

SAMSUNG

The most beautiful TV you've never seen



THE
FRAME
DESIGNED FOR YOUR SPACE

SAMSUNG

THE
FRAME

Presenting

THE
FRAME

A TV that elegantly enables you to make any space more welcoming, more entertaining and more inspiring.



Art when it's off. TV when it's on.



The Frame enters Art Mode and begins elegantly presenting art or your own cherished photos to bring an inspiring, intimate touch to any room.



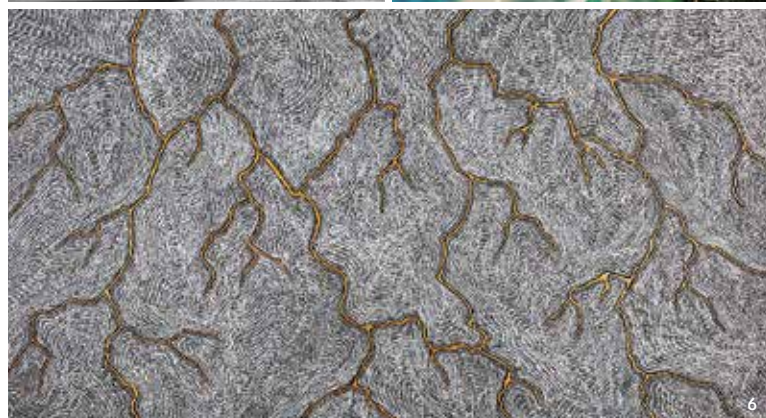
Art Mode

TV Mode



In TV Mode, The Frame is a big, beautiful UHD TV. With over a billion shades of color and four times the resolution of Full HD*, you can see your favorite shows as they were meant to be seen.

*Resolution: UHD TV 3840x2160/Full HD TV 1920x1080. Product, features & images shown are for representational purpose only. Actual may vary.



An exclusive collection of curated art.

The Frame comes with the 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.



Samsung Collection
CONTAINS 100 Works of Art



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

My Collection

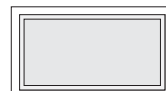
Your space.
Your photos.
Your way.

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 and colors to add your own personal touch.

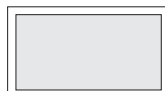


PICK YOUR FAVORITE MATTE

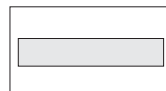
Matte layouts for your photos



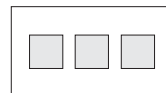
Shadow box



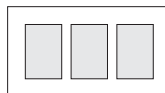
Modern



Panoramic



Squares



Triptych



Mixed

Art Store

Becoming a collector of art has never been easier.



MAKE YOUR HOME
MORE
PERSONAL
with Curated Arts
& Personal Photos

Just step into the online Art Store and explore extraordinary works from internationally recognized artists. You can purchase works individually or monthly art subscriptions to ensure your personal collection is always fresh. Visit www.samsung.com for details.

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.



Product, features & images shown are for representational purpose only. Actual may vary.

Customizable Frames



Choose the perfect frame for your space.

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

Customizable Frame
in different **COLORS & MATERIALS**



Available in attractive walnut, beige wood or classy white metal, the high-quality frame options add an elegant finishing touch to any decor.

• Each Customizable Frame sold separately. Product, features & images shown are for representational purpose only. Actual may vary.

Brightness & Motion Sensor



A perfect picture all day long.

Brightness Sensor*

The Frame intelligently adjusts brightness and color 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. #Motion sensor operates when The Frame is in Art Mode. Actual results may differ depending on lighting conditions. Product, features & images shown are for representational purpose only. Actual may vary.

No Gap Wall-Mount & Invisible Connection



It's what you don't see that matters the 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 Invisible Connection, The Frame neatly integrates with your decor.



No Gap Wall-Mount*
With a very low profile, this innovative wall-mount minimizes the gap between the wall to deliver a streamlined appearance.

INVISIBLE CONNECTION



Invisible Connection#
Enjoy the clean look of an optical cable that's 1.8mm in thickness and 5m in length, which provides the ability to hide cables within the stand.



One Connect
One Connect gives you the flexibility of connecting to multiple peripherals without multiple cable lines running from the TV.

*Measured from the rear end of the TV, the gap may differ based on the installation and wall type. #The "Invisible Connection" refers to a single, transparent optical cable connected to the One Connect Box integrating external device cables. It does not refer to the power cable of the TV or cables connected to other devices such as a sound bar. Product, features & images shown are for representational purpose only. Actual may vary.

UHD Experience & One Remote Control



Enjoy all the details in UHD.



The Frame is a full-featured UHD TV that delivers outstanding detail and picture quality with four-times the resolution of a standard full HD TV*.

One Remote Control is all you need.



One Remote Control gives you the power to control all of your devices, from set-top box to home theatre and everything in between, to access the content you want, when you want.



Samsung Smart Hub opens up a whole new world of entertainment with easy access to apps and services. It gives you access to all your content. The Smart Hub experience also extends to smartphones, allowing you to easily select art and photos from your mobile to view on The Frame.

The Frame Specifications & Accessories

163 cm (65")



138 cm (55")



The Frame	65L5003 Price: ₹3,99,900	55L5003 Price: ₹2,74,900
Resolution: UHD (3,840 x 2,160)	Art Mode Samsung Collection Art Store My Collection Brightness Sensor Motion Sensor	UHD Resolution HDR Active Crystal Color UHD Up-Scaling
Screen Size: 163 cm (65") 138cm (55")		One Remote Control Smart Hub Smart View
In Box Items	Basic Stand	No Gap Wall-Mount
		One Connect Box
		Invisible Connection (5 m)
		Wireless Lan Built-in Bluetooth HDMI x 4 USB x 3

Samsung Studio Stand

Classic Easel Design
Sturdy Metal Construction
Integrated Cable Management



VG-STSM11B/XL
Price: ₹40,000

Customizable Frame



Walnut



Beige Wood



White

163 cm (65")	VG-SCFM65DW/XL Price: ₹16,990	VG-SCFM65LW/XL Price: ₹16,990	VG-SCFM65WM/XL Price: ₹16,990
138cm (55")	VG-SCFM55DW/XL Price: ₹13,990	VG-SCFM55LW/XL Price: ₹13,990	VG-SCFM55WM/XL Price: ₹13,990