

HW-N650 Panoramic Soundbar

Launch

March 2018

SAMSUNG

HW-N650 Launch: Headline

Headline Must adhere to the naming convention

Headline Structure:

Samsung | Model # | Soundbar

Overview Copy:

Follow overview copy on spec sheet

Feature Copy

Add feature copy from spec sheet in order of appearance on spec sheet

Refer to final Spec Sheets on Easy Ads for precise inputs

SPEC SHEET: [LINK](#)

HW-N650 PANORAMIC SOUNDBAR

SPEC SHEET



PRODUCT HIGHLIGHTS

- Samsung Acoustic Beam Technology
- Dedicated Game Mode
- Bluetooth music streaming
- Seamless integration with Samsung TVs
- 5.1 Channel, 360W

Experience panoramic sound with innovative Samsung Acoustic Beam technology. Sound travels in sync with the motion on the screen, making you feel part of the action. Initiate Game Mode to optimize sound for a richer gaming and entertainment experience, and stream music wirelessly via Bluetooth. Designed to integrate perfectly with your Samsung TV.

KEY FEATURES

SAMSUNG ACOUSTIC BEAM

Samsung Acoustic Beam technology mixes and delivers the sound via a set of precisely placed openings at the top of the soundbar, so it appears to come from where the action is happening on screen.

GAME MODE

The soundbar's auto settings optimize the sound to the game you're playing. Plug in your console, and get in the game with an immersive audio experience.

BLUETOOTH MUSIC STREAMING

Your soundbar also acts as a powerful Bluetooth speaker. Easily play music from virtually any streaming service by connecting your smart device to the soundbar via Bluetooth.

MADE FOR EACH OTHER

Don't get stuck with anything less than the perfect fit. The N650 integrates perfectly with most Samsung TVs. Enjoy Plug-and-Play connectivity via wired or wireless connections, control both TV and soundbar with a single

CRYSTAL-CLEAR DIALOGUE

Hear every word with a dedicated center channel that keeps dialogue crystal clear.

A TRULY SEAMLESS 4K EXPERIENCE

With 4K pass-through, a simple HDMI connection delivers the best in audio and picture quality. Connect any 4K video source like a UHD Blu-ray player—through the Samsung Panoramic soundbar—to your TV for rich sound and 4K picture quality.

POWERFUL BASS

Place the included wireless subwoofer virtually anywhere in your space, and feel the powerful, deep bass.

WIRELESS SURROUND SOUND-READY

The Wireless Surround Kit¹ lets you expand your soundbar to a surround sound system easily without the mess of wires.² Together with your soundbar, you can create a channel system for a true surround sound experience.

HW-N650 Launch: Feature Bullets

Feature bullets should be produced in the following order

- 1 Samsung Acoustic Beam Technology
- 2 Dedicated Game Mode
- 3 Bluetooth music streaming
- 4 Seamless integration with Samsung TVs
- 5 5.1 Channel, 360W

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HW-N650 Launch: Product Imagery

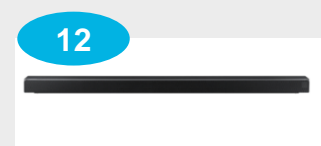
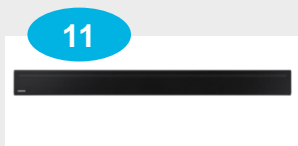
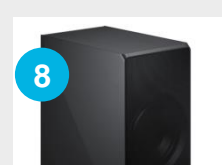
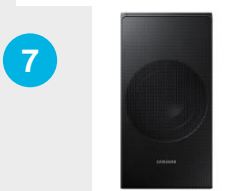
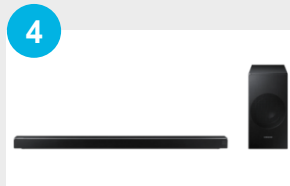
Product images can be found at the following links:

1 Product Images – [LINK](#)

2 Online Images– [LINK](#)

- Product images should be placed in recommended order

HW-MS550 Images & Priority Order:



Product Setup: Online Feature Messages and Images

Online messages and images should be used in the recommended priority order.

All imagery should be accompanied corresponding feature copy from spec sheets or the feature grid available on EasyAds.

Spec Sheet: [LINK](#)

Online Feature Grid: [LINK](#)

Online Feature Messages and Images Priority Order:



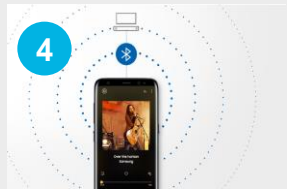
Overview:
Panoramic Sound



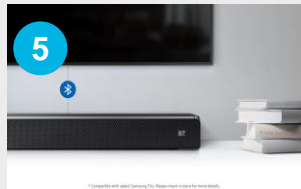
Feature 1:
Samsung Acoustic
Beam Technology



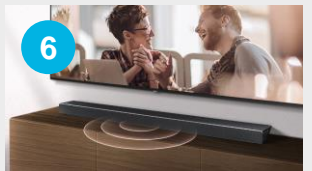
Feature 2:
Game Mode



Feature 3:
Streaming Music



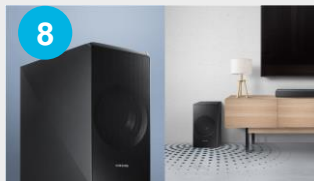
Feature 4:
Seamless TV Connection



Feature 5:
Center Channel



Feature 6:
4K Pass-through



Feature 7:
Wireless Subwoofer



Feature 8:
Wireless Surround Sound-Ready

Product Setup: Keywords

Include keywords in metadata for loading PDPs. Keywords in order of priority

- Please leverage meta terms according to customer character limitation.

Keywords

Soundbar

Best Soundbar

TV audio

TV speakers

TV sound

Samsung soundbar

TV soundbar

Soundbar for Samsung TV

Panoramic Soundbar

Gaming soundbar

Acoustic beam

Samsung N650

N650 soundbar

Gaming audio

Soundbar for gaming

Soundbar for movies