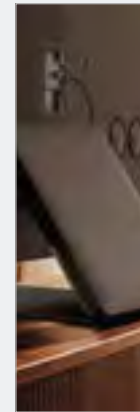


# SAMSUNG

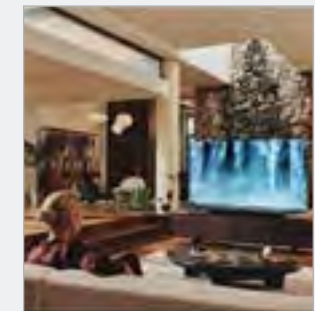
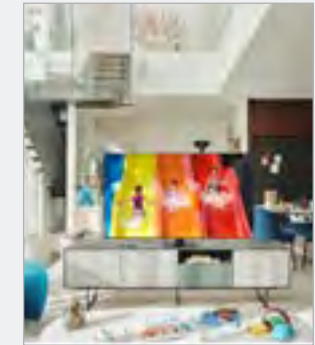
## TV Sales Talk Guide



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**SAMSUNG**



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1

## Use the Samsung Promise

### 16 YEARS GLOBAL No.1

**No.1 Global TV manufacturer for 16 years running** - leading innovation with exclusive, proprietary technology.

### NO COMPROMISE

**Uncompromising approach** - Samsung products deliver class-leading performance in any environment.

### THE HIGHEST STANDARD

**Holistic product philosophy** - every Samsung Neo QLED TV is built to peerless standards.

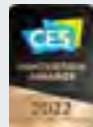
2

## Use factual credibility

### 3<sup>RD</sup> PARTY ENDORSEMENT

**Don't just take our word for it**, look at what the experts say.

### CES INNOVATION AWARD



Our QN900B earned rave reviews at this year's CES show and picked up the **Best Innovation Award for 2022**.

### GREAT REVIEWS

We're also receiving great reviews throughout our 2022 line up:



3

## Listen to your shoppers' demands

### IDENTIFY

**Through careful questioning**, discover your shoppers' needs.

### DEMONSTRATE

**Highlight needs that your shopper may not even be considering** (reflections, picture and sound quality, smart apps and lifestyle).

### MATCH

**Use Your Perfect QUANTUM DOT section (page 31)** to match needs to product attributes

4

## Start at the top of the range and sell down

### ESTABLISH STRUCTURE

Through careful questioning, try to establish whether your shopper is a Neo QLED, OLED or QLED customer - whichever category they fall into, Samsung are the best TVs on the market.

Match your solution to your shopper's wants and needs.

However, it is important to sell what you have. If you don't have a particular model, be prepared to sell the next TV up or down the range - and remember, not all your shoppers will want a QN900B.

5

Samsung premium TVs are naturally bright and colourful, powered by Quantum Dot.

### NATURALLY BRIGHT & COLOURFUL

Explain to your shopper that Samsung Premium TVs are 'naturally bright & colourful' powered by Quantum Dots.

This is because Quantum Dots produce the purest light, reinforced by industry leading HDR brightness and 100% Colour Volume, certified by the VDE.

Whether they opt for Neo QLED, OLED or QLED, your shopper is guaranteed 'naturally bright and colourful' movies, sports and games.

Sell down through Samsung Neo QLED 8K

Sell down through Samsung NEO QLED 4K, SAMSUNG OLED and SAMSUNG QLED 4K



QN900B



QN800B



QN700B



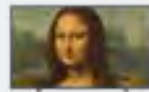
QN95B



S95B



QN90B



The Frame



QN85B



Q80B



The Serif



Q75B/Q70B



Q65B/Q60B

# The Challenge

To deliver a simple and consistent message from Promoters and Retail Staff on Samsung's Premium TV range.

## Samsung

Too many feature-led messages that cause confusion.



## OLED

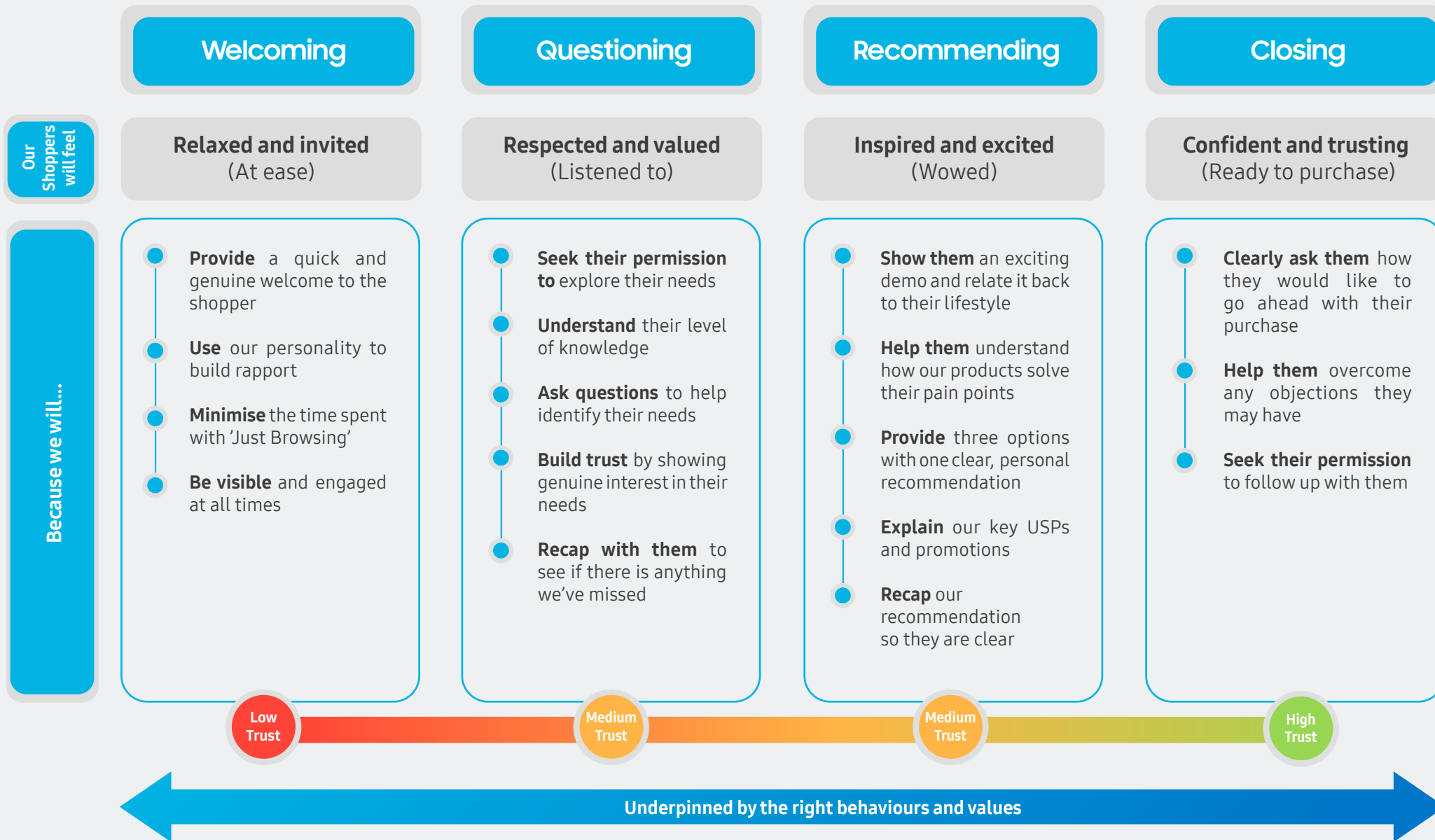
Single message that's easy to deliver consistently.



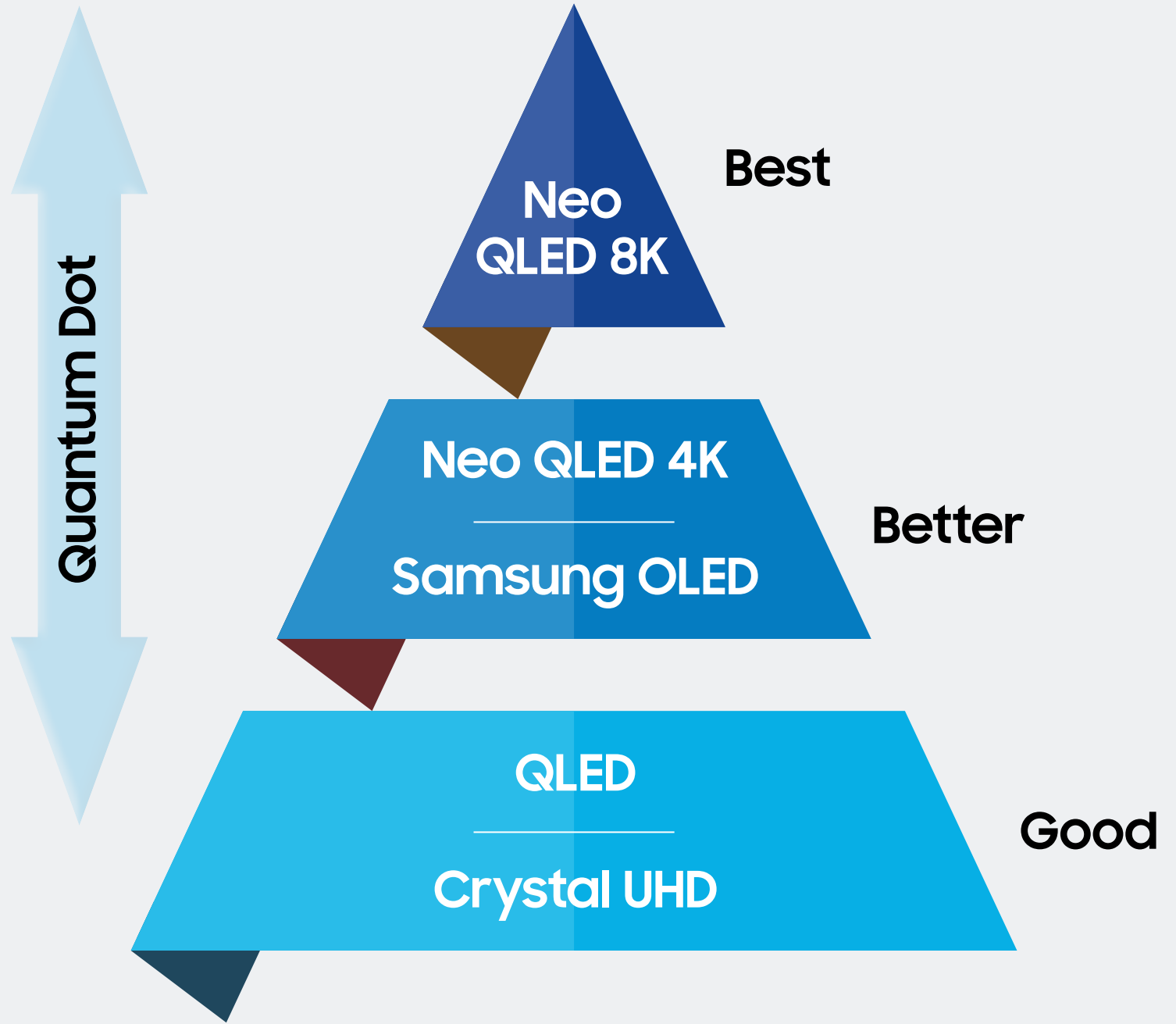
**Samsung premium TVs are  
naturally bright and colourful,  
powered by Quantum Dot.**

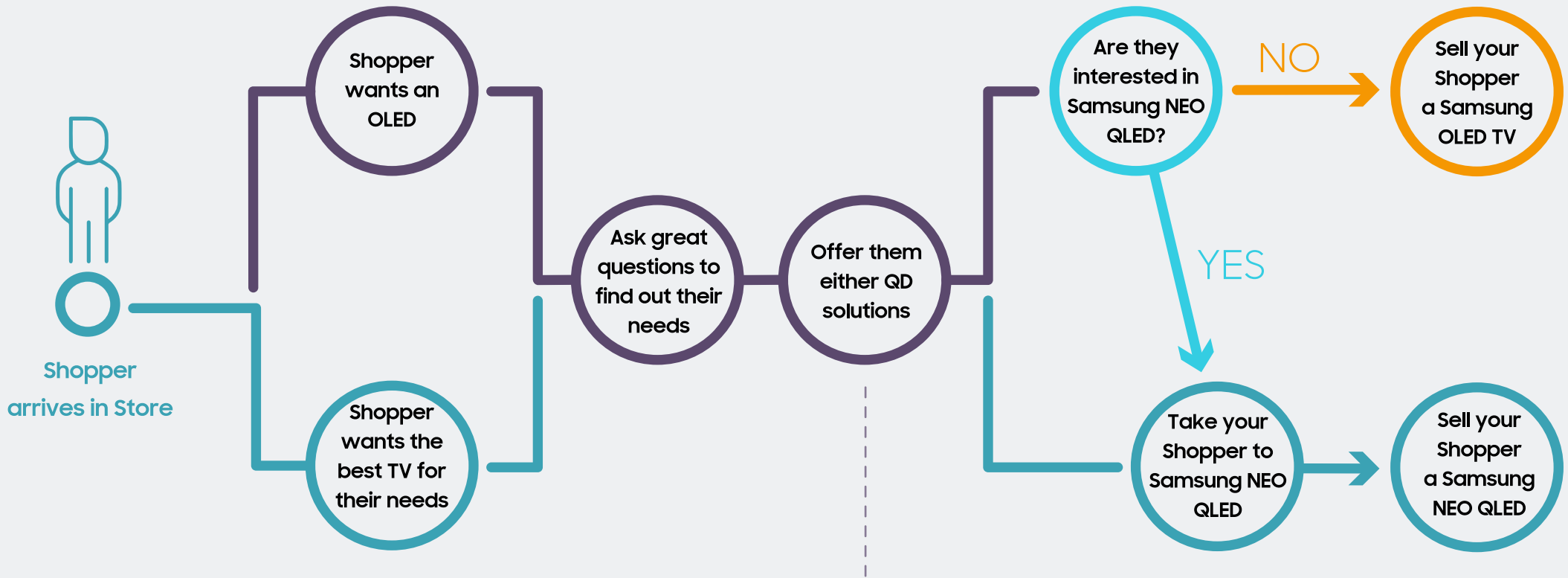


Every journey must have a start and a finish. Our Sales Cycle is the framework behind your shoppers' purchasing journey and is designed to help you sell more. Utilising four clearly defined stages, our Sales Cycle allows us to understand our shopper's mindset at every part of the process in order to deliver what we all want - the perfect TV and AV solution for their needs.



# Range Positioning





OLED	SAMSUNG		Competitor WOLED	
Black level	Great	✓	Great	✓
Brightness	1500 Nits	✓	850 Nits	✗
Advanced technology	QD OLED	✓	WOLED	✗
AI Technology	20 Neural Networks	✓	AI	✗
Dolby Atmos	Real Dolby Atmos	✓	Virtual	✗
TV - Sound Bar synergy	Q Symphony	✓	None	✗



**Samsung premium TVs are naturally bright and colourful, powered by Quantum Dot.**

**Neo**

**Mini LED**

powered by Quantum Dot, Q HDR 4000\* & Anti-Reflection

**OLED**

**OLED**

powered by Quantum Dot, & Q HDR 1500

**QLED**

**QLED**

powered by Quantum Dot, Q HDR & 10 Year Screenburn W.

**Naturally**

Quantum Dots deliver the purest light

**Bright**

Peerless HDR & Contrast levels

**&**

**Colourful**

100% Colour Volume certified by the VDE

# What is a Quantum Dot?

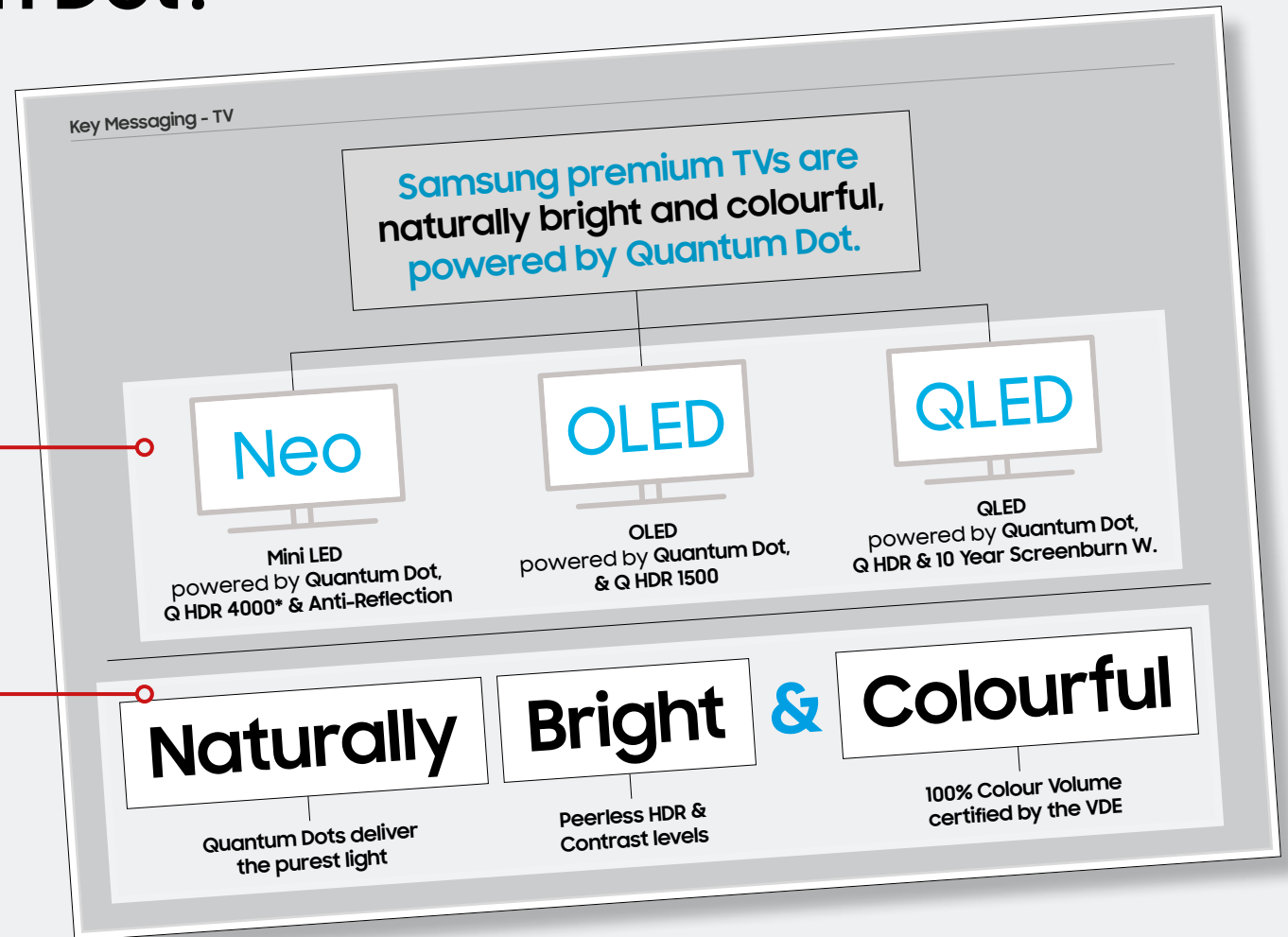
Quantum Dots may seem like a term that could only excite tech enthusiasts.

But these nano-sized particles that can only be seen under a microscope, deliver the purest light.

This versatile technology has been applied to many different Samsung TV and display structures.

Using Quantum Dots means the range of colours and their accuracy is fully maintained, even at peak brightness. This delivers the best High Dynamic Range and 100% Colour Volume.

Through Quantum Dots, your TV picture is naturally, bright and colourful.



- **100% Colour Volume** means that as the picture gets brighter, your colours are not washed out.
- **High Dynamic Range** improves the contrast between very dark and very light colours on your TV screen.

## Your Shopper's Ideal Samsung TV



**QN900B**

**OUR FLAGSHIP  
NEO QLED 8K TV!**

The QN900B is quite simply the best of the best - in fact, our best TV ever! Positioned primarily in branded spaces, it's the perfect TV for those who want it all. With super-big screen sizes of up to 85". It's time for your shoppers to go big or go home.

Industry-leading picture, sound and smart innovations make the QN900B the ultimate way to enjoy 8K and 4K entertainment, on an Infinity Screen unique only to Samsung.



**QN800B**

**OUR 8K FOCUS MODEL  
FOR 2022!**

Available in almost every outlet, QN800B is our 8K focus model for 2022. Bringing next-generation technology and style to your shopper's home.

Through AI upscaling, 8K is the best way to enjoy 4K content, and for the price, the QN800B is the best way to enjoy it now.



**QN700B**

**THE 8K JOURNEY  
BEGINS HERE!**

Offering state of the art picture, sound, and smart features with slim design. The QN700B is a great reason for your shoppers to purchase an 8K now.

Perfect for those shoppers wanting to experience next-generation picture quality today. The QN700B gives them the flexibility of stunning Neo QLED 8K detail in homes of all sizes - with options all the way down to 55".



**QN95B**

**THE ULTIMATE  
4K GAMING TV!**

Simply the best 4K TV available. Perfect for design-driven shoppers who want better PQ than The Frame. One Connect flexibility and premium design make the QN95B a great wall or stand-mounted solution anywhere in the home.

Industry leading tech and smart features with Anti-Reflections in a wide range of sizes makes this world-class all-rounder. THE choice for entertainment. Especially for gamers!



**S95B**

**THE BEST OLED TV  
ON THE MARKET!**

Our S95B is the best OLED TV on the market. It is powered by Quantum Dot technology.

Available in 65" and 55", it offers impressive picture quality with naturally bright and colourful images, plus, the bonus of anti-reflection screens for round the clock viewing.

But don't just listen to us - look at what independent reviewers are saying on YouTube - like this one: <https://youtu.be/onIQYLYPIrQ>



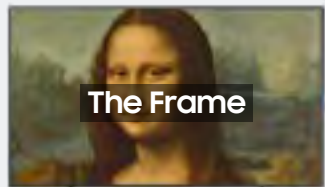
**QN90B**

**OUR 4K FOCUS MODEL  
FOR 2022!**

One of our focus models for 2022 - one to really push in store! If premium picture quality matters, this is where the story begins - underpinned by Anti-Reflections and a great price!

Equivalent to last year's QN94, this is a TV that's perfect for tech-savvy shoppers, and one that doesn't disappoint on style.

Wide range of sizes will appeal to all shoppers - the 43" in particular will counter its OLED competition.

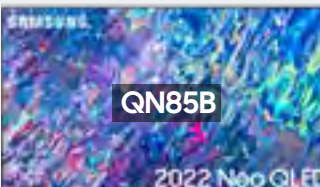


**The Frame**

**MAKE YOUR OWN TV!**

For style-driven shoppers, wanting their TV to blend into their home. With easy in-box solutions, the Slim Fit Wall-Mount & Near-Invisible Cable.

And unique customisation options: from the easy Art Store platform, to interchangeable bezels. But let's not forget it's a TV packed with cutting-edge tech too - from the glare-free Matte Display to Dolby Atmos, making The Frame great for all types of content around the clock.

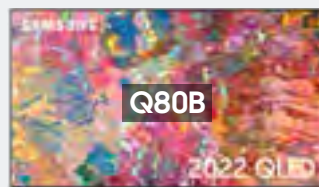


**QN85B**

**THE MINI LED STORY  
STARTS HERE!**

Mini LEDs make an introduction into the range with the Q85B, giving your shoppers a picture quality step up through those core Neo QLED benefits - great blacks, great colour and great sound.

Although not blessed with the anti-glare properties of its bigger brothers, the QN85 still stands out as outstanding TV for movie lovers, sports fans and gamers wanting an advanced PQ experience.

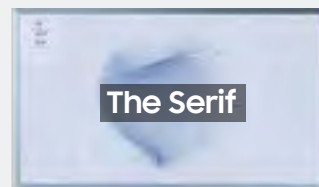


**Q80B**

**OUR FLAGSHIP QLED TV!**

Building on the success of 2021's Q80A, the Q80B offers incredible value for money through affordable technologies. Like OTS, Dolby Atmos and Q-Symphony, giving your shoppers real bang for their buck.

Pitched against the entry OLED the Q80B offers superior Quantum Dot picture quality boosted by finely tuned Direct Full Array backlighting to thrill both Netflix bingers and gamers alike.

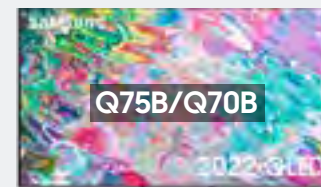


**The Serif**

**MAKE YOUR TV  
STAND OUT!**

Ideal for design-driven shoppers who want their TV to make a real statement, as it merges tech with one-of-a-kind furniture. The Serif will also appeal to those wanting to maximise their living space.

The glare-free QLED Matte Display is key here, as it allows for flexibility around positioning without compromising on quality 4K TV viewing - particularly for those with bright rooms.

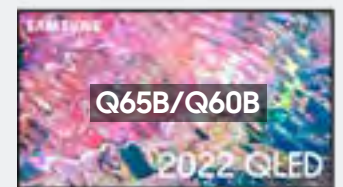


**Q75B/Q70B**

**THE SUPER-BIG DRIVER!**

Traditionally our best-selling super big (75" upwards) model as it offers a great TV for a great price.

A wide-range of sizes makes the Q70B outstanding value for your next-gen gamers while still offering strong design and picture quality features - particularly for those who place a real value on the style of their home and movies alike.



**Q65B/Q60B**

**THE VOLUME DRIVER!**

For those shoppers wanting a little bit more than standard UHD. The Q60B offers the first forays into our advanced Quantum Dot and QLED picture quality.

85" and 75" screen size availability will help the drive in Super Big and competitive price-points should help the Q60B sell itself.

# Product Pages



Samsung  
Neo QLED 8K



Samsung  
Neo QLED 4K



OLED



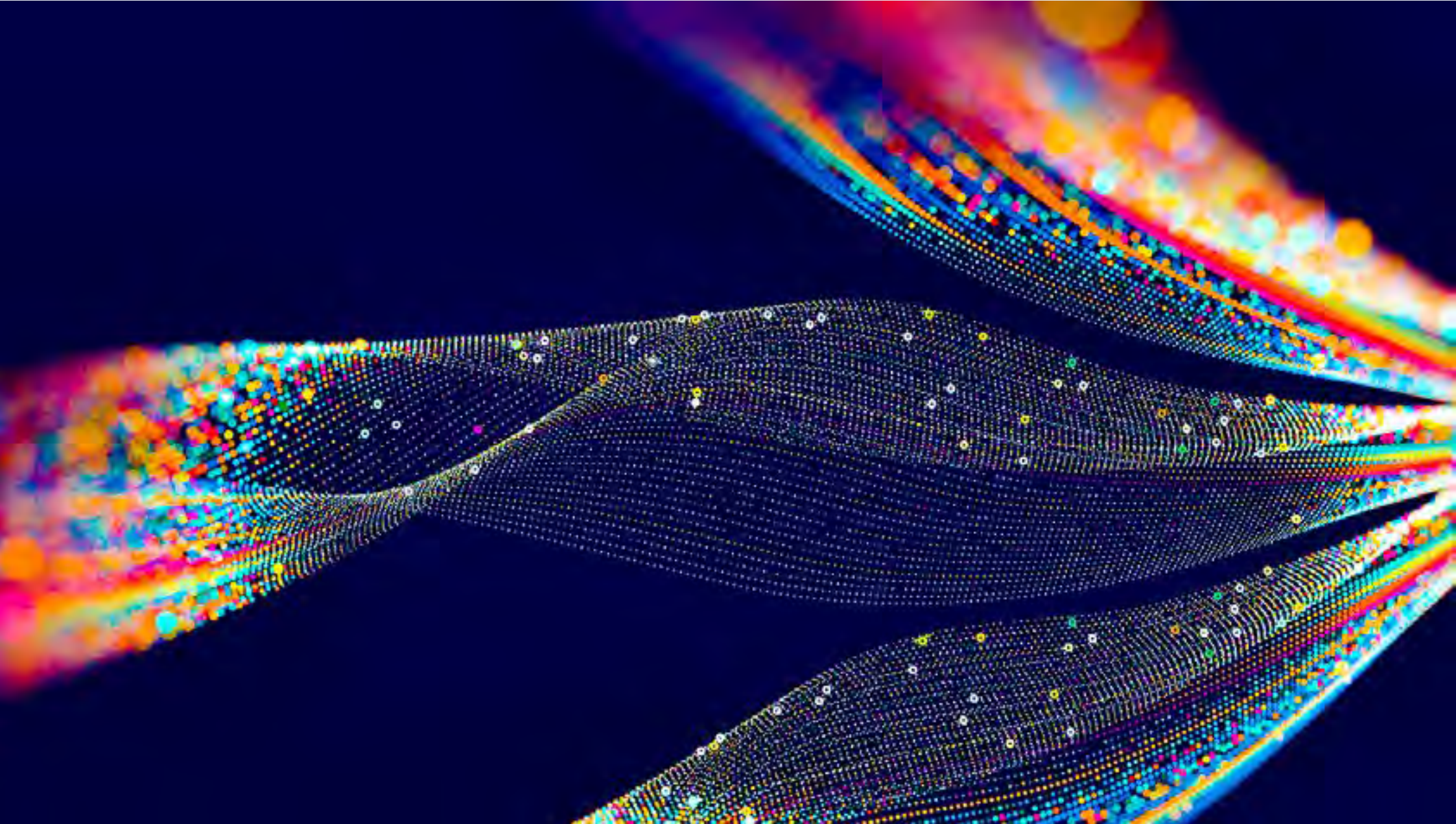
QLED  
Lifestyle



QLED  
4K



Crystal  
UHD





From real-world shopper demos and real-world tech explanations, which features to cover and where those key tech steps occur, to matching soundbars and where each TV wins over the competition - the Product Pages are designed to give you all the information you need to help you sell more on the shop-floor.

**Product image**

**Awards & Key features**

**TV Name** QN900B  
**TV Category** Samsung Neo QLED 8K

**TV Introduction**  
 Our Flagship NEO QLED 8K TV! The QN900B is quite simply the best of the best - in fact, our best TV ever! Positioned primarily in branded spaces, it's the perfect TV for those who want it all.

**Key Features**

Features to cover with your shopper

- Quantum Matrix Technology Pro
- Neural Quantum Processor 8K
- Infinity Screen
- Super Surround Sound Dolby Atmos
- Object Tracking Sound Pro (6.2.4 Ch)
- Infinity One Design Slim One Connect

MOVIES  
SPORT  
GAMING  
SMART  
DESIGN

Good Better Best Reference

SAMSUNG TV Sales Talk Guide

We have broken down each TV into five clearly-defined shopper demands (Movies, Sport, Gaming, Smart and Lifestyle), and then awarded a performance rating based on the influencing technologies for each of those shopper demands. The sliding scale of these ratings are: Good, Better, Best and Reference - the latter being the top mark.

To highlight the advantages of a QLED TV, we need to establish where our TVs win against the competition. This section gives you a quick snapshot of where those wins occur so that you can drop that info into your sales conversations when needed.

**Continue to use the 'Anti-Reflection' & the 'Best Apps' demos** that works so well with your shoppers - try asking 'tell me about the room your new TV is going in?' or 'what apps do you use daily?' to initiate the conversation!

**Ask Explain Show**

**Picture Quality**

- Tell me when you last purchased a new TV?
- Tell me about the stuff you like to watch?
- Tell me about the size of your current TV?

**Sound Quality**

- Explain your current audio set-up to me?
- Tell me what you consider important about sound?
- Have you experienced Dolby Atmos yet?

**Design Story**

- Describe where you'd really like to put your TV?
- What devices do you have plugged into your current TV?
- What is preventing you from wall-mounting your TV?

**Quantum Dot tech creates naturally bright and colourful images** - driven by industry-leading Q HDR 4000 brightness and tiny Mini LEDs for precise contrast control. **Neural Quantum 8K Processing** (the brain) uses 20 neural networks to improve content to an 8K level.

**Dolby Atmos and OTS Pro** use 12 built-in speakers to fire sound from every angle for 3D surround sound that follows the on-screen action. **Q-Symphony** allows speakers in your TV & soundbar to work together to elevate audio quality still further.

Use your USB Content to showcase **Dolby Atmos**. Play the **'Bring The Journey Back'** built-in demo content. Point out the **naturally bright and colourful images, powered by Quantum Dot** and influenced by Neo QLED's superior technologies. Relate the scenes to the content your shopper likes to watch.

Enjoy immersive, edge-to-edge viewing on our **Infinity Screen** as you focus on what you're watching on an ultra-slim TV with the **Attachable OCB's** tidy cable solutions. Enjoy effortless wall-mounting with the optional **Slim-Fit Wall Mount**.

Show your shopper the **Infinity Screen & Attachable OCB**. Explain how cables can be hidden away or hidden in the stand. Compare both solutions and the **ultra-slim 15mm profile** to competitor alternatives, relating the Samsung benefits to your shopper's home.

**Where Samsung wins against the competition**

	Samsung TV	Competitor TV	Competitor TV
Feature1			
Feature2			
Feature3			
Feature4			
Feature5			

**Matching Soundbars**

HW-Q990B HW-Q930B

**Stepdown through the Range**

**QN900B**

- Q HDR 4000
- OTS Pro (3 Layer)
- Infinity One Screen

**QN800B**

- Quantum Matrix Technology Pro
- Neural Quantum Processor 8K
- 8K AI Upscaling

**QN700B**

- Real 8K Resolution
- Neo Quantum Processor 8K Lite

13 |

An effective sales conversation is critical for every sale. This section gives you valuable information to aid those vital shopper demos.

ASK your shopper any of these leading questions that will help to kick-start a fruitful sales conversation.

EXPLAIN how those features will improve your shopper's lifestyle - instead of trotting out meaningless tech specs.

SHOW your shopper the benefits of the technologies available to them on each TV through an engaging shop-floor demo.

This section gives you an 'at-a-glance' heads up of those features your shopper stands to gain or lose by stepping up or down through the range.

## Matching Soundbars



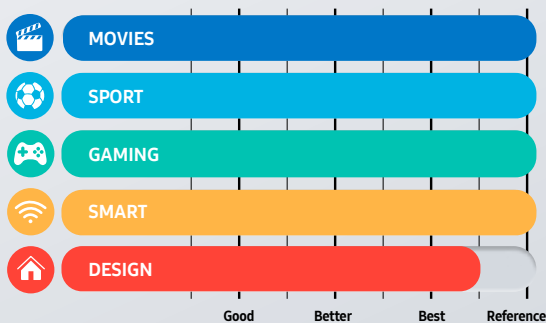
## QN900B

### Samsung Neo QLED 8K

**Our Flagship NEO QLED 8K TV!** The QN900B is quite simply the best of the best - in fact, our best TV ever! Positioned primarily in branded spaces, it's the perfect TV for those who want it all.

#### Features to cover with your shopper

Quantum Matrix Technology Pro ●●●●	Neural Quantum Processor 8K ●●●●●
Infinity Screen ●	Super Surround Sound - Dolby Atmos ●●●●
Object Tracking Sound Pro (6.2.4ch) ●●●●	Infinity One Design Slim One Connect ●



Continue to use the 'Anti-Reflection' & the 'Best Apps' demos that works so well with your shoppers - try asking 'tell me about the room your new TV is going in?' or 'what apps do you use daily?' to initiate the conversation!



#### Picture Quality

- Tell me when you last purchased a new TV?
- Tell me about the stuff you like to watch?
- Tell me about the size of your current TV?

#### Sound Quality

- Explain your current audio set-up to me?
- Tell me what you consider important about sound?
- Have you experienced Dolby Atmos yet?

#### Design Story

- Describe where you'd really like to put your TV?
- What devices do you have plugged into your current TV?
- What is preventing you from wall-mounting your TV?

#### Ask

#### Explain

#### Show

Quantum Dot tech creates **naturally bright and colourful** images - driven by industry-leading **Q HDR 4000** brightness and tiny **Mini LEDs** for precise contrast control. **Neural Quantum 8K Processing** (the brain) uses 20 neural networks to improve content to an 8K level.

**Dolby Atmos** and **OTS Pro** use 12 built-in speakers to fire sound from every angle for 3D surround sound that follows the on-screen action. **Q-Symphony** allows speakers in your TV & soundbar to work together to elevate audio quality still further.

Enjoy immersive, edge-to-edge viewing on our **Infinity Screen** as you focus on what you're watching on an ultra-slim TV with the **Attachable OCB's** tidy cable solutions. Enjoy effortless wall-mounting with the optional **Slim-Fit Wall Mount**.

Play the '**Bring The Journey Back**' built-in demo content. Point out the **naturally bright and colourful** images, **powered by Quantum Dot** and influenced by Neo QLED's superior technologies. Relate the scenes to the content your shopper likes to watch.

Use your USB Content to showcase **Dolby Atmos**. Play the **OTS Pro** demo and use the graphics to explain how it works, letting your shopper experience how OTS Pro moves with the action. Move to the **Q-Symphony** demo & relate its benefits to the kind of content your shopper likes.

Show your shopper the **Infinity Screen & Attachable OCB**. Explain how cables can be hidden away or hidden in the stand. Compare both solutions and the **ultra-slim 15mm profile** to competitor alternatives, relating the Samsung benefits to your shopper's home.

#### Where Samsung wins against the competition

	Samsung TV	Competitor TV	Competitor TV
Feature1	●●●●●	●●●●●	●●●●●
Feature2	●●●●●	●●●●●	●●●●●
Feature3	●●●●●	●●●●●	●●●●●
Feature4	●●●●●	●●●●●	●●●●●
Feature5	●●●●●	●●●●●	●●●●●

**To be updated**

#### Matching Soundbars



#### Stepdown through the Range

**QN900B**

- Q HDR 4000
- OTS Pro (3 Layer)
- Infinity One Screen

This TV

**QN800B**

- Quantum Matrix Technology Pro
- Neural Quantum Processor 8K
- 8K AI Upscaling

Step Down

**QN700B**

- Real 8K Resolution
- Neo Quantum Processor 8K Lite

Step Down



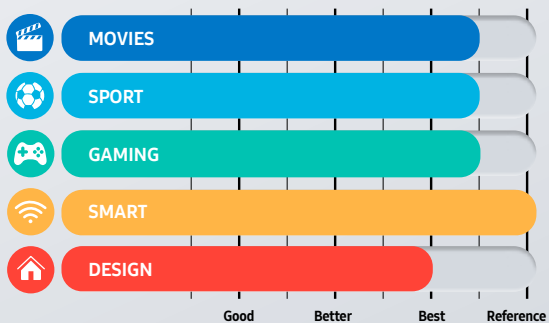
## QN800B

### Samsung Neo QLED 8K

**Our 8K focus model for 2022!** Available in almost every outlet, QN800B is our 8K focus model for 2022, bringing next-generation technology and style to your shopper's homes.

#### Features to cover with your shopper

Quantum Matrix Technology Pro ●●●●	Q HDR 2000 ●●●●
Neural Quantum Processor 8K ●●●●●	Super Surround Sound - Dolby Atmos ●●●●
Object Tracking Sound Plus (4.2.2ch) ●●●●	Infinity One Design Slim One Connect ●



Continue to use the 'Anti-Reflection' & the 'Best Apps' demos that works so well with your shoppers - try asking 'tell me about the room your new TV is going in?' or 'what apps do you use daily?' to initiate the conversation!



#### Ask

##### Picture Quality

- Tell me when you last purchased a new TV?
- Tell me about the stuff you like to watch?
- Tell me about the size of your current TV?

##### Sound Quality

- Explain your current audio set-up to me?
- Tell me what you consider important about sound?
- Have you experienced Dolby Atmos yet?

##### Design Story

- Describe where you'd really like to put your TV?
- What devices do you have plugged into your current TV?
- What is preventing you from wall-mounting your TV?

#### Explain

Quantum Dot tech creates **naturally bright and colourful** images - driven by industry-leading **Q HDR 2000** brightness and tiny **Mini LEDs** for precise contrast control. **Neural Quantum 8K Processing** (the brain) uses 20 neural networks to upscale content to 8K.

**Dolby Atmos** and **OTS Pro** use 8 built-in speakers to fire sound from every angle for 3D surround sound that follows the on-screen action. **Q-Symphony** allows speakers in your TV & soundbar to work together to elevate audio quality still further.

Enjoy immersive viewing on our **Infinity Design** as you focus on what you're watching on an ultra-slim TV with the **Attachable OCB's** tidy cable solutions. Enjoy effortless wall-mounting with the optional **Slim-Fit Wall Mount**.

#### Show

Play the '**Bring The Journey Back**' built-in demo content. Point out the **naturally bright and colourful** images, **powered by Quantum Dot** and influenced by Neo QLED's superior technologies. Relate the scenes to the content your shopper likes to watch.

Use your USB Content to showcase **Dolby Atmos**. Play the **OTS Plus** demo and use the graphics to explain how it works, letting your shopper experience how OTS Plus moves with the action. Move to the **Q-Symphony** demo & relate its benefits to the kind of content your shopper likes.

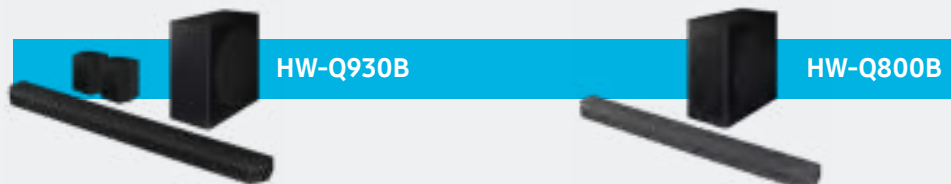
Show your shopper the **Infinity Design & Attachable OCB**. Explain how cables can be hidden away or hidden in the stand. Compare both solutions and the **ultra-slim profile** to competitor alternatives, relating the Samsung benefits to your shopper's home.

#### Where Samsung wins against the competition

	Samsung TV	Competitor TV	Competitor TV
Feature1	●●●●	●●●●	●●●●
Feature2	●●●●	●●●●	●●●●
Feature3	●●●●	●●●●	●●●●
Feature4	●●●●	●●●●	●●●●
Feature5	●●●●	●●●●	●●●●

**To be updated**

#### Matching Soundbars



#### Stepdown through the Range

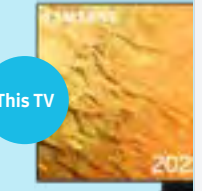
##### QN900B

- Q HDR 4000
- OTS Pro (3 Layer)
- Infinity One Screen



##### QN800B

- Quantum Matrix Technology Pro
- Neural Quantum Processor 8K
- 8K AI Upscaling



##### QN700B

- Real 8K Resolution
- Neo Quantum Processor 8K Lite





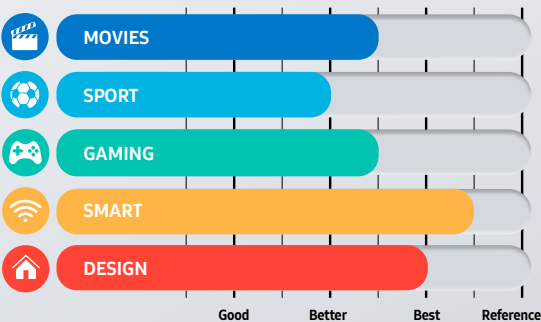
## QN700B

### Samsung Neo QLED 8K

**The 8K journey begins here!** Offering state-of-the-art picture, sound, and smart features with slim design, the QN700B is a great reason for your shoppers to purchase 8K now.

#### Features to cover with your shopper

Quantum Matrix Technology ●●●●	Neo Quantum Processor 8K Lite ●●●●●
True 8K Resolution ●●●●	Dolby Atmos ●●●●
Object Tracking Sound Lite (2.0ch) ●●●●	Attachable Slim One Connect ●



Continue to use the 'Anti-Reflection' & the 'Best Apps' demos that works so well with your shoppers - try asking 'tell me about the room your new TV is going in?' or 'what apps do you use daily?' to initiate the conversation!



#### Picture Quality

- Tell me how often you purchase a new TV?
- Tell me about the different content you enjoy?
- Tell me about the size of your current TV?

#### Sound Quality

- Explain your current sound system to me?
- Tell me what's important about sound to you?
- Have you experienced Dolby Atmos yet?

#### Design Story

- Describe where you'd like to put your TV?
- What is plugged into your current TV?
- What is preventing you from wall-mounting your TV?

#### Ask

#### Explain

#### Show

Quantum Dot tech creates **naturally bright and colourful** images - driven by superior **Q HDR 2000** brightness and tiny **Mini LEDs** for precise contrast control. **Neo Quantum 8K Lite Processing** (the brain) uses 16 neural networks to improve content to an 8K level.

**Dolby Atmos** and **OTS Lite** uses AI and the TV's bottom speakers to fire sound from every angle for virtual 3D surround sound that follows on-screen action. **Q-Symphony** allows speakers in your TV & soundbar to work together to elevate audio quality still further.

Enjoy immersive viewing on our **Infinity Design** as you focus on what you're watching on an ultra-slim TV with the **Attachable OCB's** tidy cable solutions. Enjoy effortless wall-mounting with the optional **Slim-Fit Wall Mount**.

Play the '**Into Nature**' built-in demo content. Point out the **naturally bright and colourful** images, **powered by Quantum Dot** and influenced by Neo QLED's superior technologies. Relate the scenes to the content your shopper likes to watch.

Use your USB Content to showcase **Dolby Atmos**. Play the **OTS LITE** demo and use the graphics to explain how it works, letting your shopper experience how OTS LITE moves with the action. Move to the **Q-Symphony** demo & relate its benefits to the kind of content your shopper likes.

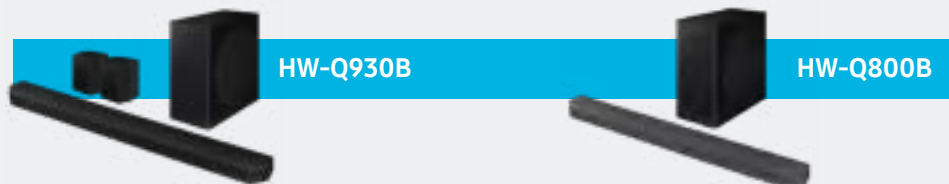
Show your shopper the **Infinity Design & Attachable OCB** Explain how cables can be hidden away or hidden in the stand. Compare both solutions and the **ultra-slim profile** to competitor alternatives, relating the Samsung benefits to your shopper's home.

#### Where Samsung wins against the competition

	Samsung TV	Competitor TV	Competitor TV
Feature1			
Feature2			
Feature3			
Feature4			
Feature5			

**To be updated**

#### Matching Soundbars



#### Stepdown through the Range

##### QN800B

- Quantum Matrix Technology Pro
- Neural Quantum Processor 8K
- 8K AI Upscaling



##### QN700B

- Real 8K Resolution
- Neo Quantum Processor 8K Lite



##### QN95B

- Neural Quantum Processor 4K
- Motion Xcelerator Turbo Pro
- Attachable One Connect







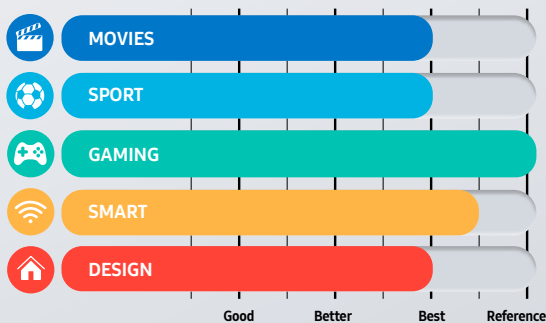
## QN95B

### Samsung Neo QLED 4K

The ultimate 4K gaming TV! Simply the best 4K TV available. Perfect for design-driven shoppers who want better PQ than The Frame. One Connect flexibility and premium design makes the QN95B a great wall or stand-mounted solution anywhere in the home.

#### Features to cover with your shopper

Quantum Matrix Technology ●●●●	Object Tracking Sound Plus (4.2.2ch) ●●●●
Neural Quantum Processor 4K ●●●●●	Super Sound Sound Dolby Atmos ●●●●
Motion Xcelerator Turbo Pro ●	Attachable Slim One Connect ●



Continue to use the 'Anti-Reflection' & the 'Best Apps' demos that works so well with your shoppers - try asking 'tell me about the room your new TV is going in?' or 'what apps do you use daily?' to initiate the conversation!



#### Picture Quality

- Tell me how often you purchase a new TV?
- Tell me about the different content you enjoy?
- Tell me about the size of your current TV?

#### Sound Quality

- Explain your current sound system to me?
- Tell me what's important about sound to you?
- Have you experienced Dolby Atmos yet?

#### Gaming Story

- Is anyone in your household a Gamer?
- What platform do they play on?
- What games are they currently playing?

#### Ask

#### Explain

#### Show

Quantum Dot technology creates **naturally bright and colourful pictures** - driven by **Q HDR 2000** brightness and tiny **Mini LEDs** for precise contrast control. **Neural Quantum 4K Processing** (the brain) uses 20 neural networks to upscale lower resolution content to a 4K.

Play the '**Korean Wave**' built-in demo content. Point out the **naturally bright and colourful** images, **powered by Quantum Dot** and influenced by Neo QLED's superior technologies. Relate the scenes to the content your shopper likes to watch.

**Dolby Atmos** and **OTS Plus** use 8 built-in speakers to fire sound from every angle for 3D surround sound that follows the on-screen action. **Q-Symphony** allows speakers in your TV & soundbar to work together to elevate audio quality still further.

Use your USB Content to showcase **Dolby Atmos**. Play the **OTS Plus** demo and use the graphics to explain how it works, letting your shopper experience how OTS Plus moves with the action. Move to the **Q-Symphony** demo & relate its benefits to the shopper's favourite content.

Perfect companion for your next-gen console with HDMI 2.1 on all ports. Crisp 4K HDR detail, supersmooth 120Hz motion & ultra-low input lag. With Motion Xcelerator Turbo+ & FreeSync Premium Pro ensuring smooth fast paced action without screen tearing.

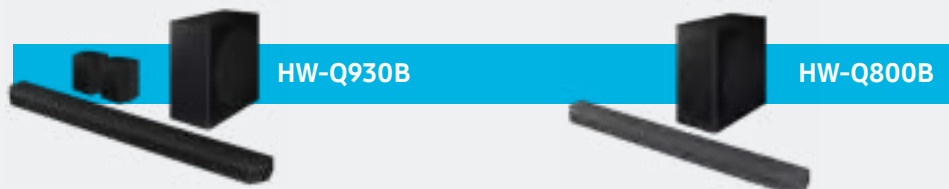
Highlight that the QN95B offers **4K gaming at 144Hz** and all Samsung premium TVs support HDMI 2.1 on all ports. Play the '**Neo QLED Gaming**' demo from your USB, using the graphics to explain the benefits of **Motion Xcelerator Turbo+, Game Bar 2.0** and **Free Sync Premium Pro**.

#### Where Samsung wins against the competition

	Samsung TV	Competitor TV	Competitor TV
Feature1	●●●●	●●●●	●●●●
Feature2	●●●●	●●●●	●●●●
Feature3	●●●●	●●●●	●●●●
Feature4	●●●●	●●●●	●●●●
Feature5	●●●●	●●●●	●●●●

**To be updated**

#### Matching Soundbars



#### Stepdown through the Range

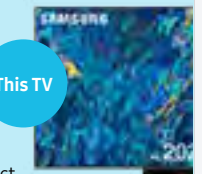
##### QN700B

- Real 8K Resolution
- Neo Quantum Processor 8K Lite



##### QN95B

- Neural Quantum Processor 4K
- Motion Xcelerator Turbo Pro
- Attachable One Connect



##### S95B

- OLED Technology
- Anti-Reflection Technology
- Laser Slim Design





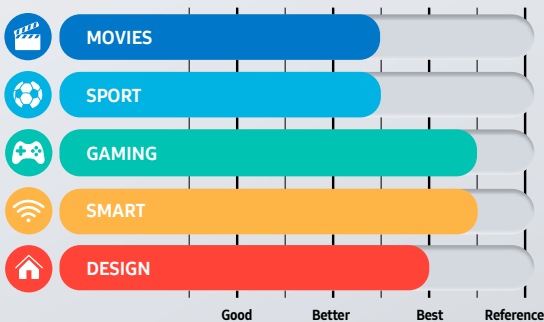
## S95B

### Samsung Neo OLED 4K

**The best OLED TV on the market!** If your shopper believes OLED is the future, the S95B is the best OLED TV on market as it's driven by Quantum Dot technology - but push Neo QLED for the best experience.

#### Features to cover with your shopper

<b>OLED Technology with Quantum Dot</b> ●●●●	<b>Ultra Viewing Angle &amp; Anti-Reflect. Tech</b> ●●●●
<b>Laser Slim Design</b> ●	<b>Object Tracking Sound (2.2.2ch)</b> ●●●●
<b>Neural Quantum Processor 4K</b> ●●●●●	<b>Dolby Atmos</b> ●●●●



**Continue to use the 'Anti-Reflection' & the 'Best Apps' demos** that works so well with your shoppers - try asking 'tell me about the room your new TV is going in?' or 'what apps do you use daily?' to initiate the conversation!



#### Picture Quality

- Tell me how often you purchase a new TV?
- Tell me about the different content you enjoy?
- Tell me about the size of your current TV?

#### Sound Quality

- Explain your current sound system to me?
- Tell me what's important about sound to you?
- Have you experienced Dolby Atmos yet?

#### Design Story

- Describe where you'd like to put your TV?
- What is plugged into your current TV?
- What is preventing you from wall-mounting your TV?

#### Ask

#### Explain

#### Show

Quantum Dot technology creates **naturally bright and colourful** pictures - driven by **QHDR1500** brightness and **OLED** backlighting for the deepest blacks. **Neo Quantum 4K Processing** (the brain) uses 16 neural networks to improve lower resolution content to a 4K level.

Play the **'Wave Of Colours'** built-in demo content. Point out the **naturally bright and colourful images, powered by Quantum Dot** and influenced by Samsung OLED's superior technologies. Relate the scenes to the content your shopper likes to watch.

**Dolby Atmos** and **OTS** uses multi-channel speakers to fire sound from every angle for 3D surround sound that follows the on-screen action. **Q-Symphony** allows speakers in your TV & soundbar to work together to elevate audio quality still further.

Use your USB Content to showcase **Dolby Atmos**. Play the **OTS** demo and use the graphics to explain how it works, letting your shopper experience how OTS moves with the action. Move to the **Q-Symphony** demo & relate its benefits to the kind of content your shopper likes.

Enjoy immersive viewing on our **Laser-Slim Design** as you focus on what you're watching on an ultra-slim TV with a tidy cable solution that hides cables in the stand. Enjoy effortless wall-mounting with the optional **A50EB Wall Mount**.

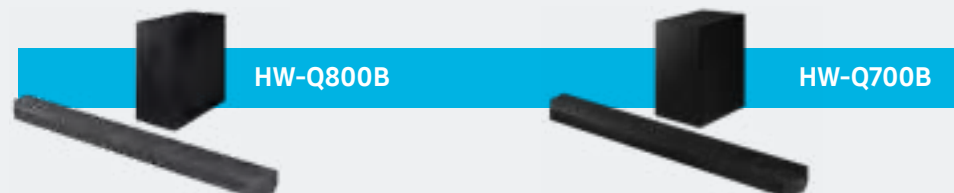
Show your shopper the **Laser-Slim Design**. Explain how cables can be hidden away or hidden in the stand. Compare both solutions to competitor alternatives, relating the Samsung benefits to your shopper's home.

#### Where Samsung wins against the competition

	Samsung TV	Competitor TV	Competitor TV
Feature1			
Feature2			
Feature3			
Feature4			
Feature5			

**To be updated**

#### Matching Soundbars



#### Stepdown through the Range

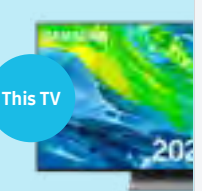
##### QN95B

- Neural Quantum Processor 4K
- Motion Xcelerator Turbo Pro
- Attachable One Connect Slim One Connect



##### S95B

- OLED Technology
- Anti-Reflection Technology
- Laser Slim Design



##### QN90B

- Q HDR 2000
- Anti-Reflection Screens
- Q OTS Plus





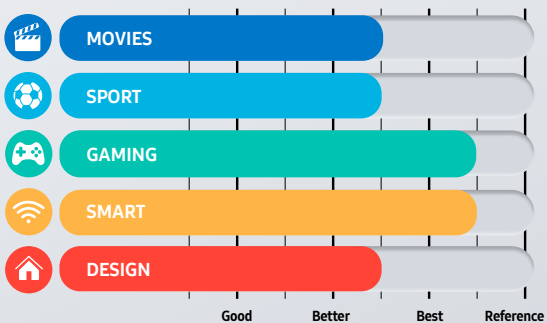
## QN90B

### Samsung Neo QLED 4K

**Our 4K focus model for 2022!** One of our focus models for 2022 - one to really push in store! If premium picture quality matters, this is where the story begins - underpinned by Anti-Reflections and a great price!

#### Features to cover with your shopper

Quantum Matrix Technology ●●●	Object Tracking Sound Plus (4.2.2 ch) ●●●
Q HDR 2000 ●●●	Sleek Design ●
Neo Quantum Processor 4K ●●●●	Super Surround Sound Dolby Atmos ●●●



Continue to use the 'Anti-Reflection' & the 'Best Apps' demos that works so well with your shoppers - try asking 'tell me about the room your new TV is going in?' or 'what apps do you use daily?' to initiate the conversation!



#### Ask

##### Picture Quality

- Tell me how often you purchase a new TV?
- Tell me about the different content you enjoy?
- Tell me about the size of your current TV?

##### Sound Quality

- Explain your current sound system to me?
- Tell me what's important about sound to you?
- Have you experienced Dolby Atmos yet?

##### Gaming Story

- Is anyone in your household a Gamer?
- What platform do they play on?
- What games are they currently playing?

#### Explain

Quantum Dot technology creates **naturally bright and colourful** pictures - driven by **Q HDR 2000** brightness and tiny **Mini LEDs** for precise contrast control. **Neo Quantum 4K Processing** (the brain) uses 16 neural networks to improve lower resolution content to a 4K level.

**Dolby Atmos** and **OTS** uses multi-channel speakers to fire sound from every angle for 3D surround sound that follows the on-screen action. **Q-Symphony** allows speakers in your TV & soundbar to work together to elevate audio quality still further.

Perfect companion for next-gen cloud or console gaming with HDMI 2.1 on all ports. Crisp 4K HDR detail, super smooth 120Hz motion & ultra-low input lag. With Motion Xcelerator Turbo+ & FreeSync Premium Pro ensuring smooth fast paced action without screen tearing.

#### Show

Play the '**Bring The Journey Back**' built-in demo content. Point out the **naturally bright and colourful** images, **powered by Quantum Dot** and influenced by Neo QLED's superior technologies. Relate the scenes to the content your shopper likes to watch.

Use your USB Content to showcase **Dolby Atmos**. Play the **OTS** demo and use the graphics to explain how it works, letting your shopper experience how OTS moves with the action. Move to the **Q-Symphony** demo & relate its benefits to the kind of content your shopper likes.

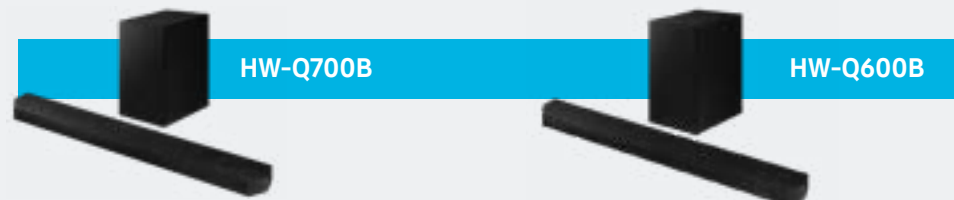
Highlight that the 50" & 43" QN90B offers **4K gaming at 144Hz** and all Samsung premium TVs support **HDMI 2.1** on all ports. Play the '**Neo QLED Gaming**' demo from your USB, using the graphics to explain the benefits of **Motion Xcelerator Turbo+, Game Bar 2.0** and **Free Sync Premium Pro**.

#### Where Samsung wins against the competition

	Samsung TV	Competitor TV	Competitor TV
Feature1			
Feature1			
Feature2			
Feature2			
Feature3			
Feature3			
Feature4			
Feature4			
Feature5			
Feature5			

**SAMSUNG**  
To be updated  
**SAMSUNG**

#### Matching Soundbars



#### Stepdown through the Range

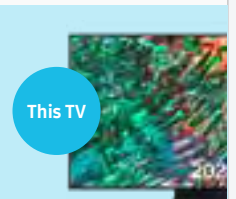
##### S95B

- OLED Technology
- Anti-Reflection Technology
- Laser Slim Design



##### QN90B

- Q HDR 2000
- Anti-Reflection Screens
- OTS Plus



##### The Frame

- Art Mode / Art Store
- Glare-Free Matte Display
- Customisable Bezels



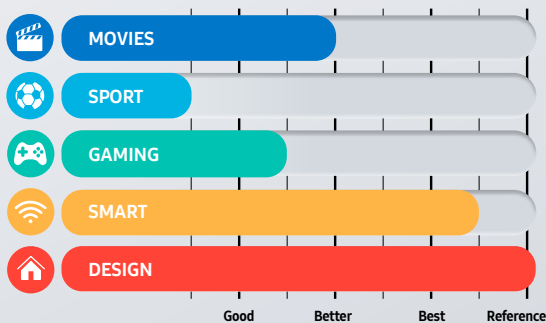


## The Frame QLED Lifestyle

**Make your own TV!** For style-driven shoppers, wanting their TV to blend into their home. With easy in-box solutions, the Slim Fit Wall-Mount & Near-Invisible Cable.

### Features to cover with your shopper

Art Mode (With Art Store) ● ● ●	Glare-Free Matte Display ● ● ●
Quantum Processor 4K ● ● ● ● ●	SlimFit Wall-Mount & OCB In Box ●
Smart TV Powered by Tizen ● ● ● ● ●	Modern Frame Design ●



**Continue to use the 'Anti-Reflection' & the 'Best Apps' demos** that works so well with your shoppers - and highlight that The Frame is the only TV that comes with the Slim Fit WMT, 5m ONIC in box

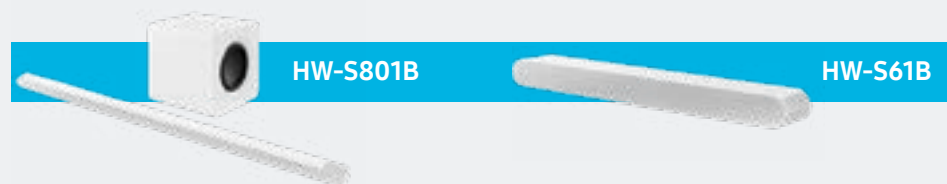
	Ask	Explain	Show
<b>Design Story</b>	<ul style="list-style-type: none"> <li>What do you currently have on your walls?</li> <li>Describe where you'd like to put your TV?</li> <li>What is plugged into your current TV?</li> </ul>	TV that can be endlessly personalised. When it's off, it turns into a gallery of 1,600+ artworks or your photos. Slimmer than ever, it hangs like a picture frame with SlimFit WallMount & 5M ONIC in-box. Style it your way with customisable bezels.	Navigate through the <b>Art Store</b> with your shoppers, and then <b>My Collection</b> , showing how to display their own photos – as if the TV was an actual picture frame. Relate all design features (Bezel colours & designs, ONIC etc.) to your shopper's home.
<b>Picture Quality</b>	<ul style="list-style-type: none"> <li>Tell me about the different content you enjoy?</li> <li>What are you currently watching?</li> <li>Tell me about the last movie you really enjoyed?</li> </ul>	Enjoy Glare-Free pictures with The Frame's <b>Matte Display</b> . QLED paired with <b>Dual LED</b> delivers bolder contrast and <b>100% Colour Volume</b> - for true-to-life pictures with cinematic colour on your art and TV shows. With <b>4K AI Upscaling</b> , enjoy your classic movies in flawless 4K.	Highlight the <b>Matte Display</b> by comparing The Frame's Glare-Free screens with other TVs. Play the 'The Serif' built-in content and point out the <b>naturally bright and colourful images</b> - powered by Quantum Dot. Relate the scenes to the kind of content your shopper enjoys watching.
<b>Smart Story</b>	<ul style="list-style-type: none"> <li>Tell me about the apps you use on a daily basis?</li> <li>Tell me about the last thing you streamed?</li> <li>Tell me what apps are on your current TV?</li> </ul>	Samsung is <b>the world's best-selling Smart TV platform</b> . It has the widest collection of the most popular apps - streaming services like; Disney+, BT Sport, Now TV, Apple TV, Netflix, Prime Video and much more.	Show the apps on the <b>Launcher Bar</b> and explain that Samsung has the <b>widest collection of the most popular apps</b> . Highlight at least three apps that relate to your shopper's lifestyle.

### Where Samsung wins against the competition

	Samsung TV	Competitor TV	Competitor TV
Feature1			
Feature2			
Feature3			
Feature4			
Feature5			

**To be updated**

### Matching Soundbars



### Stepdown through the Range

<p><b>QN90B</b></p> <ul style="list-style-type: none"> <li>Q HDR 2000</li> <li>Anti-Reflection Screens</li> <li>OTS Plus</li> </ul>	Step Up
<p><b>The Frame</b></p> <ul style="list-style-type: none"> <li>Art Mode / Art Store</li> <li>Glare-Free Matte Display</li> <li>Customisable Bezels</li> </ul>	This TV
<p><b>QN85B</b></p> <ul style="list-style-type: none"> <li>Quantum Matrix Technology</li> <li>Neo Quantum Processor 4K</li> <li>Sleek Design</li> </ul>	Step Down



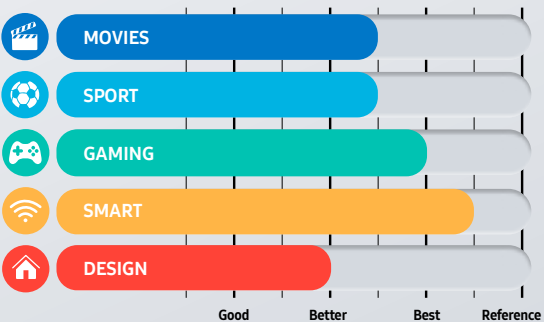
## QN85B

### Samsung Neo QLED 4K

The MINI LED story starts here! Mini LEDs make an introduction into the range with the Q85B, giving your shoppers a picture quality step up through those core Neo QLED benefits - great blacks, great colour and great sound.

#### Features to cover with your shopper

Quantum Matrix Technology ●●●	Object Tracking Sound (2.2.2 ch) ●●●
Neo Quantum Processor 4K ●●●●●	Sleek Design ●
Smart TV Powered By Tizen ●●●●●	Super Surround Sound Dolby Atmos ●●●●



Continue to use the 'Best Apps' demo that works so well with your shoppers - try asking 'what apps do you use daily?' to initiate the conversation! And ensure to highlight our super slim profile that looks perfect in any home!



#### Picture Quality

- Tell me how often you purchase a new TV?
- Tell me about the different content you enjoy?
- Tell me about the size of your current TV?

#### Sound Quality

- Explain your current sound system to me?
- Tell me what's important about sound to you?
- Have you experienced Dolby Atmos yet?

#### Design Story

- Describe where you'd like to put your TV?
- What is plugged into your current TV?
- What is preventing you from wall-mounting your TV?

#### Ask

#### Explain

Quantum Dot technology creates **naturally bright and colourful** pictures - driven by **QHDR1500** brightness and tiny **Mini LEDs** for precise contrast control. **Neo Quantum 4K Processing** (the brain) uses 16 neural networks to improve lower resolution content to a 4K level.

**Dolby Atmos** and **OTS** use 6 built-in speakers to fire sound from every angle for 3D surround sound that follows the on-screen action. **Q-Symphony** allows speakers in your TV & soundbar to work together to elevate audio quality still further.

Samsung is the world's best-selling Smart TV platform. It has the widest collection of three most popular apps - streaming services like; Disney+, BT Sport, Now TV, Apple TV, Netflix, Prime Video and much more.

#### Show

Play the 'Colour Customisation' built-in demo content. Point out the **naturally bright and colourful** images, **powered by Quantum Dot** and influenced by Neo QLED's superior technologies. Relate the scenes to the content your shopper likes to watch.

Use your USB Content to showcase **Dolby Atmos**. Play the **OTS** demo and use the graphics to explain how it works, letting your shopper experience how OTS moves with the action. Move to the **Q-Symphony** demo & relate its benefits to the kind of content your shopper likes.

Show the apps on the **Launcher Bar** and explain that Samsung has the **widest collection of the most popular apps**. Highlight at least three apps that relate to your shopper's lifestyle.

#### Where Samsung wins against the competition

	Samsung TV	Competitor TV	Competitor TV
Feature1			
Feature1			
Feature2			
Feature2			
Feature3			
Feature3			
Feature4			
Feature4			
Feature5			
Feature5			



#### Matching Soundbars



#### Stepdown through the Range

##### The Frame

- Art Mode / Art Store
- Glare-Free Matte Display
- Customisable Bezels



##### QN85B

- Quantum Matrix Technology
- Neo Quantum Processor 4K
- Sleek Design



##### Q80B

- Direct Full Array
- Q HDR 1500
- Super Surround Sound Powered by Dolby Atmos





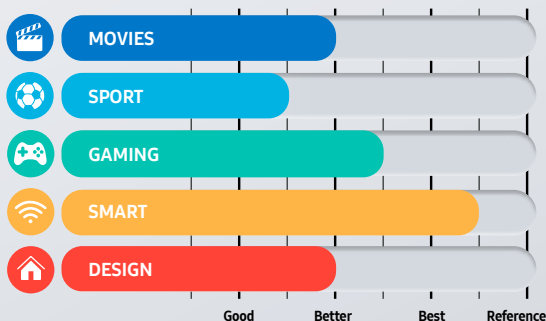
## Q80B

### Samsung Neo QLED 4K

**Our flagship QLED TV!** Building on the success of 2021's Q80A, the Q80B offers incredible value for money through affordable technologies like OTS, Dolby Atmos and Q-Symphony, giving your shoppers real bang for their buck.

#### Features to cover with your shopper

Q HDR 1500 ●●●	Direct Full Array ●●●
Quantum Processor 4K ●●●●●	Motion Xcelerator Turbo Plus ●
Object Tracking Sound (2.2.2ch) ●●●	Super Surround Sound Dolby Atmos ●●●



Continue to use your questioning to personalise Samsung's unique benefits and demos below to your shoppers.

#### Picture Quality

- Tell me how often you purchase a new TV?
- Tell me about the different content you enjoy?
- Tell me about the size of your current TV?

#### Sound Quality

- Explain your current sound system to me?
- Tell me what's important about sound to you?
- Have you experienced Dolby Atmos yet?

#### Gaming Story

- Is anyone in your household a Gamer?
- What platform do they play on?
- What games are they currently playing?

#### Ask

#### Explain

Quantum Dot technology creates **naturally bright and colourful** pictures - driven by **Q HDR 1500** brightness and **100% Colour Volume**. **Direct Full Array** delivers tight contrast control. **Quantum 4K Processing** (the brain) improves lower resolution content to a 4K level viewed from any angle.

**Dolby Atmos** and **OTS** use 6 built-in speakers to fire sound from every angle for 3D surround sound that follows the on-screen action. **Q-Symphony** allows speakers in your TV & soundbar to work together to elevate audio quality still further.

Perfect companion for your next-gen console with HDMI 2.1 on all ports. Crisp 4KHDR detail, super smooth 120Hz motion & ultra-low input lag. With Motion Xcelerator Turbo+ & FreeSync Premium Pro ensuring smooth fast paced action without screen tearing.

#### Show

Play the **'Pure Colours'** built-in demo content and point out the **naturally bright and colourful** images - powered by Quantum Dot and influenced by QLED's advanced technologies. Relate the scenes to the kind of content your shopper enjoys watching.

Use your USB Content to showcase **Dolby Atmos**. Play the **OTS** demo and use the graphics to explain how it works, letting your shopper experience how OTS moves with the action. Move to the **Q-Symphony** demo & relate its benefits to the kind of content your shopper likes.

Highlight that the Q80B offers **4K gaming at 120Hz** and all Samsung premium TVs support **HDMI 2.1** on all ports. Play the **'Neo QLED Gaming'** demo from your USB, using the graphics to explain the benefits of **Motion Xcelerator Turbo+, Game Bar 2.0** and **Free Sync Premium Pro**.

#### Where Samsung wins against the competition

	Samsung TV	Competitor TV	Competitor TV
Feature1			
Feature2			
Feature3			
Feature4			
Feature5			

**To be updated**

#### Matching Soundbars



#### Stepdown through the Range

##### QN85B

- Quantum Matrix Technology
- Neo Quantum Processor 4K
- Sleek Design

Step Up

##### Q80B

- Direct Full Array
- Q HDR 1500
- Super Surround Sound Powered by Dolby Atmos

This TV

##### The Serif

- All Round 360 Design
- Glare-Free Matte Display
- Elegant Floor Stand

Step Down









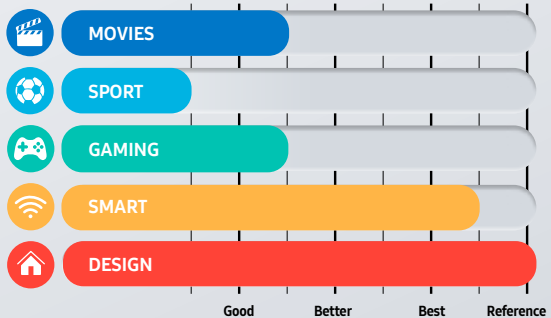
## The Serif

### QLED Lifestyle

**Make your TV stand out!** Ideal for design-driven shoppers who want their TV to make a real statement, as it merges tech with one-of-a-kind furniture. The Serif will also appeal to those wanting to maximise their living space.

#### Features to cover with your shopper

 All Round 360 Design ●	 Glare-Free Matte Display ●●●
 Quantum Processor 4K ●●●●●	 Elegant Floor Stand ●
 Smart TV Powered by Tizen ●●●●●	 Object Tracking Sound Lite (4.0ch) ●●●●



Continue to use the 'Anti-Reflection' & the 'Best Apps' demos that works so well with your shoppers. Continue to highlight The Serif as the centre piece that fits any space, with its '1' profile, seamless back & detachable floor stand

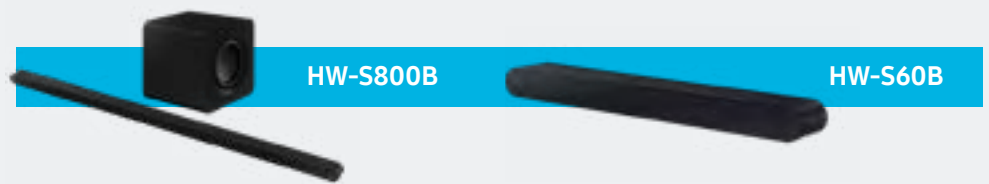
	Ask	Explain	Show
<b>Design Story</b>	<ul style="list-style-type: none"> <li>Describe to me the decor in your room?</li> <li>Tell me where your current TV is located?</li> </ul>	The Serif is a design statement that fits impeccably in any room. Imagined by the Bouroullec Bros, its versatile design looks beautiful from any angle, allowing your shopper to make the most of their space thanks to its Detachable Floor Stand.	Showcase The Serif's <b>iconic '1' shaped profile</b> , and highlight the colour options (Cloud White or Cotton Blue) to relate the look and feel to your shopper's home. Show the <b>Floor Stand</b> to highlight that The Serif can be placed anywhere.
<b>Picture Quality</b>	<ul style="list-style-type: none"> <li>Tell me about the different content you enjoy?</li> <li>What are you currently watching?</li> <li>Tell me about the last movie you really enjoyed?</li> </ul>	Enjoy Glare-Free pictures with The Serif's <b>Matte Display</b> . QLED paired with <b>Dual LED</b> delivers bolder contrast and <b>100% Colour Volume</b> - for true-to-life pictures with cinematic colour on your art and TV shows. With <b>4K AI Upscaling</b> , enjoy your classic movies in flawless 4K.	Highlight the <b>Matte Display</b> by comparing The Serif's Glare-Free screens with other TVs. Play the 'The Serif' built-in content and point out the <b>naturally bright and colourful images</b> - powered by Quantum Dot. Relate the scenes to the kind of content your shopper enjoys watching.
<b>Smart Story</b>	<ul style="list-style-type: none"> <li>Tell me about the apps you use on a daily basis?</li> <li>Tell me about the last thing you streamed?</li> <li>Tell me what apps are on your current TV?</li> </ul>	Samsung is <b>the world's best-selling Smart TV platform</b> . It has the widest collection of three most popular apps - streaming services like; Disney+, BT Sport, Now TV, Apple TV, Netflix, Prime Video and much more.	Show the apps on the <b>Launcher Bar</b> and explain that Samsung has the <b>widest collection of the most popular apps</b> . Highlight at least three apps that relate to your shopper's lifestyle.

#### Where Samsung wins against the competition

	Samsung TV	Competitor TV	Competitor TV
Feature1			
Feature2			
Feature3			
Feature4			
Feature5			

**SAMSUNG**  
To be updated  
**SAMSUNG**

#### Matching Soundbars



#### Stepdown through the Range

**Q80B**

- Direct Full Array
- Q HDR 1500
- Super Surround Sound Powered by Dolby Atmos

**The Serif**

- All Round 360 Design
- Glare-Free Matte Display
- Elegant Floor Stand

**Q75B/Q70B**

- Quantum Processor 4K
- FreeSync Premium Pro
- Motion Xcelerator Turbo Plus

Step Up

This TV

Step Down



## Q75B/Q70B

### Samsung QLED 4K

**The Super-Big driver!** Traditionally our best-selling super big (75" upwards) model as it offers a great TV for a great price.

#### Features to cover with your shopper



Quantum Processor 4K



AI Adaptive Sound



Q HDR



Dual LED



Object Tracking Sound (2.2.2ch)



100% Colour Volume



MOVIES



SPORT



GAMING



SMART



DESIGN

Good Better Best Reference



Continue to use the 'Best Apps' demo that works so well with your shoppers - try asking 'what apps do you use daily?' to initiate the conversation! And ensure to highlight our stunning new AirSlim design that looks perfect in any home!



#### Ask

##### Picture Quality

- Tell me how often you purchase a new TV?
- Tell me about the different content you enjoy?
- Tell me about the size of your current TV?

##### Sound Quality

- Explain your current sound system to me?
- Tell me what's important about sound to you?
- Have you experienced Dolby Atmos yet?

##### Gaming Story

- Is anyone in your household a Gamer?
- What platform do they play on?
- What games are they currently playing?

#### Explain

Quantum Dot technology creates **naturally bright and colourful** pictures - driven by **Q HDR** brightness and **100% Colour Volume**. **Dual LED** improves contrast and colour temperature. **Quantum 4K Processing** (the brain) improves lower resolution content to a 4K level viewed from any angle.

**AI Sound** auto-calibrates the audio your shopper's specific room & adjusts to the noise around them, to hear every word & sound. **OTS Lite** delivers virtual 3D surround sound that follows the action & **Q-Symphony** ramps it up by syncing TV & soundbar together.

Perfect companion for your next-gen console with HDMI 2.1 on all ports. Crisp 4K HDR detail, supersmooth 120Hz motion & ultra-low input lag. With Motion Xcelerator Turbo+ & FreeSync Premium Pro ensuring smooth fast paced action without screen tearing.

#### Show

Play the '**Pure Colours**' built-in demo content and point out the **naturally bright and colourful** images - powered by Quantum Dot and influenced by QLED's advanced technologies. Relate the scenes to the kind of content your shopper enjoys watching.

Play the '**Space Fit**' demo content from your USB - using the onscreen graphics to explain how it works and relate the benefits to your shopper's home. Use the '**OTS Lite**' and 'Q-Symphony' demos & relate the benefits of both to your shopper's viewing habits.

Highlight that the Q70/75B offers **4K gaming at 120Hz** and all Samsung premium TVs support **HDMI 2.1** on all ports. Play the '**Neo QLED Gaming**' demo from your USB, using the graphics to explain the benefits of **Motion Xcelerator Turbo+**, **Game Bar 2.0** and **Free Sync Premium Pro**.

#### Where Samsung wins against the competition

	Samsung TV	Competitor TV	Competitor TV
Feature1			
Feature1			
Feature2			
Feature2			
Feature3			
Feature3			
Feature4			
Feature4			
Feature5			
Feature5			



#### Matching Soundbars



#### Stepdown through the Range

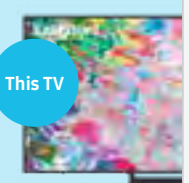
##### The Serif

- All Round 360 Design
- Glare-Free Matte Display
- Elegant Floor Stand



##### Q75B/Q70B

- Quantum Processor 4K
- FreeSync Premium Pro
- Motion Xcelerator Turbo Plus



##### Q65B/Q60B

- Quantum Dot Technology
- Dual LED
- 100% Colour Volume







## Q65B/Q60B

### Samsung QLED 4K

**The volume driver!** For those shoppers wanting a little bit more than standard UHD, the Q60B offers the first forays into our advanced Quantum Dot and QLED picture quality.

#### Features to cover with your shopper



Quantum Processor 4K



Smart TV Powered by Tizen



Q HDR



Dual LED



Object Tracking Sound Lite (2.0ch)



100% Colour Volume



MOVIES



SPORT



GAMING



SMART



DESIGN

Good Better Best Reference



Ensure to highlight the new stunning AirSlim profile that'll look perfect in any home & continue to use your questioning to personalise Samsung's unique benefits and demos below to your shoppers.

#### Ask

##### Picture Quality

- Tell me how often you purchase a new TV?
- Tell me about the different content you enjoy?
- Tell me about the size of your current TV?

##### Sound Quality

- Explain your current sound system to me?
- Tell me what's important about sound to you?
- Have you experienced Dolby Atmos yet?

##### Smart Story

- Tell me about the apps you use on a daily basis?
- Tell me about the last thing you streamed?
- Tell me what apps are on your current TV?

#### Explain

Quantum Dot technology creates **naturally bright and colourful** pictures - driven by **Q HDR** brightness and **100% Colour Volume**. **Dual LED** improves contrast and colour temperature. **Crystal 4K Processing** (the brain) improves lower resolution content to a 4K level.

**OTS Lite** delivers virtual 3D surround sound that follows the action, while **Q-Symphony** syncs TV & soundbar together to deliver a wider breadth of sound.

Samsung is **the world's best-selling Smart TV platform**. It has the widest collection of the most popular apps - including all UK catch ups, Disney+, BT Sport, Now TV, Apple TV, Netflix, Prime Video and much more.

#### Show

Play the **'Pure Colours'** built-in demo content and point out the **naturally bright and colourful** images - powered by Quantum Dot and influenced by QLED's advanced technologies. Relate the scenes to the kind of content your shopper enjoys watching.

Use your USB content to relate to your shoppers' viewing habits and allow them to experience the benefits of **OTS Lite & Q-Symphony** using the on/off/on demo. Ensure to relate the benefits to their viewing habits.

Show the apps on the **Launcher Bar** and explain that Samsung has the **widest collection of the most popular apps**. Highlight at least three apps that relate to your shopper's lifestyle.

#### Where Samsung wins against the competition

	Samsung TV	Competitor TV	Competitor TV
Feature1			
Feature2			
Feature3			
Feature4			
Feature5			

**SAMSUNG**  
To be updated  
**SAMSUNG**

#### Matching Soundbars



#### Stepdown through the Range

##### Q75B/Q70B

- Quantum Processor 4K
- FreeSync Premium Pro
- Motion Xcelerator Turbo PlusTurbo Plus



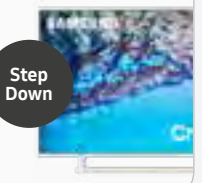
##### Q65B/Q60B

- Quantum Dot technology
- Dual LED
- 100% Colour Volume



##### BU8510/BU8500

- Freesat



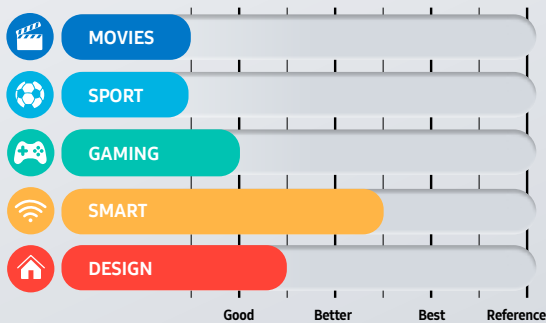


## BU8510/BU8500 Samsung Crystal UHD

A beautiful 4K viewing and gaming experience. Watch all the things you love come to life in crystal clear colour on our stunningly slim Crystal UHD BU8500 4K TV.

### Features to cover with your shopper

- Dynamic Crystal Colour (3 dots)
- AI Adaptive Sound (4 dots)
- Q HDR (3 dots)
- Crystal Processor 4K (4 dots)
- Object Tracking Sound Lite (2.0ch) (3 dots)
- Smart TV Powered by Tizen (4 dots)



Continue to use the 'Best Apps' demo that works so well with your shoppers - try asking 'what apps do you use daily?' to initiate the conversation! And ensure to **highlight the new stunning AirSlim profile** that'll look perfect in any home!



#### Picture Quality

- Tell me how often you purchase a new TV?
- Tell me about the different content you enjoy?
- Tell me about the size of your current TV?

#### Sound Quality

- Explain your current sound system to me?
- Tell me what's important about sound to you?
- Have you experienced Dolby Atmos yet?

#### Smart Story

- Tell me about the apps you use on a daily basis?
- Tell me about the last thing you streamed?
- Tell me what apps are on your current TV?

#### Ask

#### Explain

#### Show

**Dynamic Crystal Colour** delivers rich & lifelike pictures harnessing over a billion colours - 64x more than conventional UHD TVs. Watch everything you love in crystal clear, life-like colour - all in stunning 4K clarity.

Play the 'Around The World' built-in demo content and point out the detail & spectacular colour influenced by Crystal UHD technologies. Relate the scenes to the kind of content your shopper watches.

**OTS Lite** delivers virtual 3D surround sound that follows the action, while **Q-Symphony** syncs TV & soundbar together to deliver a wider breadth of sound. Plus **Adaptive Sound** optimises the audio depending on what you're watching.

Use your USB content to relate to your shoppers' viewing habits and allow them to experience the benefits of **OTS Lite & Q-Symphony** using the on/off/on demo. Ensure to relate the benefits to their viewing habits.

Samsung is **the world's best-selling Smart TV platform**. It has the widest collection of the most popular apps - streaming services like; Disney+, BT Sport, Now TV, Apple TV, Netflix, Prime Video and much more.

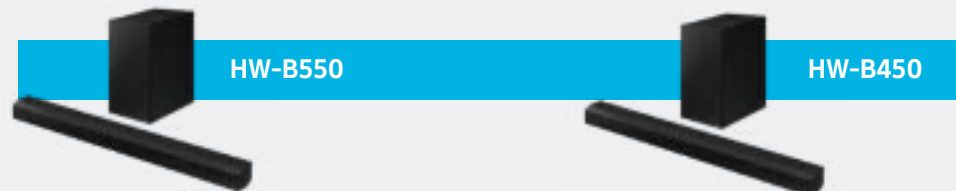
Show the apps on the **Launcher Bar** and explain that Samsung has the **widest collection of the most popular apps**. Highlight at least three apps that relate to your shopper's lifestyle.

### Where Samsung wins against the competition

	Samsung TV	Competitor TV	Competitor TV
Feature1			
Feature2			
Feature3			
Feature4			
Feature5			

**To be updated**

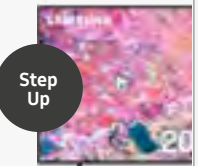
### Matching Soundbars



### Stepdown through the Range

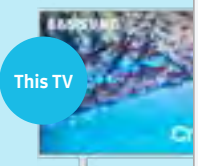
#### Q65B/Q60B

- Quantum Dot technology
- Dual LED
- 100% Colour Volume



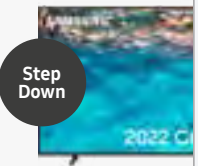
#### BU8510/BU8500

- Freesat



#### BU8000

- Crystal Processor 4K
- OTS Lite
- Motion Xcelerator





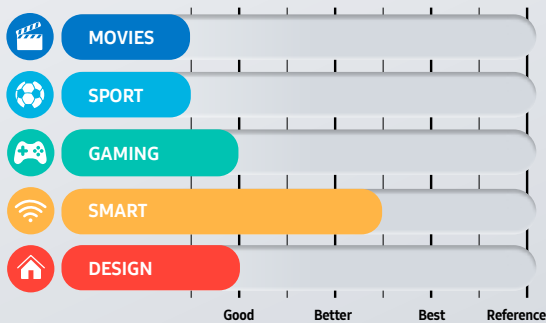
## BU8000

### Samsung Crystal UHD

Take your smart TV 4K viewing to stunning new heights. Watch all the things you love come to life in crystal clear colour on our stunningly slim Crystal UHD BU8000 4K TV.

#### Features to cover with your shopper

Dynamic Crystal Colour ●●●	AI Adaptive Sound ●●●●
Q HDR ●●●	Crystal Processor 4K ●●●●
Object Tracking Sound Lite (2.0ch) ●●●	Smart TV Powered by Tizen ●●●



Continue to use the 'Best Apps' demo that works so well with your shoppers - try asking 'what apps do you use daily?' to initiate the conversation! And ensure to **highlight the new stunning AirSlim profile** that'll look perfect in any home!



#### Picture Quality

- Tell me how often you purchase a new TV?
- Tell me about the different content you enjoy?
- Tell me about the size of your current TV?

#### Sound Quality

- Explain your current sound system to me?
- Tell me what's important about sound to you?
- Have you experienced Dolby Atmos yet?

#### Smart Story

- Tell me about the apps you use on a daily basis?
- Tell me about the last thing you streamed?
- Tell me what apps are on your current TV?

#### Ask

#### Explain

**Dynamic Crystal Colour** delivers rich & lifelike pictures harnessing over a billion colours - 64x more than conventional UHD TVs. Watch everything you love in crystal clear, life-like colour - all in stunning 4K clarity.

**OTS Lite** delivers virtual 3D surround sound that follows the action, while **Q-Symphony** syncs TV & soundbar together to deliver a wider breadth of sound. Plus **Adaptive Sound** optimises the audio depending on what you're watching.

Samsung is **the world's best-selling Smart TV platform**. It has the widest collection of the most popular apps - streaming services like; Disney+, BT Sport, Now TV, Apple TV, Netflix, Prime Video and much more.

#### Show

Play the '**Around The World**' built-in demo content and point out the detail & spectacular colour influenced by Crystal UHD technologies. Relate the scenes to the kind of content your shopper watches.

Use your USB content to relate to your shoppers' viewing habits and allow them to experience the benefits of **OTS Lite & Q-Symphony** using the on/off/on demo. Ensure to relate the benefits to their viewing habits.

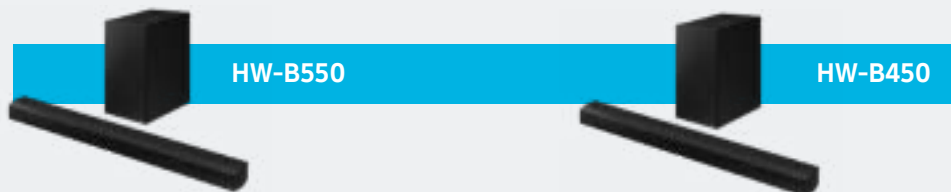
Show the apps on the **Launcher Bar** and explain that Samsung has the **widest collection of the most popular apps**. Highlight at least three apps that relate to your shopper's lifestyle.

#### Where Samsung wins against the competition

	Samsung TV	Competitor TV	Competitor TV
Feature1			
Feature2			
Feature3			
Feature4			
Feature5			

**SAMSUNG**  
To be updated  
**SAMSUNG**

#### Matching Soundbars



#### Stepdown through the Range

##### Q65B/Q60B

- Quantum Dot Technology
- Dual LED
- 100% Colour Volume



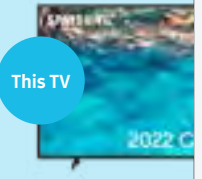
##### BU8510/BU8500

- Freesat



##### BU8000

- Crystal Processor 4K
- OTS Lite
- Motion Xcelerator

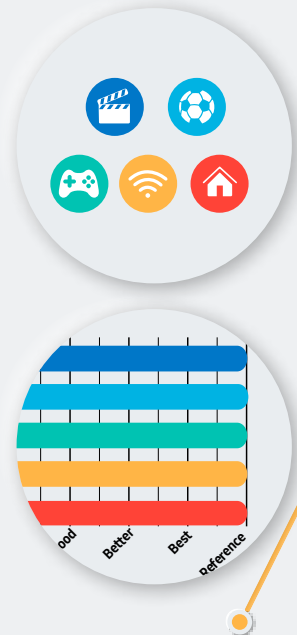


(1) Based on LG C1 without 'Evo' Panel - Competitor information has been sourced from independent review websites and Brand websites.

# How To Use The 'Range Stepdown' Pages



Knowing where those all-important tech step-ups and step-downs occur in the range is critical during any purchasing journey - it can be the difference between your shopper settling for what they have and willing to be up-sold two or three models further up in the range.



## Range Stepdown 1

	QN900B	QN800B	QN700B	QN95B	S95B	QN90B	The Frame
<b>OUR FLAGSHIP NEO QLED 8K TV!</b>	<b>OUR 8K FOCUS MODEL FOR 2022!</b>	<b>THE 8K JOURNEY BEGINS HERE!</b>	<b>THE ULTIMATE 4K GAMING TV!</b>	<b>THE BEST OLED TV ON THE MARKET!</b>	<b>OUR 4K FOCUS MODEL FOR 2022!</b>	<b>MAKE YOUR OWN TV!</b>	
<b>Quantum Dot</b>	Powered by Quantum Dot	Powered by Quantum Dot	Powered by Quantum Dot	Powered by Quantum Dot	Powered by Quantum Dot	Powered by Quantum Dot	Powered by Quantum Dot
<b>Technology &amp; Contrast</b>	Q M. Tech Pro - Mini LED	Q M. Tech Pro - Mini LED	Q Matrix Tech - Mini LED	Q Matrix Tech - Mini LED	OLED	Q Matrix Tech - Mini LED	Dual LED
<b>Processing Engine</b>	Neural Q. Processor 8K	Neural Q. Processor 8K	Neo Q. Processor 8K Lite	Neural Q. Processor 4K	Neural Q. Processor 4K	Neo Q. Processor 4K	Quantum Processor 4K
<b>Upscaling</b>	8K AI Upscaling	8K AI Upscaling	8K AI Upscaling Lite	4K AI Upscaling	4K AI Upscaling	4K AI Upscaling	4K AI Upscaling
<b>HDR Brightness</b>	Q HDR 4000 (1)	Q HDR 2000	Q HDR 2000	Q HDR 2000	Q HDR 1500	Q HDR 2000	Q HDR
<b>Viewing Angles</b>	Ultra Viewing Angle	Ultra Viewing Angle	Wide Viewing Angle	Ultra Viewing Angle	Ultra Viewing Angle	Ultra Viewing Angle	Wide Viewing Angle
<b>Anti-Reflection</b>	Anti-Reflection Screen	Anti-Reflection Screen	Anti-Reflection Tech.	Anti-Reflection Screen	Anti-Reflection Tech.	Anti-Reflection Screen	Glare-Free Matte Disp.
<b>Colour</b>	100% Colour Volume	100% Colour Volume	100% Colour Volume	100% Colour Volume	100% Colour Volume	100% Colour Volume	100% Colour Volume
<b>Object Tracking Sound</b>	OTS Pro 3 Layer (6.2.4 Ch)	OTS Plus (4.2.2 Ch)	OTS Lite (4.2 Ch)	OTS Plus (4.2.2 Ch)	OTS (2.2.2 Ch)	OTS Plus (4.2.2 Ch)	OTS (2.0.2 Ch)
<b>AI Sound</b>	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA
<b>Q-Symphony</b>	Q-Symphony	Q-Symphony	Q-Symphony	Q-Symphony	Q-Symphony	Q-Symphony	Q-Symphony
<b>Laser Slim/Sleek Design</b>	Infinity One Screen	Infinity One Design	Infinity One Design	Infinity One Design	Laser Slim Design	Sleek Design	Frame Design
<b>Cable Management</b>	Attachable Slim One Connect	Attachable Slim One Connect	Attachable Slim One Connect	Attachable Slim One Connect	-	-	One Connect Box
<b>Motion Handling</b>	Motion Xcelerator Turbo+	Motion Xcelerator Turbo+	M. Xcelerator Turbo	M. Xcelerator Turbo Pro	M. Xcelerator Turbo+	Motion Xcelerator Turbo+	Motion Xcelerator Turbo+
<b>Gaming Monitor Set-Up</b>	Super Ultra-wide GameView	Super Ultra-wide GameView	Super Ultra-wide GameView	Super Ultra-wide GameView	Super Ultra-wide GameView	Super Ultra-wide GameView	Super Ultra-wide GameView
<b>Mobile Content Sharing</b>	MultiView (4x Screen)	MultiView (4x Screen)	MultiView (2x Screen)	MultiView (2x Screen)	MultiView (2x Screen)	MultiView (2x Screen)	MultiView (2x Screen)

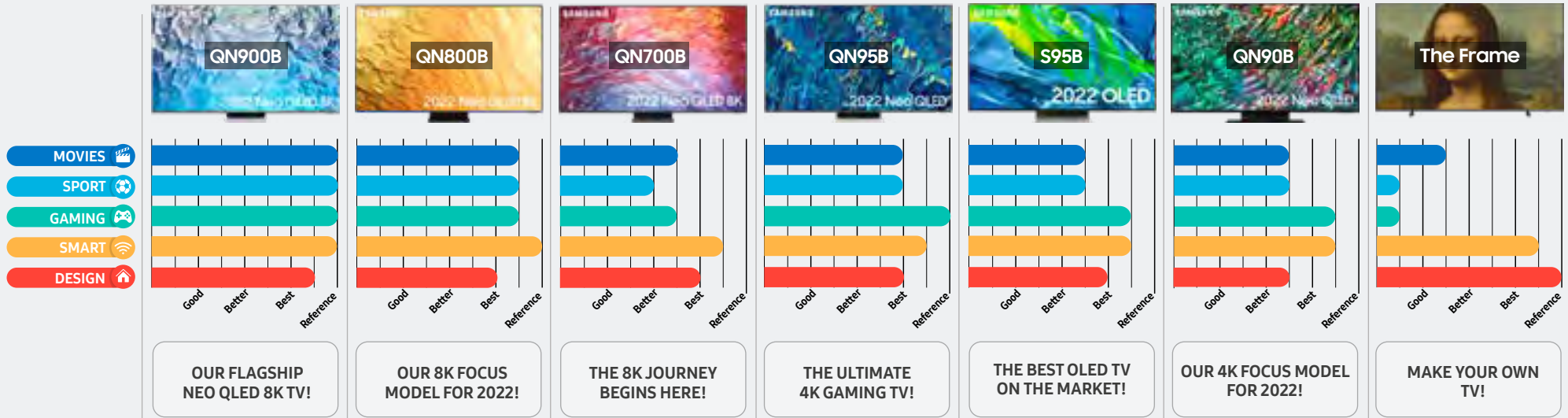
We have broken down each TV into five clearly-defined shopper demands (Movies, Sport, Gaming, Smart and Lifestyle), and then awarded a performance rating based on the influencing technologies for each of those shopper demands. The sliding scale of these ratings are: Good, Better, Best and Reference - the latter being the top mark.

Starting at the top of the range with the QN900B, we have listed the key technologies of each TV. As we move down through the range, where there is a step-down in technology, this is highlighted with:

↓ OTS (2.2.2 Ch)

↑ Q HDR 2000

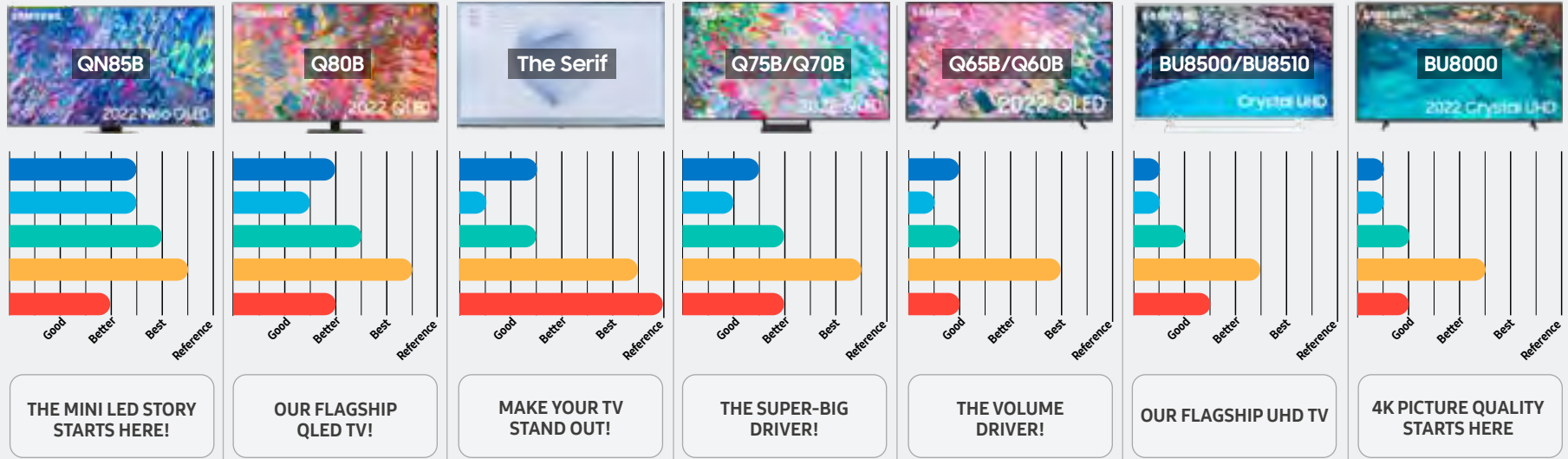
# Range Stepdown 1



Quantum Dot	Powered by Quantum Dot	Powered by Quantum Dot	Powered by Quantum Dot	Powered by Quantum Dot	Powered by Quantum Dot	Powered by Quantum Dot	Powered by Quantum Dot
Technology & Contrast	Q M. Tech Pro - Mini LED	Q M. Tech Pro - Mini LED	Q Matrix Tech - Mini LED	Q Matrix Tech - Mini LED	OLED	Q Matrix Tech - Mini LED	Dual LED
Processing Engine	Neural Q. Processor 8K	Neural Q. Processor 8K	Neo Q. Processor 8K Lite	Neural Q. Processor 4K	Neural Q. Processor 4K	Neo Q. Processor 4K	Quantum Processor 4K
Upscaling	8K AI Upscaling	8K AI Upscaling	8K AI Upscaling Lite	4K AI Upscaling	4K AI Upscaling	4K AI Upscaling	4K AI Upscaling
HDR Brightness	Q HDR 4000 (1)	Q HDR 2000	Q HDR 2000	Q HDR 2000	Q HDR 1500	Q HDR 2000	Q HDR
Viewing Angles	Ultra Viewing Angle	Ultra Viewing Angle	Wide Viewing Angle	Ultra Viewing Angle	Ultra Viewing Angle	Ultra Viewing Angle	Wide Viewing Angle
Anti-Reflection	Anti-Reflection Screen	Anti-Reflection Screen	Anti-Reflection Tech.	Anti-Reflection Screen	Anti-Reflection Tech.	Anti-Reflection Screen	Glare-Free Matte Disp.
Colour	100% Colour Volume	100% Colour Volume	100% Colour Volume	100% Colour Volume	100% Colour Volume	100% Colour Volume	100% Colour Volume
Object Tracking Sound	OTS Pro 3 Layer (6.2.4 Ch)	OTS Plus (4.2.2 Ch)	OTS Lite (4.2 Ch)	OTS Plus (4.2.2 Ch)	OTS (2.2.2 Ch)	OTS Plus (4.2.2 Ch)	OTS (2.0.2 Ch)
AI Sound	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA
Q-Symphony	Q-Symphony	Q-Symphony	Q-Symphony	Q-Symphony	Q-Symphony	Q-Symphony	Q-Symphony
Laser Slim/Sleek Design	Infinity One Screen	Infinity One Design	Infinity One Design	Infinity One Design	Laser Slim Design	Sleek Design	Frame Design
Cable Management	Attachable Slim One Connect	Attachable Slim One Connect	Attachable Slim One Connect	Attachable Slim One Connect	-	-	One Connect Box
Motion Handling	Motion Xcelerator Turbo+	Motion Xcelerator Turbo+	M. Xcelerator Turbo	M. Xcelerator Turbo Pro	M. Xcelerator Turbo+	Motion Xcelerator Turbo+	Motion Xcelerator Turbo+
Gaming Monitor Set-Up	Super Ultra-wide GameView	Super Ultra-wide GameView	Super Ultra-wide GameView	Super Ultra-wide GameView	Super Ultra-wide GameView	Super Ultra-wide GameView	Super Ultra-wide GameView
Mobile Content Sharing	MultiView (4x Screen)	MultiView (4x Screen)	MultiView (2x Screen)	MultiView (2x Screen)	MultiView (2x Screen)	MultiView (2x Screen)	MultiView (2x Screen)

# Range Stepdown 2

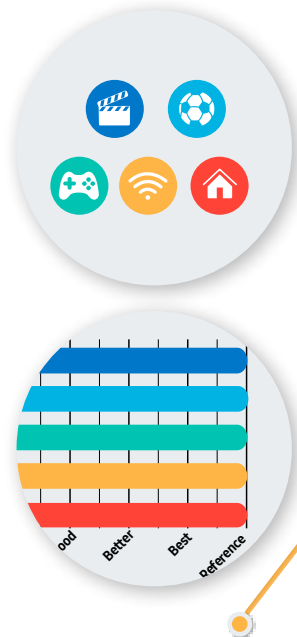
- MOVIES 🎬
- SPORT ⚽
- GAMING 🎮
- SMART 📶
- DESIGN 🏠



<b>Quantum Dot</b>	Powered by Quantum Dot	Powered by Quantum Dot	Powered by Quantum Dot	Powered by Quantum Dot	Powered by Quantum Dot	-	-
<b>Technology &amp; Contrast</b>	👆 Q Matrix Tech - Mini LED	👇 Direct Full Array	👇 Edge LED	👆 Dual LED	Dual LED	👇 Edge LED	Edge LED
<b>Processing Engine</b>	👆 Neo Q Processor 4K	👇 Quantum Processor 4K	Quantum Processor 4K	Quantum Processor 4K	👇 Crystal Processor 4K	Crystal Processor 4K	Crystal Processor 4K
<b>Upscaling</b>	4K AI Upscaling	4K AI Upscaling	4K AI Upscaling	4K AI Upscaling	👇 UHD Upscaling	UHD Upscaling	UHD Upscaling
<b>HDR Brightness</b>	👆 Q HDR1500	Q HDR1500	👇 Q HDR	Q HDR	Q HDR	👇 HDR	HDR
<b>Viewing Angles</b>	Wide Viewing Angle	Wide Viewing Angle	Wide Viewing Angle	Wide Viewing Angle	-	-	-
<b>Anti-Reflection</b>	-	-	👆 Glare Free Matte Display	-	-	-	-
<b>Colour</b>	100% Colour Volume	100% Colour Volume	100% Colour Volume	100% Colour Volume	100% Colour Volume	👇 Dynamic Crystal Colour	Dynamic Crystal Colour
<b>Object Tracking Sound</b>	👆 OTS (2.2.2 Ch)	OTS (2.2.2 Ch)	👇 OTS Lite (4.0 Ch)	👇 OTS Lite (2.0 Ch)	OTS Lite (2.0 Ch)	OTS Lite (2.0 Ch)	OTS Lite (2.0 Ch)
<b>AI Sound</b>	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA	AI Adaptive Sound with AVA	👇 Adaptive Sound	Adaptive Sound	Adaptive Sound
<b>Q-Symphony</b>	Q-Symphony	Q-Symphony	Q-Symphony	Q-Symphony	Q-Symphony	Q-Symphony	Q-Symphony
<b>Laser Slim/Sleek Design</b>	👇 Sleek Design	-	👆 Serif Design	👇 Airslim	Airslim	Airslim	Airslim
<b>Cable Management</b>	-	-	-	-	-	-	-
<b>Motion Handling</b>	Motion Xcelerator Turbo+	👇 Motion Xcelerator Turbo+	👆 Motion Xcelerator Turbo+	Motion Xcelerator Turbo+	👇 Motion Xcelerator	Motion Xcelerator	Motion Xcelerator
<b>Gaming Monitor Set-Up</b>	Super Ultra-wide GameView	Super Ultra-wide GameView	Super Ultra-wide GameView	Super Ultra-wide GameView	Super Ultra-wide GameView	-	-
<b>Mobile Content Sharing</b>	MultiView (2x Screen)	MultiView (2x Screen)	MultiView (2x Screen)	MultiView (2x Screen)	MultiView (2x Screen)	-	-



Knowing where those all-important tech step-ups and step-downs occur in the range is critical during any purchasing journey - it can be the difference between your shopper settling for what they have and willing to be up-sold two or three models further up in the range.



## Find Your Perfect Samsung TV

	QN900B	QN800B	QN700B	QN95B	S95B	QN90B	The Frame
<b>MOVIES</b>	Good	Better	Best	Reference	Good	Better	Best
<b>SPORT</b>	Good	Better	Best	Reference	Good	Better	Best
<b>GAMING</b>	Good	Better	Best	Reference	Good	Better	Best
<b>SMART</b>	Good	Better	Best	Reference	Good	Better	Best
<b>DESIGN</b>	Good	Better	Best	Reference	Good	Better	Best
<b>Quantum Matrix Tech. Pro</b>	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●
<b>Neo Quantum Processor 8K</b>	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●
<b>Q HDR 4000</b>	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●
<b>Anti-Reflection Screen</b>	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●
<b>OTS Pro (6.2.4 Ch)</b>	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●
<b>AI Adaptive Sound with AVA</b>	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●
<b>Q-Symphony</b>	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●
<b>Infinity One Screen</b>	Influences ●	Influences ●	Influences ●	Influences ●	Influences ●	Influences ●	Influences ●
<b>Motion Xcelerator Turbo+</b>	Influences ●	Influences ●	Influences ●	Influences ●	Influences ●	Influences ●	Influences ●
<b>Super Ultra-wide GameView</b>	Influences ●	Influences ●	Influences ●	Influences ●	Influences ●	Influences ●	Influences ●
<b>MultiView x4</b>	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●	Influences ●●●

We have broken down each TV into five clearly-defined shopper demands (Movies, Sport, Gaming, Smart and Lifestyle), and then awarded a performance rating based on the influencing technologies for each of those shopper demands. The sliding scale of these ratings are: Good, Better, Best and Reference - the latter being the top mark.

The leading technologies for each TV are listed along with those shopper demands that they influence. For example: Quantum Matrix Pro is key technology on the QN900B - and has a major influence your shopper's movies, sports and gaming (colour-coded in blue, light blue and green respectively).

# Find Your Perfect Samsung TV

- MOVIES 🎬
- SPORT 🏆
- GAMING 🎮
- SMART 📶
- DESIGN 🏠

	QN900B	QN800B	QN700B	QN95B	S95B	QN90B	The Frame
<b>MOVIES</b>	Good	Better	Best	Good	Better	Best	Reference
<b>SPORT</b>	Good	Better	Best	Good	Better	Best	Reference
<b>GAMING</b>	Good	Better	Best	Good	Better	Best	Reference
<b>SMART</b>	Good	Better	Best	Good	Better	Best	Reference
<b>DESIGN</b>	Good	Better	Best	Good	Better	Best	Reference
<b>Quantum Matrix Tech. Pro</b> Influences ●●●	Quantum Matrix Tech. Pro Influences ●●●	Quantum Matrix Tech. Influences ●●●	Quantum Matrix Tech. Influences ●●●	OLED Influences ●●●	Quantum Matrix Tech Influences ●●●	Dual LED Influences ●●●	
<b>Neo Quantum Processor 8K</b> Influences ●●●●	Neo Quantum Processor 8K Influences ●●●●	Neo Q. Processor 8K Lite Influences ●●●●	Neur. Quantum Processor 4K Influences ●●●●	Neur. Quantum Processor 4K Influences ●●●●	Neo Quantum Processor 4K Influences ●●●●	Quantum Processor 4K Influence ●●●●	
<b>Q HDR 4000</b> Influences ●●●	<b>Q HDR 2000</b> Influences ●●●	<b>Q HDR 2000</b> Influences ●●●	<b>Q HDR 2000</b> Influences ●●●	<b>Q HDR 1500</b> Influences ●●●	<b>Q HDR 2000</b> Influences ●●●	<b>Q HDR</b> Influences ●●●	
<b>Anti-Reflection Screen</b> Influences ●●●	<b>Anti-Reflection Screen</b> Influences ●●●	<b>Anti-Reflection Technology</b> Influences ●●●	<b>Anti-Reflection Screen</b> Influences ●●●	<b>Anti-Reflection Technology</b> Influences ●●●	<b>Anti-Reflection Screen</b> Influences ●●●	<b>Glare-Free Matte Display</b> Influences ●●●	
<b>OTS Pro (6.2.4 Ch)</b> Influences ●●●	<b>OTS Plus (4.2.2 Ch)</b> Influences ●●●	<b>OTS Lite (4.2 Ch)</b> Influences ●●●	<b>OTS Plus (4.2.2 Ch)</b> Influences ●●●	<b>OTS (2.2.2 Ch)</b> Influences ●●●	<b>OTS Plus (4.2.2 Ch)</b> Influences ●●●	<b>OTS (2.0.2 Ch)</b> Influences ●●●	
<b>AI Adaptive Sound with AVA</b> Influences ●●●●	<b>AI Adaptive Sound with AVA</b> Influences ●●●●	<b>AI Adaptive Sound with AVA</b> Influences ●●●●	<b>AI Adaptive Sound with AVA</b> Influences ●●●●	<b>AI Adaptive Sound with AVA</b> Influences ●●●●	<b>AI Adaptive Sound with AVA</b> Influences ●●●●	<b>AI Adaptive Sound with AVA</b> Influences ●●●●	
<b>Q-Symphony</b> Influences ●●●	<b>Q-Symphony</b> Influences ●●●	<b>Q-Symphony</b> Influences ●●●	<b>Q-Symphony</b> Influences ●●●	<b>Q-Symphony</b> Influences ●●●	<b>Q-Symphony</b> Influences ●●●	<b>Q-Symphony</b> Influences ●●●	
<b>Infinity One Screen</b> Influences ●	<b>Infinity One Design</b> Influences ●	<b>Infinity One Design</b> Influences ●	<b>Infinity One Design</b> Influences ●	<b>Laser Slim Design</b> Influences ●	<b>Sleek Design</b> Influences ●	<b>Frame Design</b> Influences ●	
<b>Motion Xcelerator Turbo+</b> Influences ●	<b>Motion Xcelerator Turbo+</b> Influences ●	<b>Motion Xcelerator Turbo</b> Influences ●	<b>Motion Xcelerator Turbo Pro</b> Influences ●	<b>Motion Xcelerator Turbo+</b> Influences ●	<b>Motion Xcelerator Turbo+</b> Influences ●	<b>Motion Xcelerator Turbo+</b> Influences ●	
<b>Super Ultra-wide GameView</b> Influences ●	<b>Super Ultra-wide GameView</b> Influences ●	<b>Super Ultra-wide GameView</b> Influences ●	<b>Super Ultra-wide GameView</b> Influences ●	<b>Super Ultra-wide GameView</b> Influences ●	<b>Super Ultra-wide GameView</b> Influences ●	<b>Super Ultra-wide GameView</b> Influences ●	
<b>MultiView x4</b> Influences ●●●●	<b>MultiView x4</b> Influences ●●●●	<b>MultiView x2</b> Influences ●●●●	<b>MultiView x2</b> Influences ●●●●	<b>MultiView x2</b> Influences ●●●●	<b>MultiView x2</b> Influences ●●●●	<b>MultiView x2</b> Influences ●●●●	



# Find Your Perfect Samsung TV

- MOVIES
- SPORT
- GAMING
- SMART
- DESIGN

	QN85B	Q80B	The Serif	Q75B/Q70B	Q65B/Q60B	BU8500/BU8510	BU8000
<b>Quantum Matrix Tech.</b> Influences ●●●	<b>Direct Full Array</b> Influences ●●●	-	<b>Dual LED</b> Influences ●●●	<b>Dual LED</b> Influences ●●●	-	-	-
<b>Neo Quantum Processor 4K</b> Influences ●●●●	<b>Quantum Processor 4K</b> Influences ●●●●	<b>Quantum Processor 4K</b> Influences ●●●●	<b>Quantum Processor 4K</b> Influences ●●●●	<b>Crystal Processor 4K</b> Influences ●●●●	<b>Crystal Processor 4K</b> Influences ●●●●	<b>Crystal Processor 4K</b> Influences ●●●●	<b>Crystal Processor 4K</b> Influences ●●●●
<b>Q HDR1500</b> Influences ●●●	<b>Q HDR1500</b> Influences ●●●	<b>Q HDR</b> Influences ●●●	<b>Q HDR</b> Influences ●●●	<b>Q HDR</b> Influences ●●●	<b>HDR</b> Influences ●●●	<b>HDR</b> Influences ●●●	<b>HDR</b> Influences ●●●
-	-	<b>Glare-Free Matte Display</b> Influences ●●●	-	-	-	-	-
<b>OTS (2.2.2 Ch)</b> Influences ●●●	<b>OTS (2.2.2 Ch)</b> Influences ●●●	<b>OTS Lite (4.0 Ch)</b> Influences ●●●	<b>OTS Lite (2.0 Ch)</b> Influences ●●●	<b>OTS Lite (2.0 Ch)</b> Influences ●●●	<b>OTS Lite (2.0 Ch)</b> Influences ●●●	<b>OTS Lite (2.0 Ch)</b> Influences ●●●	<b>OTS Lite (2.0 Ch)</b> Influences ●●●
<b>AI Adaptive Sound with AVA</b> Influences ●●●●	<b>AI Adaptive Sound with AVA</b> Influences ●●●●	<b>AI Adaptive Sound with AVA</b> Influences ●●●●	<b>AI Adaptive Sound with AVA</b> Influences ●●●●	<b>Adaptive Sound</b> Influences ●●●●	<b>Adaptive Sound</b> Influences ●●●●	<b>Adaptive Sound</b> Influences ●●●●	<b>Adaptive Sound</b> Influences ●●●●
<b>Q-Symphony</b> Influences ●●●	<b>Q-Symphony</b> Influences ●●●	<b>Q-Symphony</b> Influences ●●●	<b>Q-Symphony</b> Influences ●●●	<b>Q-Symphony</b> Influences ●●●	<b>Q-Symphony</b> Influences ●●●	<b>Q-Symphony</b> Influences ●●●	<b>Q-Symphony</b> Influences ●●●
<b>Sleek Design</b> Influences ●	-	<b>Serif Design</b> Influences ●	<b>Airslim</b> Influences ●	<b>Airslim</b> Influences ●	<b>Airslim</b> Influences ●	<b>Airslim</b> Influences ●	<b>Airslim</b> Influences ●
<b>Motion Xcelerator Turbo+</b> Influences ●	<b>Motion Xcelerator Turbo+</b> Influences ●	<b>Motion Xcelerator Turbo+</b> Influences ●	<b>Motion Xcelerator Turbo+</b> Influences ●	<b>Motion Xcelerator</b> Influences ●	<b>Motion Xcelerator</b> Influences ●	<b>Motion Xcelerator</b> Influences ●	<b>Motion Xcelerator</b> Influences ●
<b>Super Ultra-wide GameView</b> Influences ●	<b>Super Ultra-wide GameView</b> Influences ●	<b>Super Ultra-wide GameView</b> Influences ●	<b>Super Ultra-wide GameView</b> Influences ●	<b>Super Ultra-wide GameView</b> Influences ●	-	-	-
<b>MultiView</b> Influences ●●●●	<b>MultiView</b> Influences ●●●●	<b>MultiView</b> Influences ●●●●	<b>MultiView</b> Influences ●●●●	<b>MultiView</b> Influences ●●●●	-	-	-



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**Sales Talk Guide**