SAMSUNG

Crystal UHD U8000F

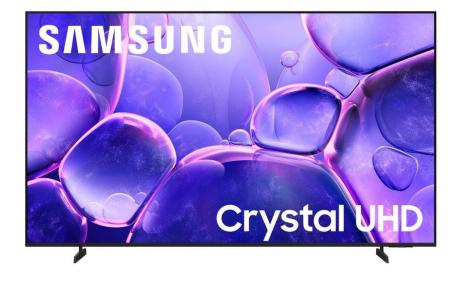
Digital Launch Toolkit

Version 3 – 03/20/25

Version 2 – 02/27/25

Version 1 – 02/12/25

Published: 02/12/25



Models

UN85U8000FFXZA	UN65U8000FFXZA	UN50U8000FFXZA
UN75U8000FFXZA	UN58U8000FFXZA	UN43U8000FFXZA
UN70U8000FFXZA	UN55U8000FFXZA	

Updates

Version 3 – 03/20/25:

- OFG Copy changes (yellow hightlight), <u>slide 9</u>
 - Color Booster
 - Q-Symphony

Version 2 - 02/27/25:

- Added 70" sku to spec sheet <u>slide 11</u>
- Added Keywords (SEO) <u>slide 12</u>

Updates

Headline Convention:

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

Headline Example:

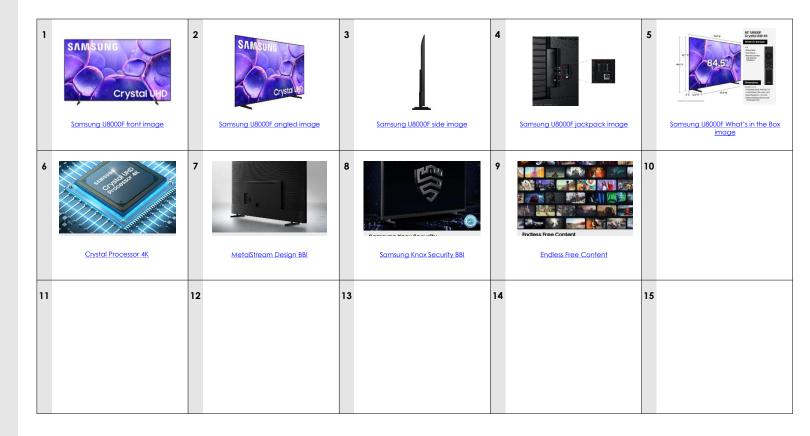
Samsung | 85" Class | Crystal UHD | U8000F | 4K | Smart TV | 2025

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.
- 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.
- Feature video should be prioritized in the carousel. Videos can also be included in below the fold content.

Image Carousel



rstal UHD	Model Series Number	U8000F	SERIES OVERVIEW COPY
OOF	SCREEN SIZE	85", 75", 70", 65", 58", 55", 50", 43"	
	Overview Headline:		
	A crowd-pleasing 4K TV		
	Short Overview:		
	Upgrade your viewing experience and e	enjoy hours of endless entertainment* with this essential 4K TV.	

Medium Overview:

With elegant metal housing, this essential 4K TV delivers an element of style along with a crisp and vibrant picture. Take advantage of more than 2700 free channels on Samsung TV Plus* and enjoy peace of mind as our proprietary triple-layer security protects your personal data**.

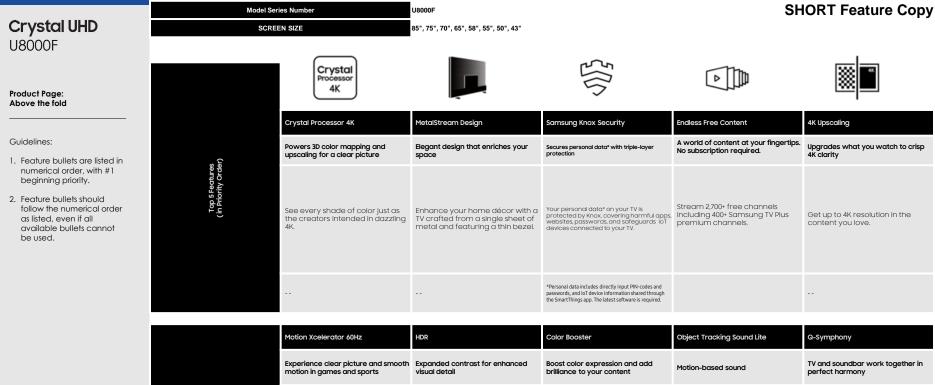
Long Overview:

Upgrade your home theater with this stylish 4K TV featuring vibrant colors, rich contrast and an advanced 4K processor. Stay endlessly entertained* with thousands of ondemand shows and movies for free and enjoy peace of mind as watch thanks to our proprietary triple-layer security that protects your personal data** across all connected devices at once.

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

Cry: U800



Enjoy expanded contrast with

brightness in the same scene for

deep darks and dazzling

added detail.

Reimagine color vibrancy. Set the

tone for the scene with richer

intensity.

hues that burst with purity and

	motion in games and sports
Other Fectures	Enjoy smooth performance, with visuals up to 60Hz.

Proprietary & Confidential

action with sound that follows

objects on screen.

Feel like you're in the middle of the Hear more robust, nuanced

work as one.

*Requires a compatible 2020-2025 Q-Series, S-Series, B750F or B650F soundbar (sold separately). For more information, check soundbar specifications.

sound when the TV and soundbar

Crystal UHD	Model Se	eries Number	U8000F		MED	DIUM Feature Copy
U8000F	SCRI	EEN SIZE	85", 75", 70", 65", 58", 55", 50", 43	3"		
Product Page: Above the fold 		Crystal Processor 4K		5(1/2)		
Guidelines:		Crystal Processor 4K	MetalStream Design	Samsung Knox Security	Endless Free Content	4K Upscaling
 Feature bullets are listed in numerical order, with #1 beginning priority. 	is er)	Powers 3D color mapping and upscaling for a clear picture	Elegant design that enriches your space	Secures personal data* with triple-layer protection	A world of content at your fingertips. No subscription required.	Upgrades what you watch to crisp 4K clarity
 Feature bullets should follow the numerical order as listed, even if all available bullets cannot be used. 	Top 5Fectures (in Priority Order)	Experience every shade of color as it was meant to be seen in dazzling 4K Plus, make your movies, TV shows, games and sports look even better with powerful 4K upscaling.	Enhance your home décor with a TV crafted from a single metal sheet and featuring a sim bezel. Add a hint of sophistication with an aircraft-inspired design, and watch TV with minimal distractions.	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 loT devices connected to your TV.	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.	Get up to 4K resolution in all the content you love. Watch details come to life in every scene of shows or that classic film you love, even if the source quality is lower-resolution
				*Personal data includes directly input PIN-codes and passwords, and IoT device information shared through the SmartThings app. The latest software is required.		
		Motion Xcelerator 60Hz	HDR	Color Booster	Object Tracking Sound Lite	Q-Symphony
		Experience clear picture and smooth motion in games and sports	Expanded contrast for enhanced visual detail	Boost color expression and add brilliance to your content	Motion-based sound	TV and soundbar work together in perfect harmony
	Other Factures	By estimating the movement between frames, Motion Xcelerator predicts and smooths them out for improved picture clarity at up to 60Hz.	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 vitual top channel, every sound is precisely placed in space, placing you in the heart of the scene.	Unlock more robust, nuanced sound. The TV and soundbar both work together without muting the TV speakers, enhancing the audio experience.
7 Proprietary & Confidential						*Requires a compatible 2020-2025 Q-Series, 8750F or B&50F soundbar (sold separately). For more information, check soundbar specifications.

	Model Ser	ies Number	U8000F		L	ONG Feature Copy
Crystal UHD U8000F	SCREE	EN SIZE	85", 75", 70", 65", 58", 55", 50", 43"			
Product Page: Above the fold		Crystal Processor 4K		<u>{</u> [[ب		
		Crystal Processor 4K	MetalStream Design	Samsung Knox Security	Endless Free Content	4K Upscaling
Guidelines:	0	Powers 3D color mapping and upscaling for a clear picture		Secures personal data* with triple- layer protection	A world of content at your fingertips. No subscription required.	Upgrades what you watch to crisp 4K clarity
 Feature bullets are listed in numerical order, with #1 beginning priority. Feature bullets should follow the numerical order as listed, even if all available bullets cannot be used. 	Top 5 Features (in Priority Order)	Immerse yourself in colorful, lifelike entertainment and catch every shade of color as it was meant to be seen in dazzling 4K resolution. Plus, enhance the clarity of your content with powerful 4K upscaling, ensuring that everything you watch-movies. TV shows, games and sports-looks sharp and clear, bringing every detail to life.	Enhance the look of your space with a sleek TV made from a single sheet of metal inspired by aircraft design, it showcases clean lines that beautifully balance form and function. With a silm bezei and elegant look this TV not only enhances your décor but also minimizes distractions and expands your viewing.	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.	Watch 2700+ free channels, including over 400 premium Samsung TV Plus channels and an 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 Freever. There is content for every occasion or mood.	Get up to 4K resolution on all the content you love to watch. See amozing details come to life in every scene of snows or that classic film you love. Even if your contents source quality is lower- resolution, our powerful processing upgrades to near 4K to unlock never- before-seen elements in whatever you're watching.
				*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 appa and other smart features. Computer, mobile or other device may be necessary to creater (log in softmang Account (free to download and create) and that Account (log in, only external idevice with turers) analysis. Comparison of the stream of the to change. Ut is subject to change without prior notice.	
		Motion Xcelerator 60Hz	HDR	Color Booster	Object Tracking Sound Lite	Q-Symphony
		Experience clear picture and smooth motion in games and sports	Expanded contrast for enhanced visual detail	Boost color expression and add brilliance to your content	Motion-based sound	TV and soundbar work together in perfect harmony
	r Features	Play your favorite video games and enjoy sports with fast motion clarity. This technology automatically estimates the motion between individual frames and	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 moorly.	Reimagine the vibrancy of color-set the tone for the scene with richer hues that burst with purity and intensity. With just a few clicks on the remote, you can exhance the saft uniting of you content	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 enhomicing our sense of	Unlock more robust, nuanced sound when your Samsung TV and soundbar speakers work together as one. Most soundbars mute the TV speakers when activated. Why choose between your TV and

reflective highlights in a dark, moody

bright and sunny afternoon. In HDR10+

enhanced HDR performance.

alleyway to the deep shadows cast on a

content, each scene is dynamically tone mapped for optimal contrast and

It supports up to 4K 60Hz, providing fast performance for your favorite games.

£

then uses it to predict subsequent frames

to improve the smoothness of the motion.

enhance the saturation of your content

and make every single color stand out.

with a fiery glow, while cool blues and

greens glow like precious gems.

the action, enhancing your sense of

Watch as warm reds and oranges radiate intense shootout, or a romantic dinner

immersion. Whether it's a car chase, an

conversation, you'll feel like you're right in the middle of it all.

*Requires a compatible 2020-2025 Q-Series, S-Series, B750F or B650F soundbar (sold separately). For more information, check soundbar specifications.

soundbar to play sound, when you can have them both work together? Enjoy

dialogue, and dive into a cinematic sound

optimized surround sound, hear clear

experience.

BTF Feature Copy (OFG)

Product Page: Below the fold

Guidelines:

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

CENTURE RENEETS						
Control Control of	Dow Ariting BoldenBire	bollend to	Copy Costale and vesting superiorca and	Concessioner Searchard Account Industry for Infrastry	Ana	AA LAAK
A subservation of the second			nefog haan of ending another source of an	manage sources to excision, including informating apprendiction excision (Sciency) and experimental and an excision of the second and apprendiction of the second approximation (Science Science) (S		
Planers 3D color renging and quicking for a dear picture		Crystal Processor 4K	Experience-energy studie of color as it uses meant to be seen on ducting 40. Plan made your rought, TV stroken, gateron and sports toos wave before all generated on operating.			
Gegint despiritet anletes your space		Netodoxan Owayı	Scharce yourhone alloce while TV confident two a cooper method from a cooper method of Alloca to of feedback and halo a hore of cooperational with an another september of beings, and watch TV with more a distractions.		-	
lanuna parunat ilili wit tiyarinya poledur		Samuty time Security	Nor TV experiences are excured. Summarphics Security Selence, against mentils again and prosting data whe respire aminter data, such as Phile and parameters, sociale, trades safegainte your toT descent compacted to your TV. ⁴	Personal-data includes directly oppol PHe codes and pateworth, and bit device information character forcup, for discustoring app. The latest software is sequest.	6	
A waite of Landon at your Pagariga. No extension organist		Endank Free Content	Walch 2,700 files sharoots mutualing sold - Sammung TV Peu product of bases and on the entering ages. For product of the solution of the solution of the solution of public transmission barry added regularly."	Nameury Account impaind for initiality basis card larvices, including emission pay and other initiality. Computer feedback of the second second second basis and the second second second second to basis and and second second second to basis and second second second to basis and second second second second to basis and second s		
Upgenden of at you with to coup dit. Carily		an upataing	Cert up to the resolution is all the context polytow. Within defails came to the in- revery source of doesn's million factor. The polytow, even if the course quality is town resolution			and the entries with the match of the tag
Caperinesa chao patao dad anadi nadari il genes and sports		Nedeo Xealande 6040	By addensing the recomment between forware, listing to design products and and other bars of for improved picture calling at upon 4640.		<u>.</u>	
Regended Lotti all'Re evidoced naval detail		RCR	Det expected contract between the lighter and defend parts of a come for a dete spectrum of extent, entracted deal and depti.			
And other represent and add tellioner to part callent		Cable Busine	Persegnet for ole pary of usin. An The same for the assessments other hans that have ball and a second second second second second all a long gase and second second second assessments.			5
REIGN RANA F GOILE		Olyna Thading Source an	Fraction you're it tre inclue o' tre ancor with exaud that follows signals in scients Frankring o what tip theoret in space, pleiny noard is peniciely placed in space, pleiny pour it the fract of the scient			
Tv and soundary with together in partiest namony		G lyngholy	shock mere rabest, namood scand, The TV and scandial colv-war signifier address manip part or quenters, whencing the endo-regenerics ?	Noquine a compatitio 2000 2008 Q Genesis denses (MINE or Bildel Anorder: poli assesse), For more elevanistic chara superlar specifications.		
ADDISING INVESTIGATION TO THE ADDISENT OF INFORMATION OF ADDISENT OF ADDISENTO	3					

Online Feature Guide Link

BTF Feature Images (OFG)

Product Page: Below the fold

Guidelines:

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

1		2		3		4		5	
	Main Feature Key Visual		Crystal Processor 4K		MetalStream Design		Samsung Knox Security		Endless Free Content
6	George Ak Upscaling	7	Motion Xcelerator 60Hz	8	HDR	9	Color Booster	10	Object Tracking Sound Life
11	e-symptony Q-Symphony	12		13		14		15	

Easy Ads link to all images: https://dam.gettyimages.com/s/39vj33gbchhrv4f4hvzfcgf

Product Page: Above or Below the fold

Guidelines:

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

Spec Sheet	User Guide	Energy Guides
<section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header>	<page-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></page-header>	Energy Guides
Spec Sheet Link	<u>User Guide Link</u>	Energy Guide Link

Spec Sheet, User Guide, Energy Guide

Keywords (Metatags)

Product Page: Above the fold

Guidelines:

 Include keywords in metadata during setup for search engine optimization.

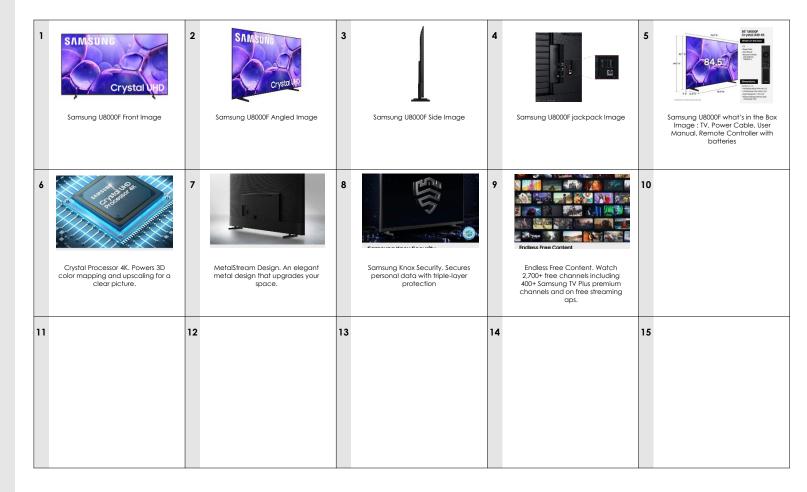
4K UHD AI TV Crystal tv Crystal UHD tv 60Hz TV	27,100 3,600 590 320 390	Big screen TV Bluetooth tv Google Cast Google Voice Assistant Internet tv	2,900 49,500		3D color 4k tv resolution	320 590
4K UHD AI TV Crystal tv Crystal UHD tv 60Hz TV	3,600 590 320	Bluetooth tv Google Cast Google Voice Assistant	2,900 49,500	Сору	4k tv resolution	590
AI TV Crystal tv Crystal UHD tv 60Hz TV	590 320	Google Cast Google Voice Assistant	49,500			
Crystal tv Crystal UHD tv 50Hz TV	320	Google Voice Assistant		Сору	4K Upseeding	
Crystal UHD tv 50Hz TV			1 100		4K Upscaling	590
50Hz TV	390	Internet tv	1,600	Сору	Adaptive Sound	70
			6,600		Alexa Voice Assistant	320
l Sound	170	Knox Security	720	H2/H3		
	1,000	mirror mobile to tv	1,300	Сору		
I Upscaling	5,400	Mobile mirroring	0	Сору		
lat screen TV	22,200	Motion Xcelerator	210	Сору		
dr tv	2,400	Object Tracking	320			
igh definition television	1,000					
ree TV Channels	2,900	One Connect box	2,400	Сору		
Gaming Hub	4,400	Quantum dot	2,900	Сору		
ED TV	5,400	Quantum HDR	110			
im tv	720	Samsung TV Plus	27,100			
mart tv	90,500	Screen casting	1,900			
nart 43 inch tv	20					
mart 50 inch tv	50	slim bezel	20	H2/H3		
mart 55 inch tv	210	Thin tv	1,600	Сору		
mart 58 inch tv	20	Voice Assistant	2,400	Сору		
mart 65 inch tv	140	Wifi tv	1,600			
mart 70 inch tv	10	Wireless tv	3,600			
mart 75 inch tv	20					
mart 85 inch tv	20					

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.
- Alt text is indexed by search engines, providing search engine optimization, and it will appear on the page if image fails to load.
- It is best practice to include alt text on all images.
- Alt text coding example: .

Alt Text



SAMSUNG

Proprietary & Confidential