resist water and dust.



## Spotlight Feature - Wireless TV Connection

Easily connect your Soundbar to Stream music, podcasts and more with Wi-Fi and Bluetooth.





# The Wall

Be inspired by your home like never before. The Wall from Samsung offers a unique, life-size viewing experience with impeccable color and detail. The Wall brings greatness home.

With a display that transforms the existing concept of LED screen and that goes beyond anything else available in the market today, The Wall makes a bold, breathtaking statement like no other. The possibilities are endless. And its potential is limitless.

# Highlights



## A one-of-a-kind visual experience

You can size it as large as you want in 4K, or up to 292" in 8K, for an incredibly immersive viewing experience. In 8K, it can be nearly 15 times larger than a conventional 75" TV.



## Infinity Design

Experience infinite beauty with a slim, bezel-less design that allows The Wall to seamlessly blend into its surroundings. It's a sleek, modern look, achieved by eliminating anything unnecessary.



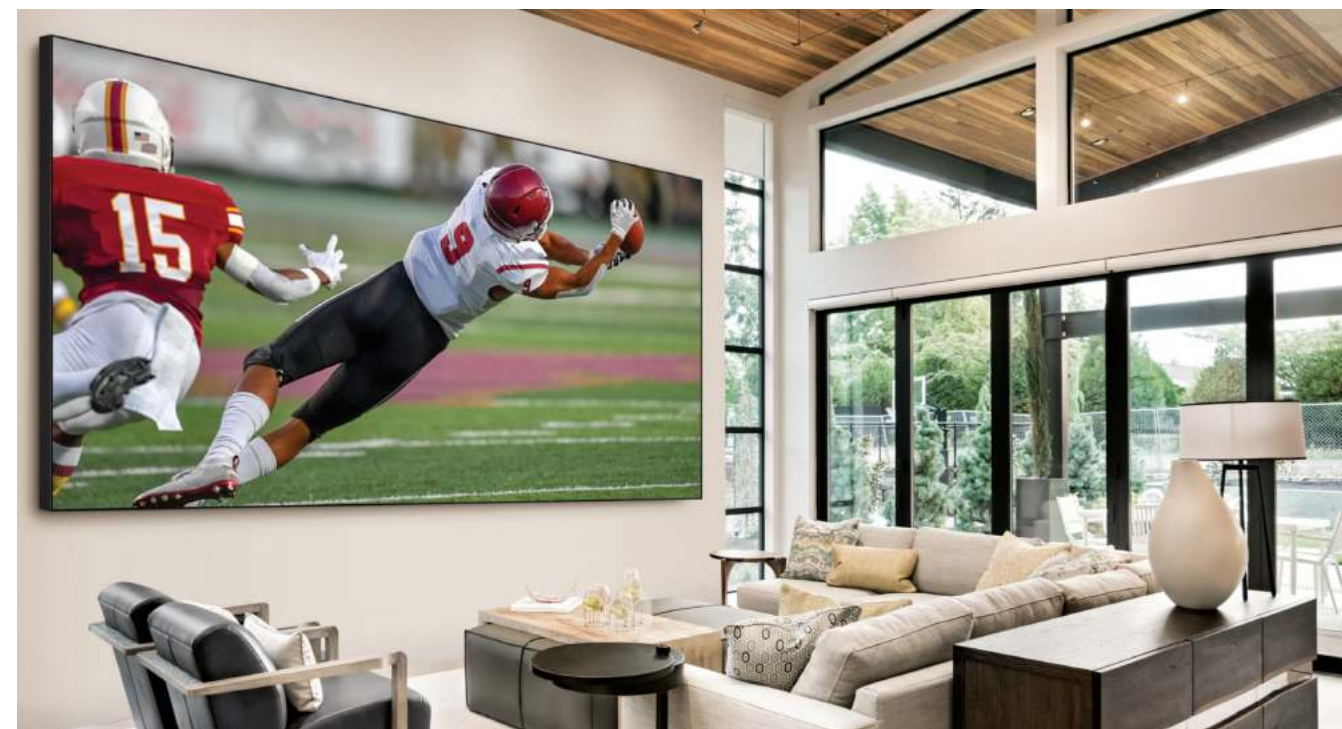
## Total Ecosystem

Designed for a seamless full-scale experience, The Wall synchronizes harmoniously with various elements of a luxury entertainment system, including audio and home automation, while also providing diverse content options.



## Spotlight Feature - MICRO Color

From a field full of flowers to a gorgeous tropical sunset, see color across the spectrum come to life in its purest form—all with new levels of details revealed in every picture.







## Pro TV

With the Samsung BEC-H series Pro TV, content becomes as dynamic as your customers. The Samsung Pro TV series offers Crystal UHD picture quality, powered by a Crystal 4K processor. Every piece of content is rich, colorful and full of fine detail, while a 3-year warranty adds peace of mind.

# Highlights



## Powerful Crystal UHD picture quality

With an ultra-fast Crystal 4K processor and Crystal UHD resolution, you'll take your content to the next level. Content will be displayed with more accurate and smoother color than conventional 4K displays.



## Slim and modern

The sleek, elegant and minimalistic design draws customers into the screen content from any angle, and with a super-slim bezel, the BEC-H series Pro TV keeps the focus on your content.



## Spotlight Feature - Built In Business TV App

Every Samsung BEC-H Pro TV comes with a simple CMS solution. Design, create and schedule content to be displayed, all from your mobile device. Choose from over 100 customizable templates sorted by industry and content type, or display your own photos from your smartphone or tablet.





## Pro TV Terrace

Bring stunning beauty to the great outdoors. The Samsung Pro TV Terrace Edition, designed for shaded outdoor environments, offers an IP55 rating, so guests outside can enjoy the same entertainment and messaging as guests inside. QLED 4K picture quality ensures incredible picture imagery and breathtaking color, while 1,500-nit brightness and anti-reflection technology provide visibility regardless of sunlight.\* Play the content your customers want including TV programming, or use the Samsung Business TV app to upload content right from your phone or tablet in three easy steps. It's designed for 16/7 operating time, while a 3-year warranty adds peace of mind.

\*Quantum HDR luminance claims are based on internal testing standards and are subject to change according to viewing environment or specific conditions.



## Highlights

### **4K<sup>UHD</sup>** Outdoor-optimized QLED 4K picture

Experience vivid picture quality in outdoor spaces with QLED 4K display technology. The Quantum 4K processor delivers 4K resolution, while 4K AI upscaling offers crisp definition regardless of input source. Quantum HDR 32X sets the standard for incredible detail and brightness.\*

\*Quantum HDR luminance claims are based on internal testing standards and are subject to change according to viewing environment or specific conditions. \*Protection from water and dust based on IP55 (International Protection Rating) standard and operating smoothly at temperatures between -22 to 122 degrees F. IP 55 (Ingress Protection Rating): Degrees of protection powered by enclosures (IEC 60529).



### More visibility, less glare

The Pro TV Terrace Edition features impressive anti-reflection technology, greatly minimizing glare while also enhancing picture contrast. With 1,500-nit brightness, customers can enjoy the same incredible viewing experience that's typically enjoyed inside, even on sunny days.\*

\*Quantum HDR luminance claims are based on internal testing standards and are subject to change according to viewing environment or specific conditions. The Terrace is designed for placement and use in outdoor shaded environments. The TV can be partially exposed to ambient or non-direct sunlight, but direct sunlight should be avoided.



### Built In Business TV App

Every Samsung BEC-H Pro TV comes with a simple CMS solution. Design, create, and schedule content to be displayed, all from your mobile device.



# MagicINFO

MagicINFO delivers a simple, all-in-one platform that connects your display ecosystem from anywhere. Create and deploy captivating content, gain powerful insights and flexibly manage and secure your hardware and software. Elevate the power of your displays and improve business performance with MagicINFO.

## Highlights



### Content that Captivates

With MagicINFO, you can easily create and distribute dynamic content on any Samsung display, at scale.



### Smarter insights faster

MagicINFO delivers dynamic, real-time data to enhance the power of your displays and optimize your business.



### Flexible management & security

Remotely manage, control and secure your Samsung displays, the way you want.





# VXT CMS

Samsung VXT CMS is a cloud native-based solution for digital signage. This innovative solution integrates content management, as well as remote device management capabilities, an integration that is one of the most comprehensive ever seen in the digital signage industry.

# Highlights



## Cloud Native Solution

VXT CMS, with its cloud native structure, enables more flexible and efficient operation. This ensures a highly satisfactory cloud experience with setup and system recovery, all brought to life on industry-leading business display technology which is based on Samsung's deep heritage and expertise.



## Simplified Usability & Content Design

Highly intuitive content creation and management features enable anyone to utilize Samsung VXT CMS with no previous training, allowing any user to easily develop and deploy content. Achieve more by freeing up valuable time.



## Business Operations Made Smarter

Users can also remotely manage everything on a single, secure platform to control display content, access hardware settings and troubleshoot issues. Samsung VXT CMS will unlock the powerful potential of business displays and open new business opportunities.



# Samsung Neo QLED 8K

## QN900C



### Size Class

- 85"
- 75"
- 65"



### Highlights

**Quantum Matrix Technology Pro with Quantum Mini LEDs**  
Unimaginable contrast from a massive array of Mini LEDs.

#### Neural Quantum Processor 8K

For all you watch, experience AI-powered 8K, with 20 distinct neural networks.\*

\*Utilizes AI-Based formulas to upscale to 8K Resolution. Resulting picture may vary based on source content.

#### Infinity Screen

Immerse yourself in the stunning sharpness and depth of 8K on an expansive, nearly edge-to-edge screen.

#### Ultra Viewing Angle with Anti-Reflection

Designed to reduce glare and enhance color no matter where you sit.

#### Attachable Slim One Connect

An elegant solution that offers compact flexibility for keeping wires out of sight.

# OLED

## S95C



### Size Class

- 77"
- 65"
- 55"



### Highlights

#### OLED Technology

With 8.3 million specially designed self-lit pixels inside the screen, this picture is intensely cinematic.

#### Neural Quantum Processor with 4K Upscaling\*

Experience everything you watch transformed to 4K by AI-powered neural networks.\*

\*Utilizes AI-Based formulas to upscale to 4K Resolution. Resulting picture may vary based on source content.

#### Quantum HDR OLED+

Imagination becomes reality with the infinite amount of dramatic detail made possible by self-illuminating pixels.

#### Dolby Atmos™ and Object Tracking Sound+

Hear the spinning whirr of helicopter blades and streams of sirens speeding by with Dolby Atmos™ built-in and Object Tracking Sound+.

#### Infinity One Design with Slim One Connect

With an impossibly slim and sleek profile of 0.4", this TV is a straight stunner.

## QN800C



### Size Class

- 85"
- 75"
- 65"



### Highlights

**Quantum Matrix Technology Pro with Quantum Mini LEDs**  
Unimaginable contrast from a massive array of Mini LEDs.

#### Neural Quantum Processor 8K

For all you watch, experience AI-powered 8K, with 20 distinct neural networks.\*

\*Utilizes AI-Based formulas to upscale to 8K Resolution. Resulting picture may vary based on source content.

#### Infinity One Design with Slim One Connect

With an impossibly slim and sleek profile, this TV is a straight stunner. Hide cable clutter and enjoy a larger screen experience.

#### Neo Quantum HDR 8K+

Don't let your content fall flat. Bring huge contrast to even the smallest details with 8K-worthy HDR.

#### Dolby Atmos™ and Object Tracking Sound+

Hear the spinning whirr of helicopter blades and streams of sirens speeding by with Dolby Atmos™ built-in and Object Tracking Sound+.

## S90C



### Size Class

- 83"
- 77"
- 65"
- 55"



### Highlights

#### OLED Technology

With 8.3 million specially designed self-lit pixels inside the screen, this picture is intensely cinematic.

#### Neural Quantum Processor with 4K Upscaling

Experience everything you watch transformed to 4K by AI-powered neural networks.\*

\*Utilizes AI-Based formulas to upscale to 4K Resolution. Resulting picture may vary based on source content.

#### HDR OLED

Witness the difference detail can make, with fine-tuned brightness and optimized contrast made possible by self-illuminating pixels.\*

\*S90C 55" - 77" has Quantum HDR OLED.

#### 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.

#### Dolby Atmos™ and Object Tracking Sound Lite

Keep your ears on the action with Dolby Atmos™ and virtual top speakers that follow the story.

# Samsung Neo QLED 4K

## QN95C



### Size Class

- 85"
- 75"
- 65"



### Highlights

#### Quantum Matrix with Mini LEDs

Brilliant details shine even in daylight with Samsung's ultra-precise Quantum Mini LEDs.

#### Infinity One Design

Immerse yourself in a next-level viewing experience with an impossibly slim profile.

#### Neural Quantum Processor with 4K Upscaling

Sit back and be mesmerized as your content is transformed to 4K.

#### Neo Quantum HDR+

So surreal – you'll want to touch and feel this screen. See sensational contrast, stellar brightness and vivid color—just as the director intended.

#### Dolby Atmos and Object Tracking Sound+

Be enveloped by the spectacular cinematic surround sound of Dolby Atmos built right into the TV.

## QN85C



### Size Class

- 85"
- 75"
- 65"
- 55"



### Highlights

#### Quantum Matrix with Mini LEDs

Ultra-precise contrast with game-changing backlight dimming technology.

#### Neural Quantum Processor with 4K Upscaling

Sit back and be mesmerized as your content is transformed to 4K.

#### Neo Quantum HDR

Highs and lows. Brights and darks. And all the hues in between. Discover variety in every frame—with dynamic contrast and brilliant colors, all in 4K resolution.

#### Dolby Atmos and Object Tracking Sound

Every whisper, every chime, every creaking door—hear the audio move with the story.

#### Motion Xcelerator Turbo+ (4K @120H)

Why go slow when you can play smooth—even during super-fast gaming content.



## QN90C, QN90A



### Size Class

- 98"
- 85"
- 75"
- 65"
- 55"
- 50"
- 43"

\*Only the QN90A comes in 98".



### Highlights

#### Quantum Matrix with Mini LEDs

Ultra-precise contrast with game-changing backlight dimming technology.

#### Neo Quantum HDR+

So surreal – you'll want to touch and feel this screen. See sensational contrast, stellar brightness and vivid color—just as the director intended.\*

\*50" and 43" have Neo Quantum HDR.

#### Neural Quantum Processor with 4K Upscaling

Sit back and be mesmerized as your content is transformed to 4K.

#### Anti-Glare with Ultra Viewing Angle\*

Get a consistent and detailed 4K picture—at any angle, in any light—with pristine color across the entire screen.\*

\*50" and 43" have Anti-Glare with Wide Viewing Angle.

#### Dolby Atmos™ and Object Tracking Sound+

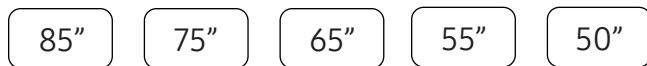
Hear the spinning whirr of helicopter blades and streams of sirens speeding by with Dolby Atmos™ built-in and Object Tracking Sound+.



## Q80C



### Size Class



### Highlights

#### Direct Full Array

See incredible contrast even in sunlit rooms with our Direct Full Array technology that precisely controls the amount of lighting across every part of the picture.

#### Neural Quantum Processor with 4K Upscaling

Sit back and be mesmerized as your content is transformed to 4K.\*

\*Utilizes AI-Based formulas.

#### Quantum HDR+

Catching the latest releases on a big screen at home, instead of at the theater will feel even more like you are watching on the big screen with rich details and more immersive colors thanks to Quantum HDR+.\*

\*50" has Quantum HDR.

#### Dolby Atmos™ and Object Tracking Sound Lite

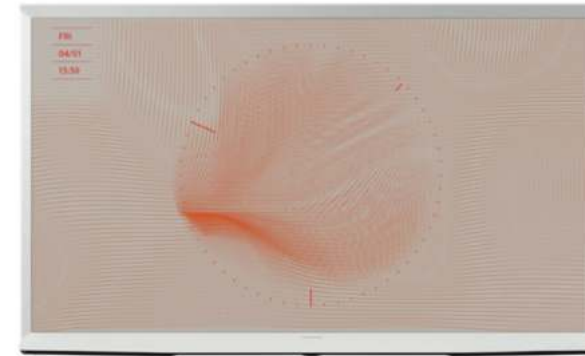
Get in the mix with Dolby Atmos and Object Tracking Sound Lite.

#### 100% Color Volume with Quantum Dot

Take in a billion shades of unwavering color and enjoy vivid, lifelike color at any brightness level as Quantum Dot technology works to create every shade you see on screen.\*

\*100% color volume measured to DCI-P3 standard, certified by VDE.

## The Serif



### Size Class



### Highlights

#### Iconic I-Shaped Design

This unique collaboration with the award winning design duo Ronan and Erwan Bouroullec blends design and technology into a simple, functional solution for connecting with what we enjoy most in life.

#### 100% Color Volume with Quantum Dot

Get a billion brilliant colors that stay true even in bright scenes.\*

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

#### Anti Reflection with Matte Display

Enjoy more screen visibility with virtually no light reflection, night or day.

#### NFC on TV

Mirror the sound from your Android device with one touch.

#### Ambient Mode +™

Customize your display to fill the screen with what you love.\*

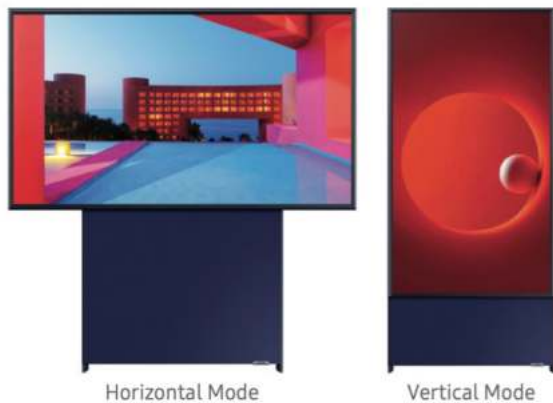
\*Background feature accuracy may vary based on TV location and is dependent on wall designs, patterns and/or colors. SmartThings app on a mobile device (Android, iOS) is required for some functionality. App features may be limited at launch; please continue to check for updates.

#### Quantum Processor 4K

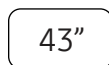
Elevate your picture to 4K with machine based AI.



## The Sero



### Size Class



### Highlights

#### Mobile Optimized Screen

See the content from your favorite apps as it was meant to be seen.\* The screen rotates to landscape mode for TV and movies and changes to portrait for mobile content and apps.

\*Available on Samsung Galaxy devices with Android OS 8.1 and higher.

#### Tap View

Share music, movies, and more from your phone to your TV with a tap.\*

\*Tap View is available on Samsung Galaxy devices with Android OS 8.1 and higher.

#### Anti Reflection with Matte Display

Enjoy more screen visibility with virtually no light reflection, night or day.

#### Ambient Mode +™

Turn the blank screen into a display for captivating photos that play to your aesthetic.\*

\*Background feature accuracy may vary based on TV location and is dependent on wall designs, patterns and/or colors. SmartThings app on a mobile device (Android, iOS) is required for some functionality. App features may be limited at launch; please continue to check for updates.

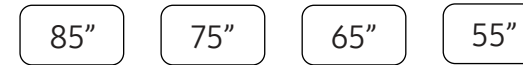
#### QLED Technology

See what you've been missing on a crisp, clear picture that's 4X the resolution of Full HD. With the Quantum Processor 4K, transform what you watch into stunning 4K.

## The Frame



### Size Class



### Highlights

#### Art Mode + Motion Sensor

Be welcomed by beautiful art upon entering the room with a motion sensor that detects when you're near.

#### Anti Reflection with Matte Display

Enjoy more screen visibility with virtually no light reflection, night or day.

#### Art Store

Access the work of over 1,400 established and emerging artists, including Samsung Collections, a curated selection of hundreds of works of art.\*

\*Fees apply to subscription service.

#### 100% Color Volume with Quantum Dot

A billion stay-true shades of breathtaking color.\*

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

#### One Invisible Connection + No Gap Wall Mount

Your TV hangs flush to the wall, while a single, slim cable connects everything.\*

\*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.

#### Customizable Frame

Make it your own with various bezel styles and colors.\*

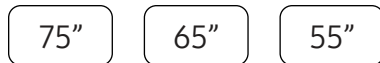
\*Customizable bezels sold separately.



## The Terrace Partial Sun (LST7T)



### Size Class



### Highlights

#### Outdoor Optimized QLED Picture

High quality 4K QLED picture engineered to look incredibly vivid and bright especially in daylight.

#### Weather-Resistant Durability (IP55 Rated)

Resistant to extreme temperatures, and is best-in-class IP55-rated for weather-resistant durability against water and dust.

#### Smart TV Powered by Tizen

Access your favorite apps and streaming services right from your TV.

#### Wide Viewing Angle with Anti-glare

Designed to reduce glare and enhance color no matter where you sit, Ultra Viewing Angle ensures every seat is the best.

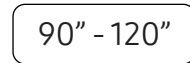
#### Wi-Fi and Bluetooth® Connection

Connect to your home Wi-Fi network or pair with Bluetooth devices.

## The Premiere (LSP7T)



### Size Class



### Highlights

#### 4K UHD Ultra Bright Triple Laser

Cutting edge laser technology and 4K resolution deliver cinema-like picture and contrast with 2200 lumens.

#### Smart TV Powered by Tizen

Access your favorite apps and streaming services right from your TV.

#### Ultra-short Compact Minimal Design

This compact projector can turn any room into a home theater. Ultra short throw technology allows the Premiere to be placed inches from the wall while delivering an incredible picture.

#### 2.2 Channel System

Elevate your home theater experience with a 2.2 channel system. The powerful subwoofer and 30W speakers deliver a room-filling sound.

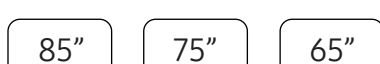
#### Multiple Voice Assistants

Access apps and streaming services right on your TV with your voice.

## The Terrace Full Sun (LST9T)



### Size Class



### Highlights

#### Outdoor Optimized QLED Picture with Direct-Sun Protection

Enjoy TV outdoors with incredible 4K clarity, all on a screen with built-in direct-sun protection.\*

\*Panel protected up to 6 hours in sunlight at 700 watts and 104 degrees Fahrenheit; brightness may decrease to protect panel with other high temperature and sunlight conditions.

#### IP55 Rated Durability

Resistant to extreme temperatures, and is best-in-class IP55-rated for weather-resistant durability against water and dust.

\*The Terrace Full Sun 85" is IP56 rated.

#### Wide Viewing Angle with Anti-glare

Designed to reduce glare and enhance color no matter where you sit, Ultra Viewing Angle ensures every seat is the best.

#### Smart TV Powered by Tizen

Access your favorite apps and streaming services right from your TV.

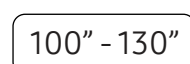
#### Wi-Fi and Bluetooth® Connection

Connect to your home Wi-Fi network or pair with Bluetooth devices.

## The Premiere (LSP9T)



### Size Class



### Highlights

#### 4K UHD Ultra Bright Triple Laser

Cutting edge triple laser technology and ultra-bright 4K resolution deliver heightened contrast and impeccable detail with 2800 lumens.

#### Smart TV Powered by Tizen

Go beyond Smart TV with next-gen apps, streaming services, advanced controls, and more.

#### Ultra-short Compact Minimal Design

This compact projector design turns any room into a home theater. Ultra short throw technology allows the Premiere to be placed inches from the wall while delivering an incredible picture.

#### Powerful Audio 4.2 Channel System

The powerful 40W speakers in this 2.2 channel system provide front, center and surround sound for a room-filling audio experience.

#### Multiple Voice Assistants

Access apps and streaming services right on your TV with your voice.



## The Freestyle



### Highlights

#### Point and Play

Pick a spot, any spot. Just point and watch content come to life with the star theater that makes it simple.

#### Easy Set Up

No need to fuss with settings — just sit back and enjoy the show.\*

\*Watching projector for extended period of time causes the panel to generate heat, which is released through the vents on the Projector.

#### Smart Entertainment

Access everything. All your apps, workouts, recipes and shows in one portable smart theater.\*

\*Includes Samsung SmartHub by Wi-Fi; additional external content by Micro HDMI port (adapter/cables not included) and compatible devices with Apple AirPlay 2, SmartThings Tap View. Content and services are subject to change.

#### Gaming Hub

Stream Xbox games, no console required.\*

\*Internet connect, additional gaming service subscription and compatible controller required.

## Q Series Soundbar: HW-Q990C



### Highlights

#### 11.1.4Ch. True Dolby Atmos™ Sound

Feel sound all around with 11 front-facing speakers, 1 subwoofer and 4 up-firing channels for a true Dolby Atmos™ experience.

#### Q-Symphony

For sound that's off the charts, combine a Samsung TV with a Samsung soundbar. With Q-Symphony, your TV speakers paired with Q-Series soundbars operate as one.\*

\*Q-Symphony requires a compatible 2020 - 2023 Samsung TV. Please refer to [samsung.com](https://www.samsung.com) for more information.

#### Wireless Dolby Atmos™

Cue up Dolby Atmos™ sound and skip the cumbersome HDMI cables. Feel free to arrange your space exactly how you want without compromising the audio experience.

\*Compatible with select 2022/2023 Samsung TVs.\*

#### SpaceFit Sound Pro

Get room-filling sound, calibrated to your space, with a soundbar that analyzes your environment and automatically optimizes the audio.

#### Up/Side Firing Rear Kit Speakers included

These up/side firing rear speakers make use of your ceiling and walls to create dense layers of all-around sound.

## Q Series Soundbar: HW-Q910C



### Highlights

#### 9.1.2Ch. True Dolby Atmos™ Sound

Layers of dimension and crystal-clear sound surrounds you in a true Dolby Atmos experience.

#### Q-Symphony

For sound that's off the charts, combine a Samsung TV with a Samsung soundbar. With Q-Symphony, your TV speakers paired with Q-Series soundbars operate as one.\*

\*Q-Symphony requires a compatible 2020 - 2023 Samsung TV. Please refer to [samsung.com](https://www.samsung.com) for more information.

#### Wireless Dolby Atmos™

Cue up Dolby Atmos™ sound and skip the cumbersome HDMI cables. Feel free to arrange your space exactly how you want without compromising the audio experience.

\*Compatible with select 2022/2023 Samsung TVs.

#### SpaceFit Sound Pro

Get room-filling sound, calibrated to your space, with a soundbar that analyzes your environment and automatically optimizes the audio.

#### Rear Speaker Kit Included

Complete the all-around-you audio experience with the included rear speaker kit.

## Q Series Soundbar: HW-Q800C



### Highlights

#### Q-Symphony

For sound that's off the charts, combine a Samsung TV with a Samsung soundbar. With Q-Symphony, your TV speakers paired with Q-Series soundbars operate as one.\*

\*Q-Symphony requires a compatible 2020 - 2023 Samsung TV. Please refer to [samsung.com](https://samsung.com) for more information.

#### Wireless Dolby Atmos™

Cue up Dolby Atmos™ sound and skip the cumbersome HDMI cables. Feel free to arrange your space exactly how you want without compromising the audio experience.

\*Compatible with select 2022/2023 Samsung TVs.

#### 5.1.2Ch. True Dolby Atmos™ Sound

Surround yourself with unbelievably clear sound so you can appreciate the story in never-before-heard ways with captivating 3D audio.

#### SpaceFit Sound Pro

Get room-filling sound, calibrated to your space, with a soundbar that analyzes your environment and automatically optimizes the audio.

#### Built-in Voice Assistant

Your voice can do amazing things. Activate hands-free navigation of your soundbar and TV using built-in voice assistants.\*

\*Content Services may vary by region & are subject to change without notification. Amazon, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates.

### Highlights

#### Q-Symphony

With Q-Symphony, your TV speakers paired with Q-Series soundbars operate as one.\*

\*Q-Symphony requires a compatible 2020 - 2023 Samsung TV. Please refer to [samsung.com](https://samsung.com) for more information.

#### Wireless Dolby Atmos™

Cue up Dolby Atmos™ and skip the cumbersome HDMI cables - arrange your space exactly how you want.\*

\*Compatible with select 2022/2023 Samsung TVs.

#### 3.1.2Ch. True Dolby Atmos™ Sound

Appreciate the story, concert or soundtrack on a deeper level with the three-dimensional nuance of 3.1.2Ch sound with Dolby Atmos™.

#### SpaceFit Sound Pro

Get room-filling sound, calibrated to your space, with a soundbar that analyzes your environment and automatically optimizes the audio.

\*SpaceFit Sound Pro is compatible with 2023 Samsung QLED TVs (Q70 models and above) and OLED TVs.

#### Works with Voice Assistants

Stay in tune with your ever-growing smart home by connecting seamlessly via your favorite voice assistants.\*

\*An Amazon Echo Device is required to use this feature. This service is provided by Amazon and can be terminated at any time. Some features and functions provided by connected devices may be limited or not be supported to use. Content Services may vary by region & are subject to change without notification. Amazon, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates.

## Q Series Soundbar: HW-Q600C



### Highlights

#### Q-Symphony

For sound that's off the charts, combine a Samsung TV with a Samsung soundbar. With Q-Symphony, your TV speakers paired with Q-Series soundbars operate as one.\*

Q-Symphony requires a compatible 2020 - 2023 Samsung TV. Please refer to [samsung.com](https://samsung.com) for more information.

#### 3.1.2Ch. True Dolby Atmos™ Sound

Appreciate the story, concert or soundtrack on a deeper level with the three-dimensional nuance of 3.1.2ch sound with Dolby Atmos™.

#### Adaptive Sound

Sick of missing lines? Hear voices better, even at low volume, with intelligently optimized audio.

#### HDMI eARC

This single HDMI cable connection passes advanced audio from your TV to your soundbar.\*

\*Requires an HDMI eARC compatible TV.

#### Game Pro Mode

Unlock a more intuitive gaming experience with 3D optimized sound.\*

\*Compatible with Gaming Hub and select gaming consoles (e.g. Xbox X, PS5). Game console sold separately.



## Q Series Soundbar: HW-Q700C



## S Series Soundbar: HW-S60B



### Highlights

#### All-in-one 5.0Ch. Dolby Atmos™

Activate all-around-you audio with this compact soundbar's powerful 5-channel sound with built-in passive radiator.

#### Q-Symphony

For sound that's off the charts, combine a Samsung TV with a Samsung soundbar. With Q-Symphony, your TV speakers paired with Q-Series soundbars operate as one.\*

\*Q-Symphony requires a compatible 2020 - 2023 Samsung TV. Please refer to [samsung.com](https://www.samsung.com) for more information.

#### Wireless Dolby Atmos™

Cue up Dolby Atmos™ sound and skip the cumbersome HDMI cables. Feel free to arrange your space exactly how you want without compromising the audio experience.

\*Compatible with select 2022/2023 Samsung TVs.

#### Built-in Center Speaker

The built-in center speaker delivers enhanced dialogue so you won't miss a word.

#### Built-in Voice Assistant

Your voice can do amazing things. Activate hands-free navigation of your soundbar and TV using built-in voice assistants.\*

\*Content Services may vary by region & are subject to change without notification. Amazon, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates.

### Highlights

#### All-in-one 3.0Ch DTS Virtual:X

Enjoy rich sound that will fill your room with two woofers and tweeters built in.

#### Q-Symphony

For sound that's off the charts, combine a Samsung TV with a Samsung soundbar. With Q-Symphony, your TV speakers paired with Q-Series soundbars operate as one.\*

\*Q-Symphony requires a compatible 2020 - 2023 Samsung TV. Please refer to [samsung.com](https://www.samsung.com) for more information.

#### Built-in Center Speaker

The built-in center speaker delivers enhanced dialogue so you won't miss a word.

#### Adaptive Sound Lite

Enjoy optimized audio with enhanced voice clarity on all your favorite video content.

#### Music Mode

Experience vocals and instruments in studio-grade clarity and hear every note.

## The Terrace Soundbar: HW-LST70T



### Highlights

#### Outdoor Optimized Sound

The Terrace Soundbar provides powerful, high-quality audio designed for the outdoors, with a special center channel (3.0CH) for crystal clear dialogue.

#### Weather-Resistant Durability (IP55)

Rain or shine, enjoy year-round outdoor entertainment with this soundbar that is IP55- rated for weather-resistant durability against water and dust.

#### Built-in Subwoofer

Experience rich bass in an outdoor environment with two built-in woofers for optimal audio.

#### Distortion Cancelling

Stop sound distortion before it ruins your game play. This technology identifies and reduces audio distortion.

#### Wireless TV Connection

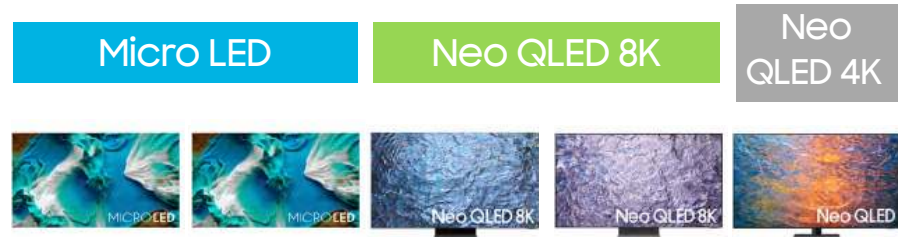
Easily connect your Soundbar to your TV with either Wi-Fi or Bluetooth®.



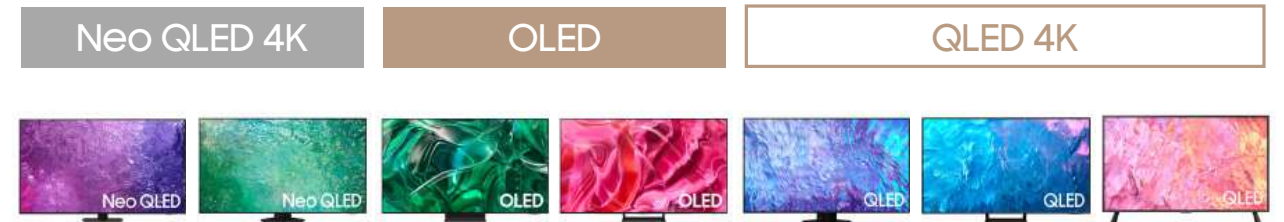
## S Series Soundbar: HW-S50B



# 2023 Core TV Line Up



	MS1A	MS1B	QN900C	QN800C	QN95C
<b>Sizes</b>	110"	101", 89"	85", 75", 65"	85", 75", 65"	85", 75", 65"
<b>Backlight</b>	Micro LED	Micro LED	Quantum Matrix PRO with Mini LED	Quantum Matrix PRO with Mini LED	Quantum Matrix with Mini LED
<b>Resolution</b>	4K	4K	8K	8K	4K
<b>Mounting Type</b>	VESA or Included Mount	VESA or Included Mount	VESA or Slim Fit	VESA or Slim Fit	VESA or Slim Fit
<b>Bezel Design</b>	Zero Bezel	Zero Bezel	Zero Bezel	4 side bezel-less	4 side bezel-less
<b>Product Design</b>	Monolith Design	Monolith Design	Infinity One	Infinity One	Infinity One
<b>Connectivity Location</b>	One Connect Box	One Connect Box	One Connect Box	One Connect Box	Rear TV Cabinet
<b>HDMI</b>	6	6	4	4	4
<b>WiFi</b>	WiFi6	WiFi6	WiFi6	WiFi6	WiFi5
<b>HDMI 2.1 Advanced Features</b>	ALLM, VRR (FreeSync™)⁶, eARC, 4k@120Hz (FRL)	ALLM, VRR (FreeSync™), eARC, 4k@144Hz (FRL)	ALLM, VRR (FreeSync™), eARC, 4k@120Hz (FRL)	Adaptive Picture	ALLM, VRR (FreeSync™), eARC, 4k@144Hz (FRL)
<b>Digital Broadcasting</b>	n/a	n/a	ATSC 3.0 NextGenTV	ATSC 3.0 NextGenTV	ATSC 3.0 NextGenTV
<b>Control</b>	IP, Serial, IR	IP, Serial, IR	IP, Serial, IR	IP, Serial, IR	IP, Serial, IR
<b>VG-ARAC43WMTZA Rotating Mount Compatible</b>	No	No	Yes; 65"	Yes; 65"	Yes; 65"



	QN90C	QN85C	S95C	S90C	Q80C	Q70C	Q60C
<b>Sizes</b>	98", 85", 75", 65", 55", 50", 43"	85", 75", 65", 55"	77", 65", 55"	83", 77", 65", 55"	98", 85", 75", 65", 55", 50"	85", 75", 65", 55"	85", 75", 70", 65", 55", 50", 43", 32"
<b>Backlight</b>	Quantum Matrix with Mini LED	Quantum Matrix with Mini LED	OLED	OLED	Full Array	Dual LED	Dual LED
<b>Resolution</b>	4K	4K	4K	4K	4K	4K	4K
<b>Mounting Type</b>	VESA or Slim Fit²	VESA or Slim Fit	VESA or Slim Fit³	VESA or Slim Fit	VESA	VESA or Slim Fit	VESA or Slim Fit
<b>Bezel Design</b>	4 side bezel-less⁴	4 side bezel-less	4 side bezel-less	4 side bezel-less	4 side bezel-less⁵	3 side bezel-less	3 side bezel-less
<b>Product Design</b>	NeoSlim	NeoSlim	Infinity One	Laser Slim	AirSlim	AirSlim	AirSlim
<b>Connectivity Location</b>	Rear TV Cabinet	Rear TV Cabinet	One Connect Box	Rear TV Cabinet	Rear TV Cabinet	Rear TV Cabinet	Rear TV Cabinet
<b>HDMI</b>	4	4	4	4	4	4	3
<b>WiFi</b>	WiFi5	WiFi5	WiFi5	WiFi5	WiFi5	WiFi5	WiFi5
<b>HDMI 2.1 Advanced Features</b>	ALLM, VRR (FreeSync™), eARC, 4k@120Hz (FRL)	ALLM, VRR (FreeSync™), eARC, 4k@120Hz (FRL)	ALLM, VRR (FreeSync™), eARC, 4k@144Hz (FRL)	ALLM, VRR (FreeSync™), eARC, 4k@120Hz (FRL)	ALLM, VRR (FreeSync™)⁷, eARC, 4k@120Hz (FRL)	ALLM, VRR (FreeSync™), eARC, 4k@120Hz (FRL)	ALLM, eARC
<b>Digital Broadcasting</b>	ATSC 3.0 NextGenTV	ATSC/ClearQAM	ATSC 3.0 NextGenTV	ATSC 3.0 NextGenTV	ATSC/ClearQAM	ATSC/ClearQAM	ATSC/ClearQAM
<b>Control</b>	IP, Serial, IR	IP, Serial, IR	IP, Serial, IR	IP, Serial, IR	IP, Serial, IR	IP, Serial, IR	IP, Serial, IR⁸
<b>VG-ARAC43WMTZA Rotating Mount Compatible</b>	Yes; 65", 55", 50", 43"	Yes; 65" & 55"	Yes; 65" & 55"	No	No	No	No








Connectivity

¹; 98" refers to QN98QN90A, ²; 98QN90A does not support Slim Fit, ³; 77S95C does not support Slim Fit, ⁴; 98QN90A, 50QN90C & 43QN90C feature 3 side bezel-less, ⁵; 98Q80C & 50Q80C feature 3 side bezel-less, ⁶; FreeSync Compatible, ⁷; 50Q80C does not support FreeSync, ⁸; Requires USB-to-ExLink Adaptor

## Support

Tech Hotline	Samsung Tech Support Hotline: <b>(866) 208-2911</b>
Service Hotline	Samsung Consumer Dealer Service Hotline: <b>(866) 797-8727</b>
Brawn Consulting	Brawn Consulting Hotline: <b>(442) 245-6332</b>
CI Web Portal	Register to download custom installer product info, 2D drawing, etc.: <a href="http://www.samsung.com/custominstall">www.samsung.com/custominstall</a>
IP Control	Contact Your AMX, Control4, Crestron, Extron, Elan, Josh.ai, RTI, Savant, or URC representative

# 2023 Lifestyle Compare Chart

	The Frame	The Terrace Partial Sun	The Terrace Full Sun	The Premiere	The Freestyle	The Sero	The Serif
							
	TV when it's on. Art when it's off.	TV, now outdoors	Outdoor TV enjoyment that's direct-sun <sup>1</sup> protected	Entertainment without limits	The smart theater-to-go that follows the fun	Give Samsung's rotating screen a spin	Beautiful from every angle
	<b>85", 75", 65", 55", 50", 43", 32"</b> <small>*32"-65" Operate in Portrait Mode OCB Dimensions (43"-85") — 13.7"W x 2.6"H x 5.4"D Included cable — 16' 5" Long TV cable end — 1.8"W x .38"H x 2.2"D OCB cable end — 1"W x .54"H x 2.1"D</small>	<b>75", 65", 55"</b>	<b>85", 75", 65"</b>	<b>LSP9T 100" - 130" LSP7T 90" - 120"</b>	<b>30" - 100"</b>	<b>43"</b>	<b>65", 55", 43"</b>
<b>Sizing</b>	Art Mode	Outdoor Optimized QLED Picture with 2,000+ Nit Brightness Levels	Outdoor Optimized QLED Picture with Direct-Sun Protection <sup>4</sup>	4K UHD Bright Laser	Point and Play	Mobile Optimized Screen	Iconic 360 I-Shaped Design
<b>Top 5 Features</b>	QLED 4K TV with 100% Color Volume <sup>1</sup>	IP55 Rated	Ultra-Bright Picture Quality with 1,500+ Nit Brightness	Smart TV Powered by Tizen™	Easy Setup	Rotating Screen	QLED 4K TV with 100% Color Volume <sup>1</sup>
	Customizable Bezels <sup>2</sup>	Smart TV Powered by Tizen™	Weather-Resistant Durability IP55 Rated 85" - IP56 Rated 75" - 65" - IP55 Rated	Ultra-Short Throw and Compact Minimal Design	Premium 360 Sound	Anti-Reflection with Matte Display	Anti-Reflection with Matte Display
	Slim-Fit Wall Mount Included <sup>3</sup>	Wide Viewing Angle with Anti-Glare	Smart TV with Multiple Voice Assistants	Powerful Audio 4.2Ch System	Smart Entertainment <sup>5</sup>	Premium 4.1Ch 60W Speakers	Detachable Easel Stand Included
	Anti-Reflection with Matte Display	WiFi + Bluetooth®	Wide Viewing Angle with Anti-Glare	Multiple Voice Assistants	External Battery Compatible <sup>6</sup>	Tap View	Quantum Processor 4K with 4K Upscaling

Support	
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<sup>1</sup>QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television. <sup>2</sup>Bezels sold separately. <sup>3</sup>Slim-Fit Wall Mount not included for 32". <sup>4</sup>Panel protected up to 6 hours in sunlight at 700 watts and 104 degrees Fahrenheit; brightness may decrease to protect panel with other high temperature and sunlight conditions. <sup>5</sup>Includes Samsung SmartHub by WiFi; additional external content by Micro HDMI port and compatible devices with AirPlay 2, SmartThings Tap View. Voice Assistants and Apps are subject to change. Some functions require internet connection via WiFi or from a mobile device. <sup>6</sup>Requires supplied USB Type C cable connection or external battery (sold separately) that are USB-PD and 50W/20V output or above. Features and specifications subject to change and may vary by model.

# 2023 Audio Comparison Chart

		Q Series Soundbars			
		HW-Q990C/ZA	HW-Q910C/ZA	HW-Q800C/ZA	HW-Q700C/ZA
General	Suggested TV Pairing	QN900C	QN90C	QN85C	Q80C
	Wireless Rear Speaker	Included	Included	SWA-9500S	SWA-9500S
	Number of Channels	11.1.4	9.1.2	5.1.2	3.1.2
	Number of Speakers	22	17	11	9
Audio	Center Speaker	●	●	●	●
	Q-Symphony <sup>1</sup>	●	●	●	●
	Active Voice Amplifier (AVA)	●	●	●	
	SpaceFit Sound Pro / SpaceFit Sound <sup>2</sup>	SpaceFit Sound Pro (Built-in)	SpaceFit Sound Pro (Built-in)	SpaceFit Sound Pro (Built-in)	SpaceFit Sound Pro (works with)
	Dolby	Wireless Dolby Atmos <sup>3</sup>	Wireless Dolby Atmos <sup>3</sup>	Wireless Dolby Atmos <sup>3</sup>	Wireless Dolby Atmos <sup>3</sup>
	DTS	DTS:X	DTS:X	DTS:X	DTS:X
	Wireless Subwoofer Included	●	●	●	●
	Night / Voice Enhancement Mode	●	●	●	●
Connectivity	Bluetooth <sup>®</sup>	●	●	●	●
	Bluetooth <sup>®</sup> Multi-Connection <sup>4</sup>				
	WiFi	●	●	●	●
	AirPlay 2	●	●	●	●
	HDMI In/Out	2/1	1/1	1/1	1/1
	HDMI Connectivity	eARC	eARC	eARC	eARC
	Alexa	Built-in	Built-in	Built-in	Works with
	Tap Sound <sup>5</sup>	●	●	●	●
	Samsung One Remote	●	●	●	●

		S Series Soundbars				
		HW-Q600C/ZA	HW-Q60C/ZA	HW-S800B/ZA HW-S801B/ZA	HW-S60B/ZA	HW-S50B/ZA
		Q70C	Q60C	S95C	The Frame	The Frame
		SWA-9200S	SWA-9200S	SWA-9500S	SWA-9200S	SWA-9200S
		3.1.2	3.1	3.1.2	5.0	3.0
		9	7	10	7	5
		●	●	●	●	●
		●	●	●	●	●
				●	●	
				SpaceFit Sound (Built-in)	SpaceFit Sound (Built-in)	
		Dolby Atmos	Dolby Atmos	Wireless Dolby Atmos <sup>3</sup>	Wireless Dolby Atmos <sup>3</sup>	Dolby Digital 5.1
		DTS:X	DTS Virtual:X	DTS Virtual:X	DTS Virtual:X	DTS Virtual:X
		●	●	●	SWA-W510	SWA-W510
		●	●	●	●	●
		●	●	●	●	●
		1/1	1/1	0/1	0/1	0/1
		eARC	eARC	ARC	ARC	ARC
				Built-in	Built-in	
		●	●	●	●	●
		●	●	●	●	●

<sup>1</sup>Q-Symphony requires a compatible 2020 - 2023 Samsung TV. Please refer to [samsung.com](https://www.samsung.com) for more information. <sup>2</sup>SpaceFit Sound Pro / SpaceFit Sound is compatible with 2021 - 2023 Samsung QLED TVs (Q70 and above). Please refer to [samsung.com](https://www.samsung.com) for more information. <sup>3</sup>Compatible with select 2022 / 2023 Samsung TVs. <sup>4</sup>Soundbar mobile connection is not available when connected to the TV. Requires Bluetooth<sup>®</sup> compatible devices. <sup>5</sup>Tap Sound is only compatible with select Samsung mobile devices, with Android 8.1 and above. Tap Sound requires SmartThings app to activate and set up. This service only works when soundbar and mobile are on. <sup>6</sup>Mic not included.

# Accessory Chart

Type	Product	Model Code
Terrace	The Terrace Dust Cover	VG-SDCC55G/ZA VG-SDCC65G/ZA VG-SDCC75G/ZA VG-SDCC85G/ZA
	The Terrace Wall-Mount	WMN5870TC
Bezel	Customizable Frame	VG-SCFC32WTBZA (32" Modern White Bezel) VG-SCFC32TKBZA (32" Modern Teak Bezel) VG-SCFC32BWBZA (32" Modern Brown Bezel) VG-SCFC32SGMZA (32" Sand Gold Metal Bezel) VG-SCFC43SGMZA (43" Sand Gold Metal Bezel) VG-SCFC50SGMZA (50" Sand Gold Metal Bezel) VG-SCFC55SGMZA (55" Sand Gold Metal Bezel) VG-SCFC65SGMZA (65" Sand Gold Metal Bezel) VG-SCFC75SGMZA (75" Sand Gold Metal Bezel) VG-SCFC85SGMZA (85" Sand Gold Metal Bezel) VG-TM2180ES/ZA (SolarCell Remote)

Freestyle	The Freestyle Case	VG-SCLA00G/ZA
	The Freestyle Socket	VG-FSA3BA/ZA
	The Freestyle Battery	VG-FBB3BA/ZA
Stands and Mounts	Auto Rotating Accessory	VG-ARAB22STDZA (200x200 Stand)
		VG-ARAB43STDZA (400x300 Stand)
		VG-ARAB22WMTZA (200x200 Wall Mount)
		VG-ARAB43WMTZA (400x300 Wall Mount)
	Full Motion Slim WMT	WMN-B05FB/ZA WMN-B16FB/ZA WMN-B30FB/ZA
	Slim Fit WMT	WMN-B50EB/ZA
	My Shelf	VG-MSFB55WTCZA VG-MSFB65WTCZA VG-MSFB00WTDZA VG-MSFB55WTEZA VG-MSFB55WTFZA VG-MSFB65WTEZA VG-MSFB65WTFZA
Smart Acc	MicroLED Stand	VG-SMSA20MC/ZA
	Hub Dongle	VG-STDB10A/ZA
Screen	SlimFit Cam	VG-STCBU2K/ZA
	Rollable Screen	VG-PRSP120W/ZA

2021 TV	2022 TV	2023 TV
	The Terrace Dust Cover	QN85LST9CAFXZA
	The Terrace Wall-Mount	QN85LST9CAFXZA
	Customizable Frame	The Frame (LS03C) The Frame (LS03B)

	The Freestyle (LSP3B)	The Freestyle (LFF3C)			
	The Freestyle (LSP3B)	The Freestyle (LFF3C)			
	The Freestyle (LSP3B)	The Freestyle (LFF3C)			
	4K : QN90B, QN85B The Frame 2022 (LS03B)	QN90B: 43, 50, 55" QN85B: 55" LS03B: 43, 50, 55"			
	4K : QN95B	QN95B: 55"			
	4K : QN90B, QN85B The Frame 2022 (LS03B)	QN90B: 43, 50, 55" QN85B: 55" LS03B: 43, 50, 55"			
	8K : QN900B, QN800B 4K : QN95B The Frame 2022 (LS03B)	QN900B : 65" QN800B : 65" QN95B: 55, 65" LS03B: 65"			
	B05 : 200(300) x 200 → 55" (including 65" S95B) B16 : 400 x 400(300) → 56" - 75" B30 : 600 x 400 → 82/85"				
	2021 & 2022 43 - 85" models <b>except TU7000 / Q80A / Q80B</b>				
	B05: 55" (including S90C 65") B16: 56"-75" (Including 55, 65, 77" S95C) B30: 82" / 85"				
	2023 43" - 85" models <b>except for Q80C and 77" S95C.</b>				
The Frame 2021 (LS03A)	65/55"	The Frame 2022 (LS03B)	65/55"		
Micro LED (MS1A)	110"	Micro LED (MS1B)	89"	Micro LED (MS1B)	101"
	2022 QLED TV / The Frame / The Serif / The Sero				
	2022 QLED TV / The Frame / The Serif		2023 QLED TV		
	The Premiere (LSP7T, LSP9T)				

\*Availability subject to change

# Accessory Chart

	Type	Product	Model Code
Y21	Cable	One Connect Cable (5M) (Y21)	VG-SOCA05/ZA
	Bezel	Customizable Frame (Y21)	VG-SCFA__WTB/ZA VG-SCFA__TKB/ZA VG-SCFA__BWB/ZA
Y20	Terrace	The Terrace Dust Cover	VG-SDC75G/ZA VG-SDC65G/ZA VG-SDC55G/ZA
		The Terrace Wall-Mount	WMN4277TT/ZA
			WMN4070TT/ZA
	Sero	The Sero Wheels	VG-SCST43V/ZA
Stands and Mounts	VESA Wall-Mount	WMN8000SXT/ZA	
Y19	Cable	One Invisible Connection	VG-SOCR15/ZA

2020 TV		2021 TV		2022 TV	
QN900A, QN800A	85/75/65"	8K: QN900B, QN800B 4K: QN95B	85/75/65"		
The Frame 2021 (LS03A)	Modern: 85/75/65/55/50/43"	The Frame 2022 (LS03B)	Modern: 85/75/65/55/50/43"		
The Terrace Partial-Sun : LST7T Full-Sun : LST9T		- LST7T : 75/65/55" - LST9T : 75/65"			
The Terrace (LST7, LST9T)		- 75/65"			
		- 55"			
The Sero (LS05T)		- 43"			
76" ↑ (including 98") All FPTVs & Curved		76" ↑ (including 98") All FPTVs & Curved			
The Frame 2020 (LS03T)	75/65/55/50/43"	The Frame 2021 (LS03A)	85/75/65/55/50/43"	The Frame 2022 (LS03B)	85/75/65/55/50/43"

\*Availability subject to change



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