

SAMSUNG

2020 Q800T Series

Digital Launch
Toolkit



QLED

Product Headline

Ex. Product Detail Page

Product Page:

Above the fold

GUIDELINES

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

Headline Convention:

Brand Name | Size | Series | Screen Technology (QLED) | Resolution | Smart TV | Model # | Year

Q800T Series Headline Example:

Samsung | 75" | Q800T | QLED | 8K UHD | | Smart TV | QN75Q800TAFXZA | 2020



Image Carousel

1000 x 1000 PX
CROPPED TO 1:1 RATIO

Ex. Product Detail Page



Product Page:

Above the fold

GUIDELINES

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

In order of priority for 82":

1 EasyAds ID: 184833
 2 EasyAds ID: 184834
 3 EasyAds ID: 184823
 4 82":194181
 5 82":192881

6 EasyAds ID: 191763
 7 EasyAds ID: 191742
 8 EasyAds ID: 191732
 9 EasyAds ID: 191726
 10 EasyAds ID: 191730

11 EasyAds ID: 189050 (MP4)
 EasyAds ID: 190187 (vtt)

12 EasyAds ID: 192919 (MP4)
 EasyAds ID: 195222 (vtt)

Feature Video

Smart Video – Instant Access

Image Carousel

1000 x 1000 PX
CROPPED TO 1:1 RATIO

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In order of priority for 75", 65":

1 EasyAds ID: 184833 **2** EasyAds ID: 184834 **3** EasyAds ID: 184823 **4**











75": 194182
65": 194183

5



75": 192878
65": 192875

6 EasyAds ID: 191763 **7** EasyAds ID: 191729 **8** EasyAds ID: 191732 **9** EasyAds ID: 191726 **10** EasyAds ID: 191730

8K delivers 16 times more resolution than HD TV

High-contrast LED backlights elevate the picture's blacks and whites

Deep learning AI upscales all your content into stunning 8K

Built-in speakers on all sides follow the action

Deep learning AI unleashes the full power of the 8K picture

11 EasyAds ID: 189050 (MP4)
EasyAds ID: 190187 (vtt)

12 EasyAds ID: 192919 (MP4)
EasyAds ID: 195222 (vtt)

Feature Video

Smart Video – Instant Access



Feature Bullets

Product Page: Above the fold

GUIDELINES

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

Top 5 Features

Q800T

XX" Class | Q800T | QLED 8K UHD | HDR | Smart TV

Edited 2.10.20

Screen Sizes	82", 75" & 65"
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Short Copy	Once you experience 8K, there's no going back. An unprecedented level of detail and color flows through each frame, powered by an intelligent processor which instantly upscales content to 8K quality. Combined with the immersive audio of Object Tracking Sound +, it's a cinematic experience that's impossible to resist.
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Top 5 Features (in Priority Order)	1	2	3	4	5
Description	Real 8K Resolution*	Direct Full Array 32X* (82")	8K AI Upscaling*	Objective Tracking Sound +	Quantum Processor 8K
	See the mind-blowing sharpness and depth of real 8K with 16 times more resolution than HDTV. Disclaimer: *Upscales to 8K resolution (7,680H x 4,320W/33.2 megapixels). Native 8K content based on current 8K streaming, connectivity and decoding standards. Future and certain third-party standards not guaranteed or may require additional device/adaptor purchase.	Our most densely concentrated zones of precisely controlled LED backlights reveal details even in the darkest of scenes. Disclaimer: Direct Full Array Numerical Index based on backlighting, antireflection and contrast enhancement technologies.	Intelligent upscaling automatically converts all of your content into stunning 8K resolution. Disclaimer: *Upscales to 8K Resolution. Resulting picture may vary based on source content. Utilizes AI-based formulas.	All four sides of the TV have built-in speakers that direct the sound, putting you in the middle of the action.	Our most brilliant processor uses deep learning AI Technology to unleash the full power of 8K.

Direct Full Array 24X* (75" & 65")
Concentrated zones of high-contrast LED backlights enhance the deep blacks and luminous whites.
Disclaimer: Direct Full Array Numerical Index based on backlighting, antireflection and contrast enhancement technologies.



Spec Sheets & Energy Guides

Ex. Product Detail Page

Product Page: Above the fold

GUIDELINES

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

Spec Sheet



Q800T TV

PRODUCT HIGHLIGHTS

- Real 8K Resolution
- Direct Full Array LED
- 8K AI Upscaling
- Object Tracking Sound++
- Quantum Processor 8K

SIZE CLASS

65" 75" 85"

EQ800T TQ800T EQ800T

KEY FEATURES

Picture

- Real 8K Resolution
- Direct Full Array LED
- 8K AI Upscaling
- Quantum HDR 100
- Quantum Processor 8K
- 100% Color Volume with QuantumColor
- Real Game Enhancer
- Motion Rate 200
- Ultra Viewing Angle
- Adaptive Motion

Smart Features

- Smart TV Powered by Tizen
- Universal Guide
- Universal Playback
- Multiple Voice Assistants
- TV Plus
- Mobile View
- Samsung SmartThings
- SmartThings Companion

Connectivity

- 4K UHD Connections
- HD MI 2.1 Port 4
- 2 USB Connections
- LinkShare
- RFID TAG built-in (WIFI)
- Bluetooth
- RFID2 Control (E-Tag)

Audio

- IP Control Support
- Optical Audio/Digital Port
- Audio
- Object Tracking Sound++
- Dolby Digital
- Active Noise Canceller
- Dolby Digital Plus
- 100Watts 4.2.2 Channel

Included Accessories

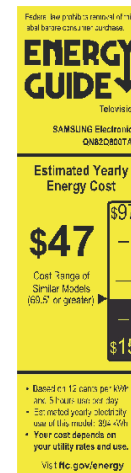
- Summary Declaration
- Industry Certifications
- CIA (UL) UL60950 Connected
- 8K Association
- HDR10+
- NextGen TV

Design

- Bezelless Design
- Real Back Bending Plate Stand

See Back for Details

Energy Guide



Federal law prohibits removal of this label before consummation of purchase.

ENERGY GUIDE

Television

SAMSUNG Electronics
QN82C800TAF

Estimated Yearly Energy Cost

\$47

Cost Range of Similar Models (60.0" or greater)

\$97

\$15

Based on 12 hours per day, 30 days per month, 365 days per year. See method yearly electricity use of this model: 394 kWh. Year cost depends on your utility rates and use.

Visit www.govenergy.gov

- **Spec Sheet Link:** [HERE](#)
 - Home >2020 TV Launch >2020 QLED Launch >2020 QLED 8K >2020 QLED Q800T >2020 Q800T Spec Sheet
- **Energy Guide Link:** [HERE](#)
 - TV >2020 TV Launch >2020 Energy Guides >2020 QLED Energy Guides >2020 Q800T Energy Guides



Keywords (metatags)

Ex. Product Detail Page

Product Page:

Above the fold

GUIDELINES

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

Q800T Series Keywords

	Top Category Keywords	Top Branded Keywords	Top Competitor Keywords
1	8k tv	samsung 8k tv	sony 8k tv
2	8k	samsung 8k	
3	tv 8k	samsung q900	
4	qled 8k	samsung qled 8k	
5	8k tv 65 inch	q900	
6	8k tv 55 inch	samsung q900r 8k qled tv	
7		8k samsung	
8		q900r	
9		samsung 8k qled 2019	
10		samsung q900r	

