

THE
FRAME

SAMSUNG



BRAND STORY

The Frame. TV + Art come together.

Everything you surround yourself with reveals a side of you. What you like. Where you've been. And who you love. Together, they reflect who you are and aspire to be.

Introducing The Frame, a TV that elegantly enables you to make any space more welcoming, more entertaining, and more inspiring.

Sit back and take a few moments to imagine how The Frame can bring your home to life.









Always something to
**soothe
the
mood.**







Always ready to
**inspire
the
mind.**



Always there to
delight
you.

Whatever the space, The Frame can seamlessly and beautifully blend in. It's a TV with a sense of style.

A window to the world of art. A gallery of your fondest memories. And a connection to the things that matter most in life.

THE FRAME CONTENTS

Putting you in a new frame of mind.

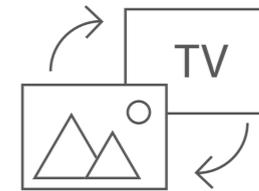
The Frame delivers a stunning experience that can bring great art and cherished memories to life in a fresh, new way.



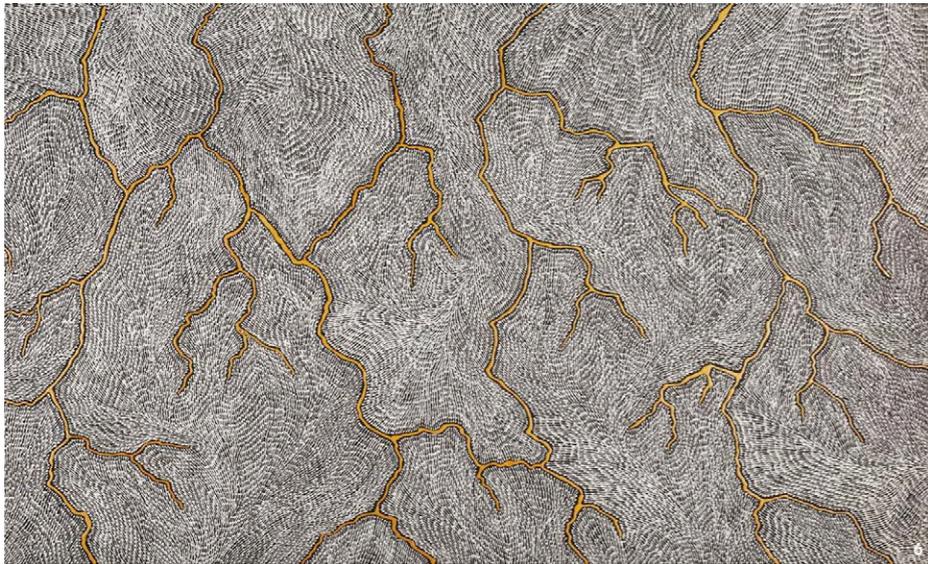


The perfect mode for any mood.

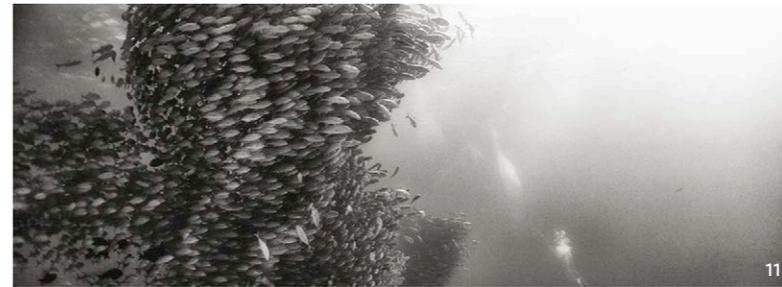
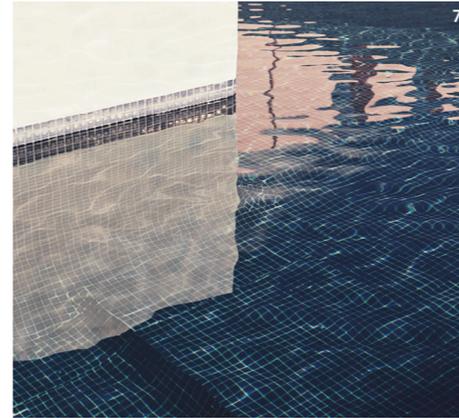
In TV Mode, The Frame is a big, beautiful 4K UHD TV. But when you turn it off, The Frame enters Art Mode and begins elegantly presenting art or your own cherished photos to bring an inspiring, intimate touch to any room.



Art Mode



Samsung Collection
CONTAINS
100
Works of Art



An exclusive collection of curated art.

The Frame comes with the option of Samsung Collection, an exclusive professionally-curated collection of 100 works of art from 37 renowned artists spanning 10 genres. You'll find stunning photography, paintings, drawings, and digital works selected to complement a wide variety of tastes and decors.

1 Yann Arthus-Bertrand _ Sandbanks on the coast of Whitsunday Island, Queensland, Australia (1995) 2 David Burdeny _ Saltern Study 19, Great Salt Lake, UT (2015) 3 Yun-Kyung Jeong _ Constructing Jungle IV (2010) 4 Barry McGee _ Untitled (2015) 5 Bohnchang Koo _ JM-GD 14 PAN (2006) 6 Sarrita King _ Lightning (2007) 7 Nacho Alegre _ Rooftop pool (2015) 8 Scott Ramsay _ Mana Pools Bee-eaters (2015) 9 Chris Muir _ Escape Series #2 (2011) 10 Cody Cobb _ Zabriskie Point (2016) 11 Anuar Patjane _ Aleph (2015) 12 Todd Eberle _ Stair (1998) 13 David Burdeny _ Iceberg 02, Disko Bay, Greenland (1981) 14 Scott Ramsey _ Imfolozi Giraffe (2011) 15 Laturbo Avedon _ Field With First Visitor (2013)

* Additional artworks available to purchase through the Samsung Art Store. Internet connection required.



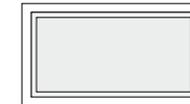
Your space. Your photos. Your way.

The Frame makes it easy to upload and display your own family photos, with a number of creative display options.* Choose from a variety of matte layouts to add your own personal touch.^



PICK YOUR FAVOURITE MATTE

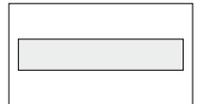
Matte layouts for your photos



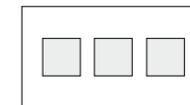
Shadow box



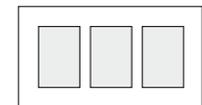
Modern



Panoramic



Squares



Triptych



Mixed

* Personal photos uploaded to The Frame will be displayed in their original resolution. Images under 800 x 800 can not be uploaded.

Compatible Samsung mobile device required

^ Squares, Triptych, Mixed only available via The Frame mobile app.

✓ Collection Set

SAMSUNG

39 pieces



Becoming a collector of art has never been easier.

Just step into the online Art Store and explore extraordinary works from internationally recognised artists.* You can purchase works individually, or buy monthly art subscriptions to ensure your personal collection is always fresh.

Visit samsung.com/au/the-frame for details.

MAKE YOUR HOME
MORE
PERSONAL
with Curated Arts
& Personal
Photos

Membership

Spotlight

Curations

Landscapes

Drawings

Art Store

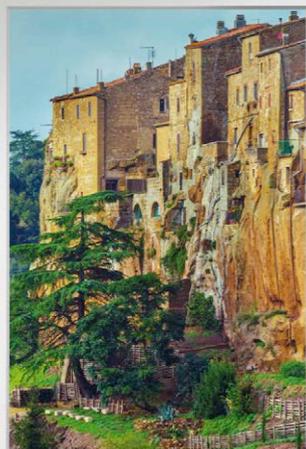
* Internet connection required.
Art Store Pricing (\$AUD): Monthly Subscription \$5.99;
Individual artwork purchase \$24.99



THE FRAME DESIGN

The Frame
completes
any picture.

Designed to be indistinguishable from a modern picture frame in every detail, The Frame is able to seamlessly blend with any room decor.





Choose the perfect frame for your space.

The Frame's interchangeable frame is the secret to interior harmony. It magnetically attaches to the standard charcoal frame, allowing The Frame to beautifully complement any space.*

Customisable Frame
in different **COLOURS & MATERIALS**



Walnut



Beige Wood



White

Available in attractive wood or white, the options add an elegant touch to any decor.

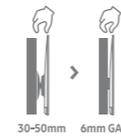
For pricing and availability visit samsung.com/au/the-frame

* Charcoal frame comes fixed to the TV. Additional frames sold separately.



It's what you don't see that matters most.

Like any work of art, the details are what make The Frame special. The Frame installs and connects with exceptional ease and elegance. From the ingenious No Gap Wall-Mount* to the elegant simplicity of One Connect and Clear Cable Connection^, The Frame neatly integrates with your decor.



No Gap Wall-Mount

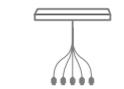
This unique mount has an extremely low profile that allows The Frame to hang virtually flush with the wall, just like a real picture frame. The mount installs quickly and easily and also offers an adjustable tilt angle.*

CLEAR CABLE CONNECTION



Clear Cable Connection

This transparent 5m optical cable eliminates cable mess around The Frame while enabling maximum installation flexibility.^



One Connect

This external interface conveniently connects The Frame to multiple peripherals, allowing cabling to be neatly located out of sight.^

* Measured from the rear end of the TV, the 6mm gap may differ based on the installation and wall type.

30-50mm gap based on average advertised depth measurement of popular TV mounts (April 2017)

^ Clear Cable Connection and One Connect work with compatible devices only. Ancillary product cabling not compatible (eg. TV power cable) and still required.



A perfect picture all day long.

Brightness Sensor

The Frame intelligently adjusts brightness and colour as ambient lighting conditions change for an optimal viewing experience, bringing an extra sense of art realism to your space all day long.*

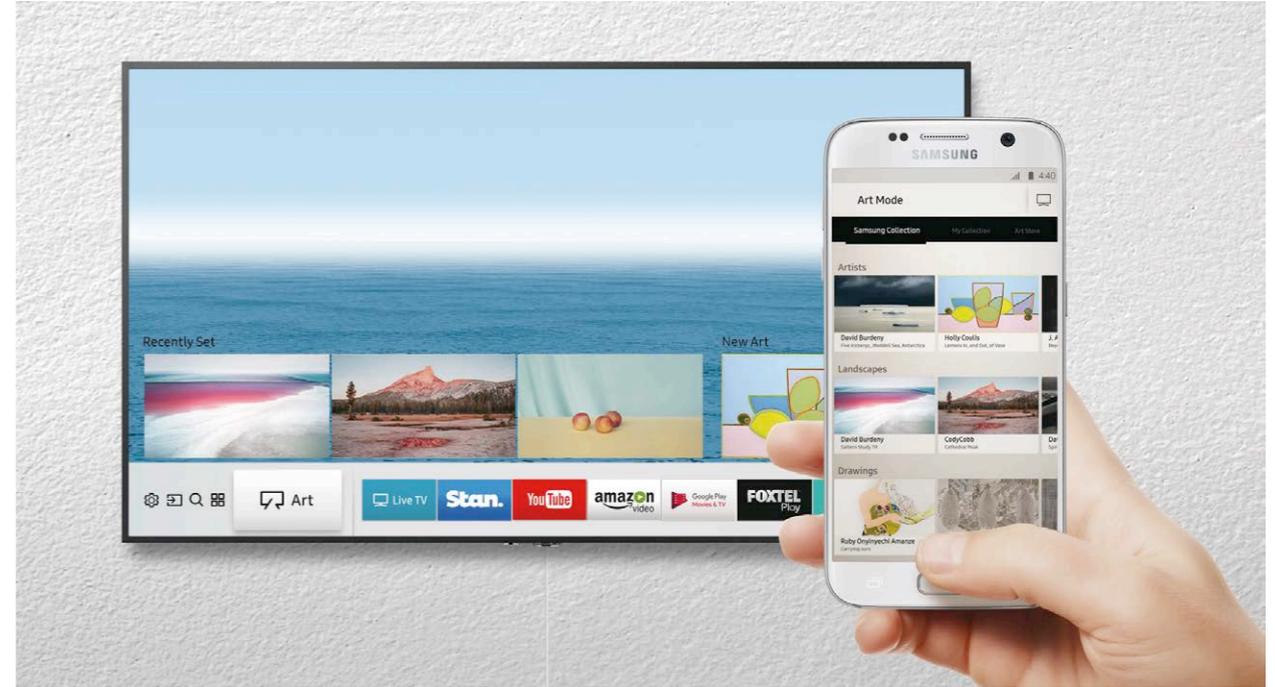


Motion Sensor

The Frame automatically turns off to save power when you leave the room and turns on when you return.^

* Performance may vary depending on the ambient brightness level at home.

^ The motion sensor operates when The Frame is in Art Mode. Sensor may not recognise long distance or peripheral movements.



Enjoy all the details in 4K UHD.

The Frame is a full-featured 4K UHD TV that delivers outstanding detail and picture quality, with up to four-times the resolution of a conventional Samsung Full HD TV.*

* 4K UHD content required.



Take control of all your devices and content.

Samsung Smart Hub opens up a whole new world of entertainment with easy access to apps and services. It gives you access to the content you want, from your set-top box to your game console and everything in between. The Smart Hub experience also extends to smartphones, allowing you to easily select art and photos from your mobile to view on The Frame.^

^ Wi-Fi and internet connection required. Data, subscription and other charges may apply. Apps may need to be downloaded. Compatible with Android v4.1 and iOS v7 and above mobile devices, and Windows™ 7 and above computers. Windows™ mobile devices are incompatible. Smart View App required for non-Samsung devices. Feature works with selected apps only. Streaming apps cannot be shared or mirrored. Available Apps and Services are subject to change without notice.

Artist highlights

From high-profile names to emerging talents, The Frame's embedded gallery of images lets you enjoy familiar favourites and discover new passions.

SARRITA KING

Lightning
(2007)

Born in Adelaide South Australia, Sarrita King is the younger daughter of renowned indigenous artist William King Jungala, and younger sister to celebrated indigenous artist Tarrisse King. Sarrita has had major exhibitions shown in Paris, Canada and other cultural centres. Her current artistic expression and output is a modern revelatory icon of how influential and effectual indigenous art can be.



YANN-ARTHUS BERTRAND
Sandbanks on the coast
of Whitsunday Island,
Queensland, Australia
 (1995)

Photographer and Filmmaker, Yann Arthus-Bertrand is a specialist in aerial photography. A strong ecological commitment is evident in many of his works, including books such as *Earth from Above* and the Good Planet Foundation, which he created in 2005.



TODD EBERLE
Stair
 (1998)

Todd Eberle is an acclaimed New York City-based photographer whose work is united by a clean and analytical minimalist aesthetic. Eberle's subjects run the gamut from political, art, and cultural figures to architectural landmarks and technology. He has worked as photographer-at-large at *Vanity Fair* since 1998 and has had solo exhibitions at the San Francisco Museum of Modern Art, the Art Institute of Chicago, MoMA/The Clocktower, and Tate Modern.



BOHNCHANG KOO
JM-GD 14 PAN
 (2006)

Bohnchang Koo currently lives and works in Seoul, Korea. Koo's work has always dealt with the passage of time. He captures still and fragile moments, attempting to reveal the unseen breath of life.

LATURBO AVEDON
Field with First Visitor
 (2013)

Without a real world reference, LaTurbo is a person that has never existed outside of a computer. Her digital sculptures and environments disregard the lack of physicality, and emphasise the practice of virtual authorship.



**ANUAR PATJANE****Aleph**

(2015)

Winner of the 2016 prestigious World Press Photo Award, Mexican-born Patjane is a social anthropologist and photographer. "The best thing we can do as photographers," he says, "is to give the world the tools to create some meaning and help ourselves and others observe the different perspectives of what we usually take for granted."

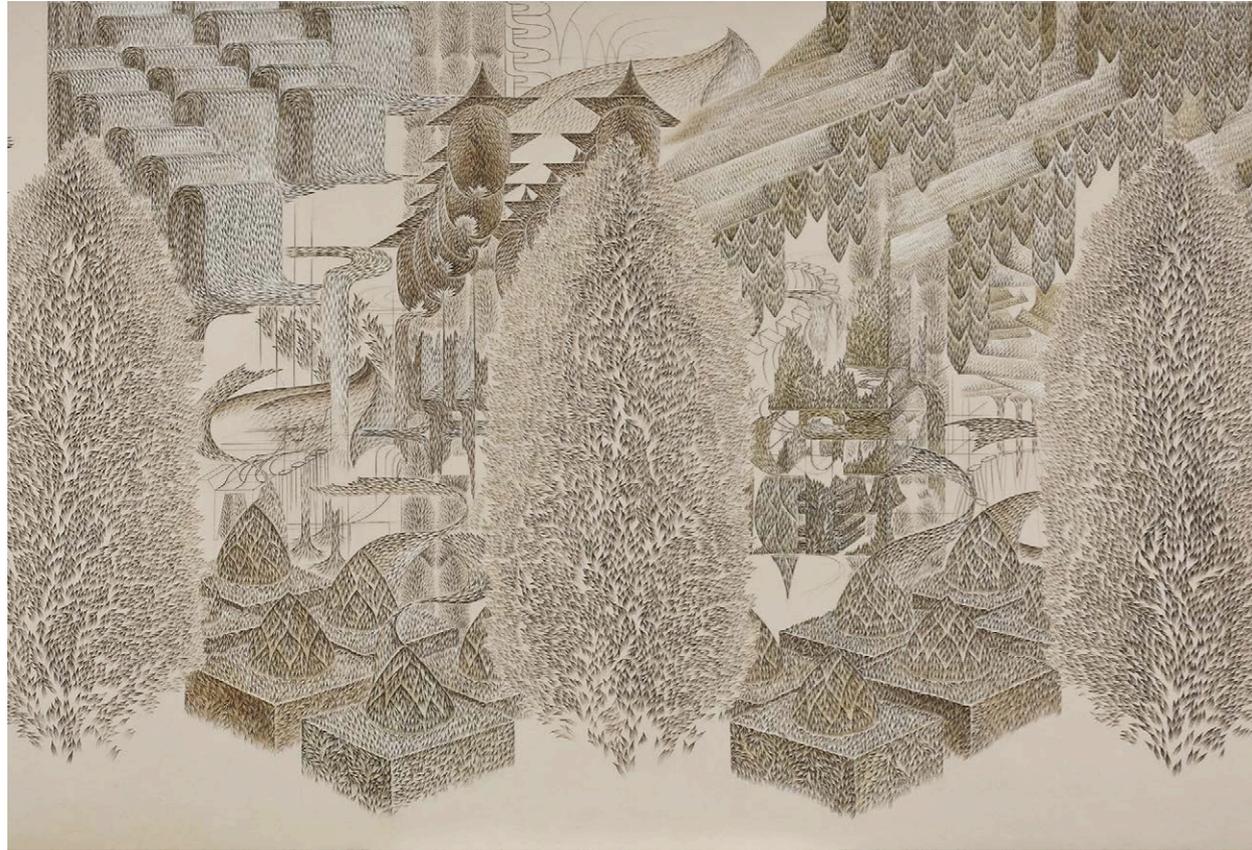
**CHRIS MUIR**
Escape Series #2
(2011)

Born and raised in Toronto, Canada, Chris Muir's career as a commercial photographer and cinematographer followed a two-year assistant position for an acclaimed photographer/director. The Escape Series features dancers from Desiraeda Dance Theatre, including Artistic Director Niki Wozniak and Tyler Evan Webb.

DAVID BURDENY
Saltern Study 19, Great Salt Lake, UT
(2015)

Whether focused on ordinary spaces or iconic settings, Burdeny's photographs occupy an artistic middle ground between the physical and the atmospheric, the concrete and the spiritual, the actual and the idealised. They represent not strictly what he found, but his personal experience of these enigmatic and luminous locations.





YUN-KYUNG JEONG
Constructing Jungle IV
 (2010)

By marrying aspects of eastern and western culture in her paintings, Yun-Kyung Jeong's works are the painterly pursuit of an imagined and idealised natural scene. Through the repetition of a leaf-shaped symbol that signifies the elements as one, the artist attempts to portray the invisible and subtle collisions arising from the conflicts between the countless elements that make up the world.



BARRY MCGEE
Untitled
 (2010)

McGee's boldly graphic, colourful work incorporates a multitude of influences, but is most immediately evocative of the urban street culture of San Francisco from which he hails. Engaging the ways in which the city's unique vernacular translates into artistic imagery, McGee celebrates the diversity, distinctive characters, and neighbourhood communities of the inner-city.

The Frame Specifications



The Frame

Resolution:
3840 x 2160 pixels

Screen Size:
55", 65"

Art Mode
Samsung Collection
Art Store
My Collection
Brightness Sensor
Motion Sensor

4K UHD Resolution
Motion Rate 200Hz

One Remote Control
Smart Hub
Smart View

Wireless LAN built-in
Bluetooth®
HDMI
USB

Inbox Items

Basic Stand
No Gap Wall-Mount

One Connect
Clear Cable Connection (5m)

Accessories

Make The Frame your own by customising the frame, stand, and cabling for a perfect fit with your space. Visit samsung.com/au/the-frame for details.



Customisable Frame Walnut Beige Wood White



Clear Cable Connection
(15 m)

Slim 1.8 mm diameter,
15m long fibre cable

Supports 4K 2160p60 video with
75 Gbps transmission speed



Samsung Studio Stand

Classic easel design
Sturdy metal construction
Integrated cable management

* All accessories sold separately.

SAMSUNG **THE FRAME**

www.samsung.com/au/the-frame