

SAMSUNG

2020 LST7T The Terrace
Series

Digital Launch
Toolkit



The Terrace

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

The Terrace TV Headline Example:

Samsung | 65" | The Terrace outdoor TV | QLED | 4K UHD | Smart TV | QN65LST7TAFXZA | 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 Jackpacks, 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 75":

1	EasyAds ID: 195267	2	EasyAds ID: 194616	3	EasyAds ID: 184703	4	EasyAds ID: 184141	5	EasyAds ID: 200102
									

6	75"": 192895 65"": 192894 55"": 197959	7	EasyAds ID: 195076	8	EasyAds ID: 195080	9	EasyAds ID: 195079	10	EasyAds ID: 195077
									

11	EasyAds ID: 195078	12	EasyAds ID: 195841 (MP4)
			



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

The Terrace XX" Class | The Terrace TV | 4K UHD | HDR | Smart TV

Edited 2.6.20

Screen Sizes	75", 65", 55"
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Short Copy	The Terrace outdoor TV was designed to look incredibly vivid and bright, especially in daylight. This slim QLED television is IP55 rated to protect against dust and rain. The anti-glare screen and intuitive Smart TV capabilities make it a must have TV.
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Top 5 Features (in Priority Order)	1 Outdoor Optimized QLED Picture	2 Weather-Resistant Durability IP55 Rated	3 Smart TV Powered by Tizen	4 Wide Viewing Angle with Anti-glare	5 Wi-Fi and Bluetooth® connection
Description	High quality 4K QLED picture engineered to look incredibly vivid and bright especially in daylight.	Resistant to extreme temperatures, and is best-in-class IP55-rated for weather-resistant durability against water and dust.	Go beyond Smart TV with next-gen apps, super easy control, and a host of enhancements that elevate the TV watching experience.	Engineered to reduce glare and deliver a great picture from every seat.	Connect to your home Wi-Fi network or pair with Bluetooth devices.



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

The Terrace



4K UHD **HDR**

The Terrace outdoor TV was designed to look incredibly vivid and bright, especially in daylight. This slim QLED television is IP55 rated to protect against dust and rain. The anti-glare screen and intuitive smart TV capabilities make it a must-have TV.

KEY FEATURES


<p>Picture</p> <ul style="list-style-type: none"> Outdoor-Optimized QLED Picture Wide Viewing Angle with Anti-Glare Direct Full Array LED Quantum HDR E2X Quantum Processor 8K 100% Color Volume with Quantum Dot¹ Smart Screen Enhancement™ Motion Rate 240 Adaptive Picture™ <p>Design</p> <ul style="list-style-type: none"> Slim Metal Design Weather-Resistant Durability (IP55 Rating) 	<p>Smart Features</p> <ul style="list-style-type: none"> Smart TV Powered by Tizen™ Universal Guide Assistant Mover² Multiple Voice Assistants³ TV Plus Media View Screen Miracast™ SmartThings Compatible <p>Connectivity</p> <ul style="list-style-type: none"> 4 HDMI Connections⁴ 1 USB Connection LAN Port BD-Z (BD-Live™ Wi-Fi) Bluetooth SD/CI (Control via Link) RF Channel Support⁵ Optical Audio Output Port HDMI eARC 	<p>Audio</p> <ul style="list-style-type: none"> Active Voice Amplifier Universal Guide 20 Watt 2 Channel <p>Included Accessories</p> <ul style="list-style-type: none"> Screening Cradle/Bracket <p>Industry Certifications</p> <ul style="list-style-type: none"> ETL, UL, ULTRA HD CONNECTED ENERGY STAR
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PRODUCT HIGHLIGHTS

- Outdoor-Optimized QLED Picture
- Weather-Resistant Durability (IP55 Rated)
- Smart TV Powered by Tizen™
- Wide Viewing Angle with Anti-Glare
- Wi-Fi and Bluetooth® Connection

SIZE CLASS

75LS7TT 65LS7TT 55LS7TT



SEE BACK FOR DETAILS

Energy Guide

Federal law prohibits removal of this label on consumer products.

ENERGY GUIDE

Television

SAMSUNG Electronics
QN65LS7TAF

Estimated Yearly Energy Cost

\$40 ▶ \$51

Cost Range of
5 m for models
(65-75")

\$10

- Based on 2 cents per kWh and 5 hours use per day
- Estimated yearly electricity use of this model: 330 kWh¹
- Your cost depends on your utility rates and use.

Visit Eco.govenergy

- **Spec Sheet Link:** [HERE](#)
 - TV >2020 TV Launch >2020 terrace >terrace >2020 The Terrace Spec Sheet
- **Energy Guide Link:** [HERE](#)
 - TV >2020 TV Launch >2020 Energy Guides >2020 The Terrace Energy Guides



Keywords (metatags)

Product Page:

Above the fold

GUIDELINES

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

terrace Keywords

	Top Category Keywords	Top Branded Keywords	Top Competitor Keywords
1	outdoor tv	terrace tv	wallpaper tv
2	mirror tv	samsung terrace	lg signature
3	tv mirror	samsung terrace tv	
4	thin tv	the terrace tv	
5	mirror tv screen	samsung terrace tv 55	
6	art tv	samsung the terrace	
7		samsung the terrace tv	
8			
9			
10			

