

The Frame Pro — Quick Pitch



LS03HW

The Frame Pro
Size Class 85" 75" 65" 55"

The Frame Pro is the ideal solution for customers who want premium picture from a TV that doubles as art. It's bright and colorful for movies and fast enough for sports, but displays works of art or your favorite photos the moment you turn it off. Its Glare Free screen handles sunlit rooms and reflections, so it looks great in any environment.

The thin design with included wall mount create a clean look, and it comes with a wireless connection box making it easy to hide your components and get rid of cable clutter.

It's also customizable. You can choose art from the TV, upload your own photos, and even change the bezel with a different color through an accessory.

A TV that looks just as good off as it does when its on.



*Features may vary by TV model and size

Top 3 reasons



Glare-Free Technology

Detailed Picture

The "Pro" starts with the picture. Because it uses Neo QLED, you get **great brightness** from the Mini LEDs and **life-like color**, even in bright scenes from the real Quantum Dots.

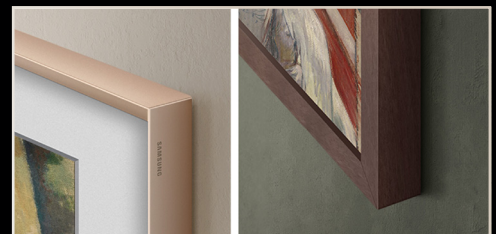
The **Glare Free** screen handles glare for sunlit rooms so you can enjoy it day or night.



Easy Wireless Connection

Your components connect to a separate box that can be easily hidden nearby.

It then **wirelessly sends the picture and audio to the TV**, so all you see is the wall-mounted TV with almost **no cable clutter**.



Flexible Aesthetic

The TV is designed to be part of your life. Change the art to something that **matches your mood** or **buy a colored bezel** that easily snaps on to match your style.

It's premium picture with a design for your personalized style.

The Features

55"-85"



- NQ4 AI Gen3 Processor
- Motion Xcelerator 144Hz
- Glare Free with Neo QLED
- FreeSync Premium Pro
- Modern Frame Design with Wireless One Connect
- Art Mode
- Neo Quantum HDR

* Wireless One Connect must be connected to the TV wirelessly for full TV functionality. Wireless connection may be affected by surrounding environment, may not connect when enclosed or blocked by metal (e.g., from inside a metal cabinet) or by other physical objects such as walls. TV and Wireless One Connect require separate power cord connections.

Samsung Vision AI

Vision AI Companion*

Ask your TV anything and Vision AI will help answer your questions. Find the next show to watch, the next recipe to cook, or the next AI feature to dive into on your Samsung TV.

*For more information, please refer to samsung.com/us/tvs/vision-ai-tv/

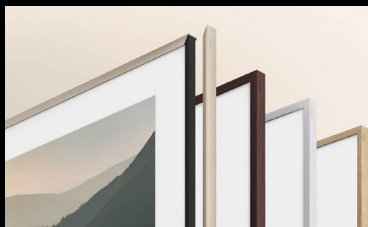
Auto HDR Remastering Pro

AI takes regular SDR content and automatically enhances it to look more like HDR with depth in dark scenes and highlights that pop. From old shows to live TV or ad-supported streaming plans, it improves your everyday content without needing an HDR source.

AI Sound Controller Pro

AI Sound Controller lets you raise or lower the volume of the crowd, commentary, or background music, providing a personalized listening experience for TV shows and movies.

Recommended Accessory

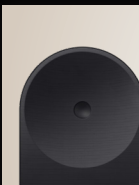


Customizable Bezel

Customize your Frame Pro by purchasing one of four bezel options from Samsung.

These bezels add a touch of personalization to better match your unique style.

Recommended Audio



Music Studio 5

A smart speaker that compliments the design of The Frame Pro and syncs seamlessly with its speakers.

You can use two as the rear speakers providing surround sound that blends in, or pair up to 5 of them for fronts and rears. Either way, they connect with The Frame Pro wirelessly for surround sound with less clutter and more style.