

HW-MS550

Launch

February 2018

SAMSUNG

HW-MS550 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](#) [UPDATE LINK](#)

HW-MS550 SOUND+ SOUNDBAR

SPEC SHEET

Soundbar
Sound+



PRODUCT HIGHLIGHTS

- Rich, room-filling sound from a single unit
- 6 speakers, each with its own dedicated amplifier
- Amazon Alexa voice control compatible/ SmartThings compatible

Heighten your entertainment with audiophile-quality sound, delivered from a single unit. The Sound+ soundbar fills the room with sound, making every seat the sweet spot. Plus, with the smart control of Amazon Alexa and Samsung SmartThings, Sound+ is smart home-ready.

KEY FEATURES

SWEET SPOT ANYWHERE YOU SIT

Take in rich TV sound from virtually anywhere in the room with a Wide Range Tweeter engineered to disperse sound evenly.

MUSIC COMES ALIVE WITH YOUR VOICE

Can't recall the title? With Alexa compatibility, you can enjoy your soundbar hands-free using your voice. Ask Alexa to play something by simply saying the title or a few lines of the song's lyrics.*

A BETTER CONNECTION TO YOUR FAVORITE MUSIC

Whatever songs get your heart beating, Sound+ can stream them from your phone or tablet. Simply use Bluetooth or connect to Wi-Fi to play your music through the Samsung SmartThings app. Within moments, you'll be playing your favorites in a new way.

WIRELESS CONNECTION WITH TV

Connect your soundbar to your Samsung TV² with ease—and without the clutter of wires—via Bluetooth or Wi-Fi. You'll be able to enjoy all of your content instantly with clearer, more impactful sound.

GET REAL, WITH HD AUDIO

Hear your music the way it was meant to be heard, with more nuance and depth. HD Audio preserves the quality and richness of the original sound through 96kHz/24-bit high-resolution audio.

GAIN CONTROL WITH ONEREMOTE

Spend less time switching between remote controls. Your Samsung TV remote now manages many soundbar functions through the TV UI.

HW-MS550 Launch: Feature Bullets

Feature bullets should be produced in the following order

- 1 Rich, room-filling sound from a single unit
- 2 6 speakers, each with its own dedicated amplifier
- 3 Amazon Alexa voice control compatible/ SmartThings compatible

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HW-MS550 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:

1



2



3



4



5



6



7



8



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:
Rich, Audiophile-Quality Sound



Feature 1:
Sweet Spot. Anywhere You Sit



Feature 2:
Music comes alive with your voice



Feature 3:
A better connection to your favorite music



Feature 4:
Smart sound mode



Feature 5:
Wireless connection with TV



Feature 7:
Get real, with HD Audio



Feature 8:
Gain control with one

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

Soundbar

soundbars

TV Mate

Wall mount soundbar

Sound +

Samsung Sound+

Soundbar +

Sound Plus

Sound Plus Soundbar

Samsung HW-MS550

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