

SAMSUNG

HD H5000F

Digital Launch Toolkit

Version 2 – 03/03/25

Version 1 – 02/26/25

Published: 02/26/25



Models

UN32H5000FFXZA

Updates

Version 2 - 3/3/25

- Added Series Overview Copy [slide 5](#)

- 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.

Product Headline

Headline Convention:

Brand Name | Size | Product Category | Model Name | Resolution | Product Type | Year




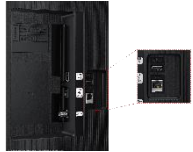





Headline Example:

Samsung | 32” Class | HD | H5000F | 4K | Smart TV | 2025

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, Jackpack, 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.

Image Carousel

1	 Samsung H5000F HD TV front images	2	 Samsung H5000F HD TV angled images	3	 Samsung H5000F HD TV side images	4	 Samsung H5000F HD TV jackpack images	5	 Samsung H5000F HD TV what's in the box images
6	 Benefit Based Image	7	 Benefit Based Image	8	 Benefit Based Image	9	 Benefit Based Image	10	
11		12		13		14		15	

Easy Ads link to all images:

[HERE](#)

Model Series Number H5000F

SCREEN SIZE 32"

Overview Headline:

A smart TV, perfect for everyday use.

Short Overview:

Enjoy your favorite shows in high definition, with vibrant colors, deep contrast and sound that follows the action. Plus, enjoy hours of endless entertainment*

Medium Overview:

Enjoy your favorite shows in high definition, showcasing vibrant colors, deep contrast and dynamic sound that moves with the action. Plus, Stream 2,700+ free channels including 400+ Samsung TV Plus premium channels*.

Long Overview:

Enjoy your favorite shows in high definition, featuring vibrant colors, deep contrast and dynamic audio that flows with the action. Stream 2,700+ free channels including 400+ Samsung TV Plus premium channels*, and feel secure with triple-layer protection for your personal data.*




Disclaimers:

*Samsung Account required for network-based smart services, including streaming apps and other smart features. Computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available. Channels may vary by location and are subject to change.

**Personal data includes directly input PIN-codes and passwords, and IoT device information shared through the SmartThings app.





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.

Model Series Number		H5000F			SHORT Feature Copy	
SCREEN SIZE		32"				
Top 5 Features (In Priority Order)				One UI Tizen		
	HDR	Object Tracking Sound Lite	Samsung Knox Security	One UI Tizen	Samsung TV Plus	
	Expanded contrast for enhanced visual detail	Motion-based sound	Secures personal data* with triple-layer protection	Your TV screen, tailored to you	A world of content at your fingertips. No subscription required.	
	Enjoy expanded contrast with deep darks and dazzling brightness in the same scene for added detail.	Feel like you're in the middle of the action with sound that follows objects on screen.	Your personal data* on your TV is protected by Knox, covering harmful apps, websites, passwords, and safeguards IoT devices connected to your TV.	Your favorite content, apps, and more* on an intuitive smart TV platform that you can personalize.	Stream 2,700+ free channels including 400+ Samsung TV Plus premium channels.	
	--	--	*Personal data includes directly input PIN-codes and passwords, and IoT device information shared through the SmartThings app. The latest software is required.	*Samsung Account required for network-based smart services, including streaming apps and other smart features. Computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available. **Personal data includes directly input PIN-codes and passwords, and IoT device information shared through the SmartThings app. The latest software is required. ***Based on model year; requires Internet connection.	*Samsung Account required for network-based smart services, including streaming apps and other smart features. Computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available. Channels may vary by location and are subject to change. UI is subject to change without prior notice.	
Other Features	Slim Look Design	PUR Color	Mobile to TV	Mega Contrast		
	Sleek design for minimal distraction	Fine-tuned color for a vibrant, lifelike picture	Use your smartphone to control your TV	Bold contrast that brings scenes to life		
	A beautifully simple design that enhances your viewing experience with a minimalist look.	See a wide spectrum of colors that brings every detail to life with stunning clarity.	Use SmartThings* to turn your phone into a remote for your TV and you're all set.	Automatically adjusts the brightness and contrast for true-to-life scenes.		
	--	--	*Requires SmartThings (available with Android OS 10 or later with 3 GB RAM space and Apple iOS 15 or later), Internet or Bluetooth connection and login to TV Samsung Account.	--		




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.

Model Series Number		H5000F				MEDIUM Feature Copy	
SCREEN SIZE		32"					
Top 5 Features (In Priority Order)							
	HDR	Object Tracking Sound Lite	Samsung Knox Security	One UI Tizen	Samsung TV Plus		
	Expanded contrast for enhanced visual detail	Motion-based sound	Secures personal data* with triple-layer protection	Your TV screen, tailored to you	A world of content at your fingertips. No subscription required.		
	Get expanded contrast between the lightest and darkest parts of a scene for a wide spectrum of colors, enhanced detail and depth.	Feel like you're in the middle of the action with sound that follows objects on screen. Featuring a virtual top channel, every sound is precisely placed in space, placing you in the heart of the scene.	Your TV experiences are secured. Samsung Knox Security defends against harmful apps and phishing sites while keeping sensitive data, such as PINs and passwords, secure. It also safeguards your IoT devices connected to your TV.	Stream your favorite movies and shows and access your favorite apps and games on an intuitive smart TV platform* , with personal data secured by Samsung Knox.** Plus get 7 years of automatic OS updates.***	Watch 2,700+ free channels including 400+ Samsung TV Plus premium channels and on free streaming apps. Enjoy national and local news, sports, movies and more. Explore new content being added regularly.		
	--	--	*Personal data includes directly input PIN-codes and passwords, and IoT device information shared through the SmartThings app. The latest software is required.	*Samsung Account required for network-based smart services, including streaming apps and other smart features. Computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available. **Personal data includes directly input PIN-codes and passwords, and IoT device information shared through the SmartThings app. The latest software is required. ***Based on model year; requires Internet connection.	*Samsung Account required for network-based smart services, including streaming apps and other smart features. Computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available. Channels may vary by location and are subject to change. UI is subject to change without prior notice.		
Other Features	Slim Look Design	PUR Color	Mobile to TV	Mega Contrast			
	Sleek design for minimal distraction	Fine-tuned color for a vibrant, lifelike picture	Use your smartphone to control your TV	Bold contrast that brings scenes to life			
	A beautifully minimalistic design that enhances your viewing experience. With a sleek profile and thin bezels, nothing gets in the way between you and your content.	Enjoy your favorite shows with vibrant colors that look just like real life. Get a huge spectrum of hues for a rich, lifelike picture quality that enhances every scene.	Misplaced the remote? No worries. Use SmartThings* to turn your phone into a remote for your TV and manage everything—like volume, settings and apps.	Automatically adjusts the brightness and contrast and provides dramatic picture quality by improving the difference between light and dark areas on the screen. Enjoy stunning picture quality and catch every detail, regardless of how dark or bright the scene is.			
	--	--	*Requires SmartThings (available with Android OS 10 or later with 3 GB RAM space and Apple iOS 15 or later), Internet or Bluetooth connection and login to TV Samsung Account.	--			

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.

Model Series Number		H5000F		LONG Feature Copy	
SCREEN SIZE		32"			
Top 5 Features (In Priority Order)				One UI Tizen	
	HDR	Object Tracking Sound Lite	Samsung Knox Security	One UI Tizen	Samsung TV Plus
	Expanded contrast for enhanced visual detail	Motion-based sound	Secures personal data* with triple-layer protection	Your TV screen, tailored to you	A world of content at your fingertips. No subscription required.
	Get expanded contrast between the lightest and darkest parts of a scene, so you can enjoy a wide spectrum of colors, enhanced detail and depth. See your content with added realism – from the reflective highlights in a dark, moody alleyway to the deep shadows cast on a bright and sunny afternoon. In HDR10+ content, each scene is dynamically tone mapped for optimal contrast and enhanced HDR performance.	Feel like you're in the middle of the action with sound that follows objects on screen. Featuring a virtual top channel, every sound is placed in space and moves with the action, enhancing your sense of immersion. Whether it's a car chase, an intense shootout, or a romantic dinner conversation, you'll feel like you're right in the middle of it all.	Your TV experiences are secured. Samsung Knox Security protects you from harmful attacks by automatically blocking unauthorized apps and phishing websites. It also safeguards your IoT devices connected to your TV, plus your sensitive information, including your PIN codes and passwords. With regular updates, your TV is always kept safe.	One UI Tizen is a personalized TV platform that brings together all your favorite apps and the latest features.* Work out with a trainer, follow recipes and binge-watch endless shows from your favorite streaming services—all in an intuitive interface. You'll have peace of mind knowing that Samsung Knox** secures your personal data with triple-layer protection. Plus, get 7 years of automatic OS updates so your TV stays up to date.***	Watch 2,700+ free channels, including over 400 premium Samsung TV Plus channels and on free streaming apps with just an internet connection. With Samsung TV Plus, get live national and local news, sports, movies, music, kids' shows, K-Content and reality TV – all for free. Plus, enjoy thousands of free movies and shows on demand. With content frequently added, there's always something new to explore. Plus, discover a diverse lineup of channels from free streaming TV services like Pluto TV and Freevee. There's content for every occasion or mood.
	--	--	*Personal data includes directly input PIN-codes and passwords, and IoT device information shared through the SmartThings app. The latest software is required.	*Samsung Account required for network-based smart services, including streaming apps and other smart features. Computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available. **Personal data includes directly input PIN-codes and passwords, and IoT device information shared through the SmartThings app. The latest software is required. ***Based on model year; requires Internet connection.	*Samsung Account required for network-based smart services, including streaming apps and other smart features. Computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available. Channels may vary by location and are subject to change. UI is subject to change without prior notice.
Other Features	Slim Look Design	PUR Color	Mobile to TV	Mega Contrast	
	Sleek design for minimal distraction	Fine-tuned color for a vibrant, lifelike picture	Use your smartphone to control your TV	Bold contrast that brings scenes to life	
	With its minimalist design, this TV adds a sophisticated touch to any room in your home and enhances your viewing experience by providing an uncluttered view. Focus entirely on what matters most—whether that's catching up on your favorite sitcom, watching a classic blockbuster movie or staying updated with the news. Experience your entertainment without distractions.	Enjoy your favorite shows and movies with vibrant colors that look like real life. Get a huge spectrum of hues—from the deep blues of the ocean to the vibrant greens of a forest—for lifelike picture quality that enhances every scene.	Can't find the TV remote? Worry no more. Don't waste time looking for the remote hidden in your kids' room or buried somewhere in the back of the couch. With the SmartThings app,* you can easily turn your smartphone into a TV remote. Manage everything—browse channels, access your favorite apps and control the volume and settings—all from your phone. Simple as that.	Forget about adjusting your TV settings to achieve a better picture. Your TV automatically adjusts brightness and contrast, enhancing the difference between light and dark areas on the screen, so you can enjoy stunning picture quality. Catch every detail, regardless of how dark or bright the scene is.	
	--	--	*Requires SmartThings (available with Android OS 10 or later with 3 GB RAM space and Apple iOS 15 or later), Internet or Bluetooth connection and login to TV Samsung Account.	--	

HD
H5000F

Product Page:
Below the fold

Guidelines:

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

BTF Feature Copy (OFG)

Coming Soon

Product Page:
Below the fold

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

BTF Feature Images (OFG)

Coming Soon

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15

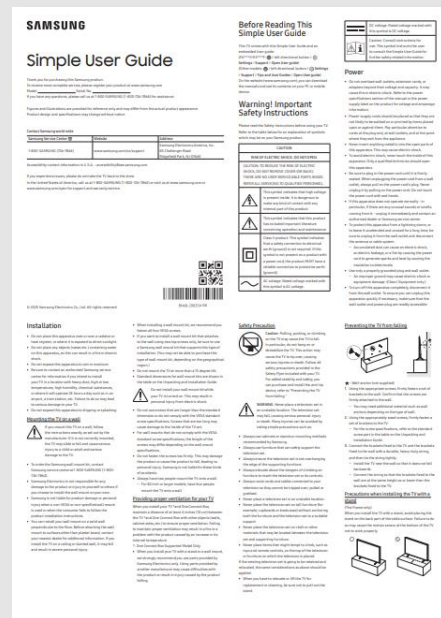
Easy Ads link to all images:

Spec Sheet, User Guide, Energy Guide

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

User Guide

Energy Guides



[Energy Guide Link](#)

HD
H5000F

Product Page:
Above the fold

Guidelines:

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

Keywords (Metatags)

Coming Soon

Product Page:
Above or Below the fold




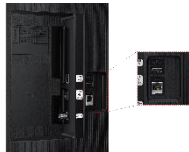





Guidelines:

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:

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Alt Text

1		2		3		4		5	
	Samsung H5000F HD TV front images		Samsung H5000F HD TV angled images		Samsung H5000F HD TV side images		Samsung H5000F HD TV jackpack images		Samsung H5000F HD TV what's in the box images
6		7		8		9		10	
	HDR Expanded contrast for enhanced visual detail		Object Tracking Sound Lite Feel like you're in the middle of the action with sound that follows objects on screen		Samsung Knox Security Secures your personal data with triple-layer protection		One UI Tizen Your favorite content, apps, and more on an intuitive smart TV platform that you can personalize		
11		12		13		14		15	

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