

The Frame — Quick Pitch



LS03HE

The Frame	
Size Class	98" 85" 75" 65" 55" 50" 43" 32"
— Carry over —	

The Frame TV adds style to any room in your home. When it's on, it has a clear and colorful picture. When it's off, it turns into beautiful art. Plus, the **Glare Free screen** reduces distracting reflections.

The new Modern Frame Design with Built-in Connections is **great for in-wall cable installs** on drywall and the slim profile with included mount lets the TV sit flush to the wall.

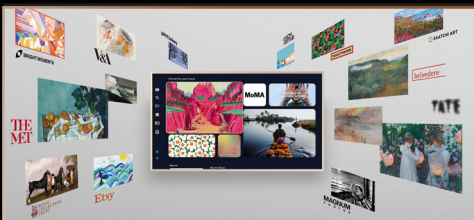
Make it your own by uploading your own photos, selecting artwork from the TV, or purchasing a bezel to change the look entirely.

The Frame TV isn't just a TV – it's a way to enhance your entertainment and home décor all in one!



Top 3 reasons

*Features may vary by TV model and size



Art Mode

Explore the Art Store's collection featuring **thousands of works of art and photography**. Your TV can turn on automatically when someone walks into the room, and it will adjust the brightness based on the lighting in your room.

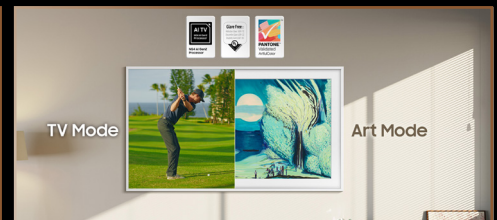
Upload your favorite photos easily using your phone.



Bold Design

The new **Modern Frame Design with Built-in Connections** has a clean and slim look, while the **Slim Fit Wall Mount** lets the TV sit flush to the wall.

Plus, the screen reduces distracting reflections and glare.



Customizable Features

Personalize your TV by purchasing a **Samsung customizable bezel** that fits your style.

The 98" class option includes a bezel in the box, and the 55"-85" options come with a discount for use on Samsung.com to kick start your personalization.

Step-Up Features

32"



- HDR
- Hyper Real Processor
- Motion Xcelerator
- OTS Lite 20W 2.0ch
- Matte Display
- WiFi 5
- One Connect Mini
- FHD

43"-50"



- Quantum HDR
- NQ4 AI Gen2 Processor
- One Connect Box
- UHD

55"-98"



- Motion Xcelerator 144hz
- Glare Free with QLED
- 240Hz DLG
- FreeSync Premium
- WiFi 6E
- Modern Frame Design with Built-in Connections

NEW

* The features listed above include step-up differences between models only.

Samsung Vision AI

AI Sound Controller*

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.

*Feature not available on 32" - 50" The Frame.

Generative Wallpaper

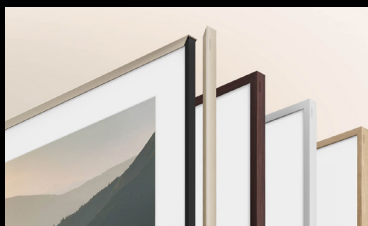
Create up to 10 of your own images daily through the TV by selecting keywords on screen or using your voice. Set the mood for the day or match the theme of the event you are hosting with your Samsung TV.

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/

Recommended Accessory



Customizable Bezel

Customize your Frame TV 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.