

**SAMSUNG**

**QN85D**

Digital Launch Toolkit



QN85QN85DBFXZA  
QN75QN85DBFXZA  
QN65QN85DBFXZA  
QN55QN85DBFXZA

**5<sup>th</sup> Update: 7/25/24**

4<sup>th</sup> Update: 4/17/2024

3<sup>rd</sup> Update: 4/10/2024

2<sup>nd</sup> Update : 2/28/2024

1<sup>st</sup> Update: 2/7/2024

Originally Published: 2/1/2024

## 7/25/2024:

- Updated Image Carousel #1, [slide 4](#)
- Updated SML Copy, slides [5](#), [6](#), [7](#)
- Updated OFG Copy (highlighted in yellow), [slide 8](#)
- Updated Alt Text Image #1, [slide 13](#)

## 4/17/24

- Added Video in Image Carousel [slide 4](#)
- Added Video in Alt Text [slide 12](#)

## 4/10/24

- Updated Product Images in Image Carousel [slide 4](#)
- Updated Spec Sheet [slide 10](#)
- Updated OFG, [slide 8](#),
- Updated Alt Text images [slide 12](#)

## 2/28/24:

- Compatible Accessories added, [slide 12](#)

## 2/7/24:

- Image Carousel [slide 4](#):
  - Updated product images #1 and #2
  - Updated Motion Xcelerator BBI #4
  - Updated WITB #5
- Updated OFG feature #5 Motion Xcelerator [slide 8](#)
- Added Spec Sheet [slide 10](#)
- Added Keywords [slide 11](#)
- Updated Alt Text images #1 and #2 and Motion Xcelerator BBI #4 [slide 12](#)

**Product Page:**  
Above the fold

**GUIDELINES**

1. Follow Headline Convention for recommended structure and order.
2. Include all components as shown in example headline.
3. Refer to Spec Sheet for precise inputs.

**Headline Convention:**

Brand Name | Size | Series | Screen Technology | Resolution | Smart TV | Model #

**QN85D Headline Example:**

Samsung | 75" Class | QN85D | NEO QLED 4K | Smart TV | QN75QN85DBFXZA

# Image Carousel

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## Product Page: Above the fold

### GUIDELINES

1. Images should follow the Image Order Guidance as shown here.
2. If image is missing from EasyAds, use the next available following Image Order Guidance.
3. If carousel slots are limited, Product Images, Backpack, What's in the Box, and Video(s), should be prioritized, as applicable. Benefit Based Imagery should also be prioritized, but the lowest order image(s) may be dropped depending on available slots.
4. Feature video should be prioritized in the carousel. Videos can also be included in below the fold content.



EasyAds [Link](#)



EasyAds [Link](#)



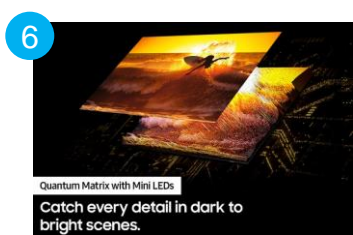
EasyAds [Link](#)



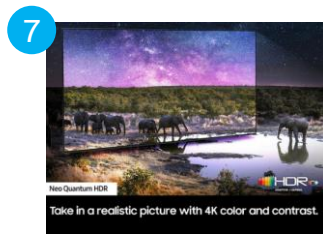
EasyAds [Link](#)



EasyAds [Link](#)



EasyAds [Link](#)



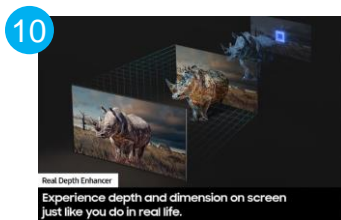
EasyAds [Link](#)



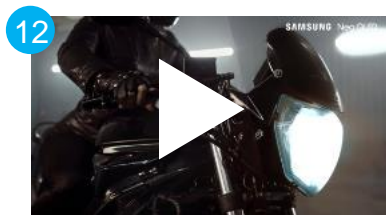
EasyAds [Link](#)



EasyAds [Link](#)



EasyAds [Link](#)



EasyAds [Link](#)




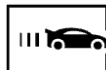

# SHORT Overview & Feature Copy

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Product Page:  
Above the fold

## GUIDELINES

- 1. Feature bullets are listed in numerical order, with #1 beginning priority.
- 2. Feature bullets should follow the numerical order as listed, even if all available bullets cannot be used.

SHORT COPY				
Model Series Number		QN85D		
Screen Sizes		85", 75", 65", 55"		
This elite TV uses individual zones of light for impressive color and contrast.				
<div>1</div> <div></div> <div>Quantum Matrix with Mini LEDs</div> <div>Catch every detail in dark to bright scenes.</div>	<div>2</div> <div></div> <div>Neo Quantum HDR</div> <div>Take in a realistic picture with 4K color and contrast.</div>	<div>3</div> <div></div> <div>Dolby Atmos™ and Object Tracking Sound Life</div> <div>Keep your ears on the action with built-in Dolby Atmos™®.</div>	<div>4</div> <div></div> <div>Motion Xcelerator Turbo 120Hz</div> <div>Experience smooth action with exceptional motion enhancements.*  *Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.</div>	<div>5</div> <div></div> <div>Real Depth Enhancer</div> <div>Experience depth and dimension on screen just like you do in real life.</div>
<div>6</div> <div>Supersize Picture Enhancer*</div> <div>AI-enhanced picture quality optimized for a super large screen.  *QN85D 85" has SuperSize Picture Enhancer. Utilizes AI-Based formulas.</div>	<div>7</div> <div>NQ4 AI Gen2 Processor</div> <div>4K AI Upscaling  Content instantly transformed to incredibly sharp up to 4K resolution using AI.</div>	<div>8</div> <div>Auto HDR Remastering</div> <div>NQ4 AI Gen2 Processor  The power behind the 4K picture that actively improves the quality.</div>	<div>9</div> <div>HDR Brightness Optimizer</div> <div>Auto HDR Remastering  Elevate your viewing experience with our best 4K color and contrast.</div>	<div>10</div> <div>Samsung Tizen OS</div> <div>HDR Brightness Optimizer  Dark scenes become detailed so that everything is more visible.</div>

# MEDIUM Overview & Feature Copy

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Product Page:  
Above the fold






## GUIDELINES

1. Feature bullets are listed in numerical order, with #1 beginning priority.
2. Feature bullets should follow the numerical order as listed, even if all available bullets cannot be used.

MEDIUM COPY

Model Series Number	QN85D
Screen Sizes	85", 75", 65", 55"

This elite TV uses individual zones of light for impressive color and contrast while bringing you clarity and depth.

				
<b>1</b> Quantum Matrix with Mini LEDs	<b>2</b> Neo Quantum HDR	<b>3</b> Dolby Atmos™ and Object Tracking Sound Life	<b>4</b> Motion Xcelerator Turbo 120Hz	<b>5</b> Real Depth Enhancer
Catch every detail in dark to bright scenes. Precise lighting from Mini LEDs boost brightness so you don't miss a thing. It all works to make your picture that much more intense.	Take in a realistic picture with 4K color and contrast. Appreciate rich, accurate shades and tones in each scene.	Keep your ears on the action with built-in Dolby Atmos™®. You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio.	Experience smooth action with exceptional motion enhancements for a seamless picture.*  *Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.	Experience depth and dimension on screen just like you do in real life. For all content, Real Depth Enhancer mirrors how the human eye processes depth by increasing foreground contrast.
<b>6</b> Supersize Picture Enhancer*	<b>7</b> 4K AI Upscaling	<b>8</b> NQ4 AI Gen2 Processor	<b>9</b> Auto HDR Remastering	<b>10</b> HDR Brightness Optimizer
AI-enhanced picture quality optimized for a super large screen. The Supersize Picture Enhancer reduces noise and increases sharpness, even at its biggest size.  *QN85D 85" has SuperSize Picture Enhancer. Utilizes AI-Based formulas.	Content instantly transformed to incredibly sharp up to 4K resolution using Samsung AI technology. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, you get sharper visuals.*  *Utilizes AI-Based formulas	The power behind the 4K picture that actively improves the quality. Utilizing 20 specialized networks the AI-powered processor drives the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.	Elevate your viewing experience with our best 4K color and contrast. AI-based algorithms help create brighter highlights and details.*  *Utilizes AI-Based formulas	Dark scenes become detailed so that everything is more visible. The tone of the image adjusts in real time so you can see the screen in any lighting. Plus with improved brightness, you get a rich picture with more to see.

# LONG Overview & Feature Copy

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Product Page:  
Above the fold






## GUIDELINES

1. Feature bullets are listed in numerical order, with #1 beginning priority.
2. Feature bullets should follow the numerical order as listed, even if all available bullets cannot be used.

LONG COPY

Model Series Number	QN85D
Screen Sizes	85", 75", 65", 55"

This elite TV uses individual zones of light for impressive color and contrast. Clear motion is matched with synced sound, all with more picture dimension to draw you in.

				
<b>1</b> Quantum Matrix with Mini LEDs	<b>2</b> Neo Quantum HDR	<b>3</b> Dolby Atmos™ and Object Tracking Sound Lite	<b>4</b> Motion Xcelerator Turbo 120Hz	<b>5</b> Real Depth Enhancer
Catch every detail in dark to bright scenes. Precise lighting from Mini LEDs boost brightness so you don't miss a thing.	See rich color and accurate details. Discover variety in every frame—with dynamic contrast and brilliant colors, all in 4K resolution. Contrast is adjusted to best fit each scene, helping showcase more accurate colors and bringing the on-screen story to life more beautifully.	Keep your ears on the action with built-in Dolby Atmos™. You'll hear 3D surround sound that follows the movement on screen using our incredible virtual top channel audio—putting you right in the middle of the car chase, stampepe or party scene.	Experience smooth action with exceptional motion enhancements. Get crisp visuals at a speed of 120 frames per second for a seamless picture.*  *Motion Xcelerator 120Hz is sometimes called Motion Xcelerator Turbo.	Experience depth and dimension on screen just the way you see it in real life. Real Depth Enhancer creates an immersive experience on your 4K AI TV by mirroring how the human eye processes depth by increasing foreground contrast. For all content, this simple adjustment brings the picture that much closer to reality.
<b>6</b> Supersize Picture Enhancer*	<b>7</b> 4K AI Upscaling	<b>8</b> NQ4 AI Gen2 Processor	<b>9</b> Auto HDR Remastering	<b>10</b> HDR Brightness Optimizer
AI-enhanced picture quality optimized for a super-large screen. The Supersize Picture Enhancer reduces noise and increases sharpness even at its largest size, so you get a picture that's as bold as it is big.  *QN85D 85" has SuperSize Picture Enhancer. Utilizes AI-Based formulas.	Content instantly transformed to incredibly sharp up to 4K resolution using Samsung AI technology. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, you get sharper visuals with our high-performance, AI-powered processor that upgrades your content scene by scene.*  *Utilizes AI-Based formulas	The power behind the 4K picture that actively improves the quality. The NQ4 AI Gen2 Processor keeps everything running, using 20 specialized networks to drive the intuitive Smart TV Hub, Dolby Atmos™ sound, and expertly upscaled 4K resolution.	Elevate your viewing experience with our best 4K color and contrast. AI-based algorithms help create brighter highlights and details.*  *Utilizes AI-Based formulas	Dark scenes become detailed so that everything is more visible. The tone of the image adjusts in real time so you can see the screen in any lighting.

# BTF Feature Copy (OFG)

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**Product Page:**  
Below the fold

## GUIDELINES

1. BTF Feature Copy should follow the order as presented in the Online Feature Guide (OFG).

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**ONLINE FEATURE GUIDE (OFG)**

85" Class Samsung Neo QLED 4K QN85D  
QN85QN85DBFXZA

75" Class Samsung Neo QLED 4K QN85D  
QN75QN85DBFXZA

65" Class Samsung Neo QLED 4K QN85D  
QN65QN85DBFXZA

55" Class Samsung Neo QLED 4K QN85D  
QN55QN85DBFXZA



EasyAds [link](#) to QN85D OFG



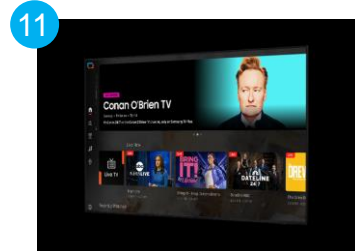
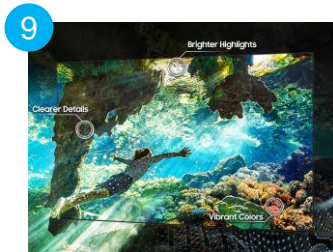
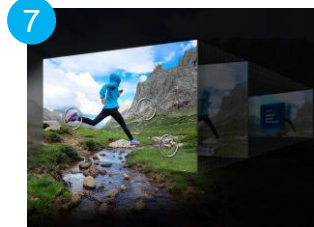
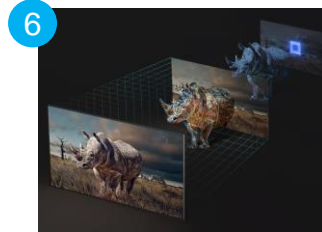
# BTF Feature Images (OFG)

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**Product Page:**  
Below the fold

## GUIDELINES

1. BTF Feature Images should follow the order as presented in the Online Feature Guide (OFG).



EasyAds [link](#) to QN85D OFG images

# Spec Sheet, User Guide & Energy Guide

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Product Page:  
Above or Below the fold

## GUIDELINES

1. Add Spec Sheet, User Guide, and Energy Guide to PDP where applicable.

## Spec Sheet

**QN85D Samsung Neo QLED 4K TV**



**PRODUCT HIGHLIGHTS**

- Quantum Matrix with Mini LEDs
- Neo Quantum HDR
- Dolby Atmos™ and Object Tracking Sound Lite
- Motion Xcelerator 120Hz†
- Real Depth Enhancer

**SIZE CLASS**

85" QN85D 75" QN75D 65" QN65D 55" QN55D

**KEY FEATURES**

**Picture**

- Quantum Matrix with Mini LEDs
- Neo Quantum HDR
- 4K AI Upscaling
- HDR & Low Input
- 100% Color Volume with Quantum Dot†
- Supreme UHD Dimming
- Neural Motion Xcelerator
- Real Depth Enhancer
- Auto HDR Remastering
- HDR Intelligent Optimizer
- Real Depth Enhancer
- Customized Picture Mode
- SmartThings Connect
- Super Ultra Wide Game View & Game Bar†
- View Mode Zoom

**Design**

- Neo Slim Design
- Titan Black One Touch Navigator Stand

**Smart Features\***

- Samsung Tizen OS
- Universal Guide
- Ambient Mode
- Built-in Voice Assistant†
- Samsung TV Plus
- Samsung Smart Hub
- Multi View
- SmartThings Connect
- Samsung Health†
- ConnectShare
- Samsung Gaming Hub†

**Connections**

- 4 HDMI™ Inputs†
- HDMI 2.1 Features Supported:
  - Auto Low Latency Mode (ALLM), supported on all ports
  - Variable Refresh Rate (VRR), supported on all ports
  - Variable Refresh Rate (VRR), supported on all ports
  - Enhanced Audio Return Channel (eARC), supported on all ports
- 2 USB 2.0 Connections
- LAN Port

**Wired & Wireless**

- Wi-Fi 5
- Bluetooth LE 5.2
- Bluetooth Control (BT-Link)
- Control Support†
- Digital Audio Output (Dolby)

**Audio**

- Dolby Atmos™ and Object Tracking Sound Lite
- Active Noise Cancelling Pro
- Clear Audio Support (Bassless)
- Adaptive Sound Pro
- 360 Audio
- 40 Watt 2.2 Channel

**Included Accessories**

- Self-Install Remote (TM23500)

**Industry Certifications**

- FilmMaker Mode†
- 4K UHD Connected

**SEE BACK FOR DETAILS**

## User Guide

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**Simple User Guide**

**Before Reading This Simple User Guide**

**Warning! Important Safety Instructions**

**Power**

**Installation**

**Connections**

**Remote Control**

**Resetting the TV**

**Additional Information**

## Energy Guides

Federal law prohibits removal of this label before consumer purchase.

**ENERGY GUIDE**

Television

SAMSUNG Electronics  
QN75QN85DBF

**Estimated Yearly Energy Cost**

**\$22**

Cost Range of Similar Models (69.5" or greater)

**\$97**

**\$15**

• Based on 12 cents per kWh and 5 hours use per day

• Estimated yearly electricity use of this model: 184 kWh

• Your cost depends on your utility rates and use.

Visit [ftc.gov/energy](https://www.ftc.gov/energy)

EasyAds [Link](#)

EasyAds [Link](#)

EasyAds [Link](#)

# Keywords (Metatags)

## Product Page: Above the fold

### GUIDELINES

1. Include keywords in metadata during setup for search engine optimization.

Comments	Keywords Note, where a size is indicated, change/update as needed.
Primary Keywords: Include in metadata & H1 tag	4K TV samsung neoqled 85 inch tv
Top Branded Keywords	samsung neoqled 85 Samsung TV samsung 4k tv samsung smart tv 4k tv samsung samsung neo qled samsung 4k samsung tv 4k auto hdr remastering samsung samsung object tracking sound real depth enhancer samsung samsung quantum matrix technology samsung tv auto depth enhancer
Product Info & Features	85 inch smart tv 85 inch 4k tv big screen tv big tv 4k led tv neoqled 85 neoqled tv neoqled mini led mini led tv real depth enhancer quantum matrix technology quantum matrix technology pro object tracking sound dolby atmos and object tracking sound+ object tracking sound samsung neo quantum hdr auto hdr remastering hdr optimizer



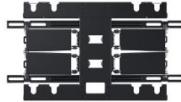


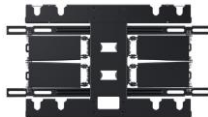
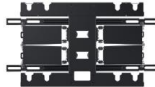
# Compatible Accessories

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Product Page:  
Above the fold

## GUIDELINES

- 1. Accessory Toolkits are linked with each image to setup product detail pages.
- 2. Accessories should be shown on the main product detail page, and suggested on Checkout page if applicable.

TV Series	Screen Sizes	Slim Fit Wall Mount	Full Motion Slim Fit Wall Mount	VESA Wall Mount	Slim Fit Camera			
 2024 QN85D	85"	 <a href="#">WMN-B50EB/ZA</a> (65", 75", 85")	 <a href="#">WMN-B30FB/ZA</a> (85")	 <a href="#">WMN8000SXT/ZA</a> (85")	  <a href="#">VG-STCBU2K/ZA</a> All Screen Sizes			
	75"		 <a href="#">WMN-B16FB/ZA</a> (65", 75")					
	65"		 <a href="#">WMN-B05FB/ZA</a> (55")					
	55"							

# Alt Text

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## Product Page: Above or Below the fold

### GUIDELINES

1. Include alt text on images in the carousel.
2. Alt text describes an image on a page, for those who are not able to see it.
3. Alt text is indexed by search engines, providing search engine optimization, and it will appear on the page if image fails to load.
4. It is best practice to include alt text on all images.
5. Alt text coding example: ``.

Samsung Confidential



Alt Text:  
Samsung QN85D QLED  
TV Front View



Alt Text:  
Samsung QN85D QLED  
TV Angled View



Alt Text:  
Samsung QN85D QLED  
TV Side View



Alt Text:  
Samsung QN85D QLED  
TV jack pack



Alt Text:  
Samsung QN85D What's in the  
Box: power cable, user  
manual, SolarCell remote



Alt Text:  
Samsung QN85D:  
Quantum Matrix with Mini LEDs:  
Catch every detail in dark to  
bright scenes.



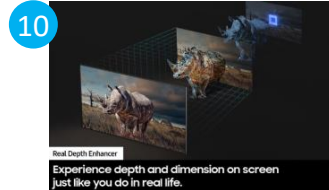
Alt Text:  
Samsung QN85D: Neo  
Quantum HDR: Take in  
realistic picture with 4K  
color and contrast.



Alt Text:  
Samsung QN85D: Dolby Atmos and  
Object Tracking Sound Lite: Keep  
your ears on the action with built-in  
Dolby Atmos™.



Alt Text:  
Samsung QN85D: Motion Xcelerator  
120Hz: Experience smooth action with  
exceptional motion enhancements.\*



Alt Text:  
Samsung QN85D: Real Depth  
Enhancer: Experience depth  
and dimension on screen just  
like you do in real life.



Alt Text:  
Samsung QN85D QLED  
Video

THANK YOU.