

SAMSUNG

17^{*}
Y E A R S
Global No.1 TV
Samsung is ranked No.1 TV brand for 17 years

Experience the Wow difference of Samsung OLED



* Source – Omdia, Jan-2023. Results are not an endorsement of Samsung.
Any reliance on these results is at the third-party's own risk.



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Brilliance

Performance

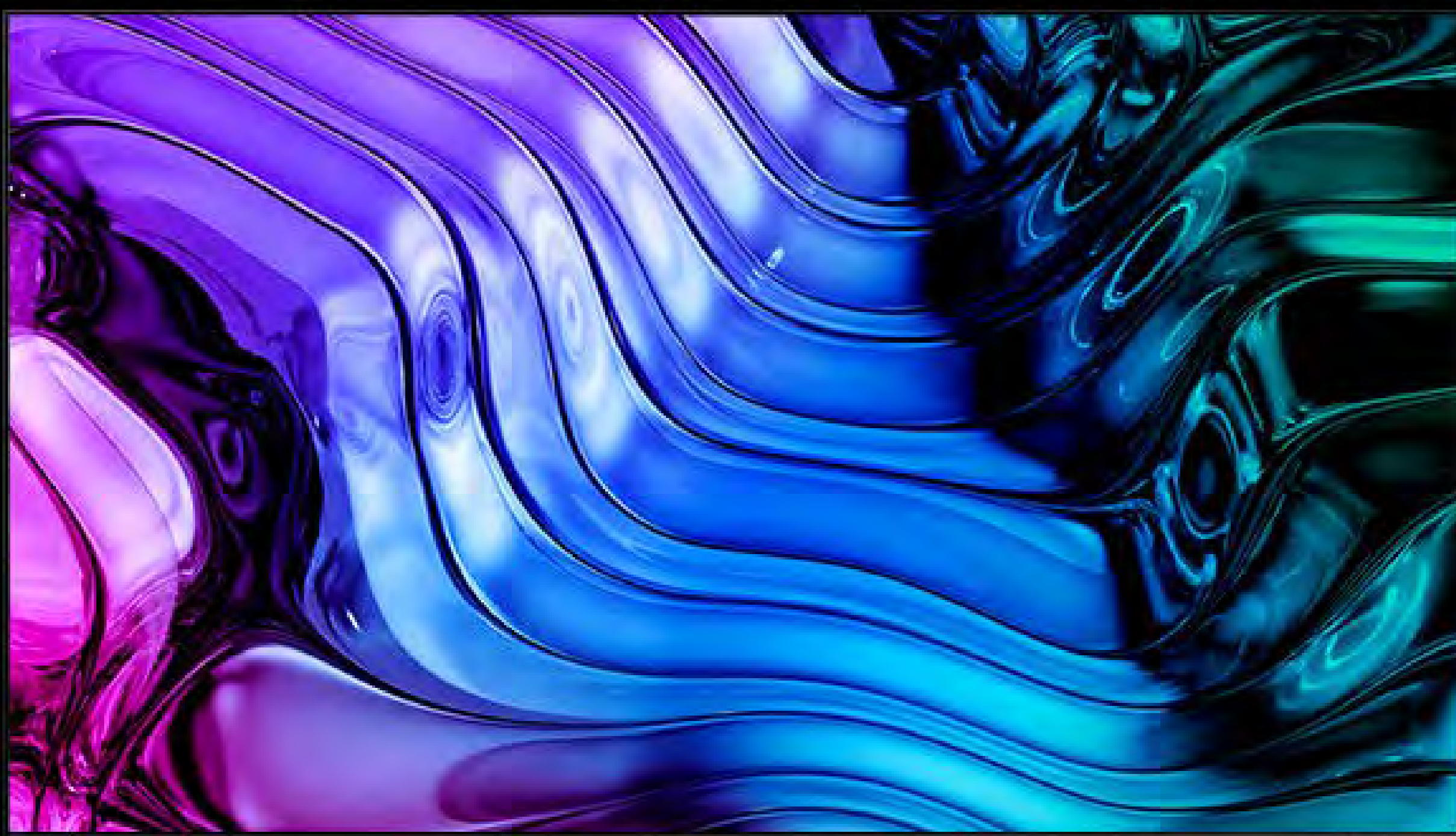
Beauty

Brilliance

Deep blacks, clean whites and lively colours

Samsung OLED

Samsung's unique OLED provides deep blacks, clean whites and full shades of lively colours. With cutting edge self illuminating pixels driven by Quantum Dot, you can enjoy a more accurate, pure and bright picture than ever before.



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Powerful brightness and rich contrast enabled by every pixel

Quantum HDR OLED+

A majestic viewing experience with every pixel
responding to create brighter brights and darker darks.
Immerse yourself in enhanced picture quality with
30% more brightness.

30% brighter



S95C is 30% brighter than the existing OLED S95B model.
The range of Quantum HDR luminance is based on internal testing standards and
subject to change according to viewing conditions or specifications.

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Unrivaled picture quality boosted

Neural Quantum Processor 4K

Powerful AI-powered processor turns ordinary into extraordinary by transforming everyday content into 4K. 20 specialised neural networks automatically adjust brightness, amplify contrast, enhance objects and upscale resolution for superb picture quality.



Viewing experience may vary according to the type of content and format.
Upscaling may not apply when connected to PC or in Game Mode.

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Performance

Play Big, Win Big with 4K 144Hz

Motion Xcelerator Turbo Pro & Freesync Premium Pro

With innovative 4K144Hz feature on TV screen,
Samsung OLED TV delivers peak performance, creating
consistently crisp visuals and blazing fast speeds.



Viewing experience may vary according to types of content and graphics processing unit,
as well as network connection speeds and ping levels when gaming on the cloud.
4K144hz is only available with PC connected content. Requires certain graphic card
on PC and performance may vary.

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Dolby Atmos experience with top channel speakers

Dolby Atmos®

Top channel speakers immerse viewers inside the
action with multi-dimensional sound.



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TV and soundbar orchestrated in perfect harmony

Q-Symphony

Q-Symphony uniquely allows TV and soundbar speakers to operate simultaneously without muting TV speakers for a more harmonious sound.



Q-Symphony Off



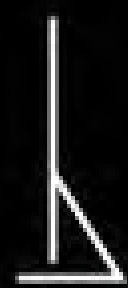
Check for Q-Symphony compatibility on soundbar product specifications.
Soundbar sold separately.

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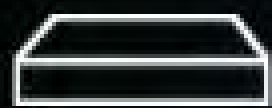
Absolute beauty found in minimalism

Infinity One Design

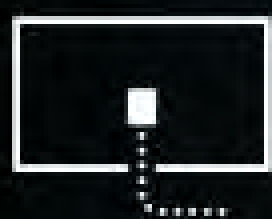
Be amazed by the laser slim design of your OLED TV that's expertly crafted to look beautiful from any angle. Going clutter free is also easy with the One Connect Box and the One Connect Cable, which beautifies your space like never before.



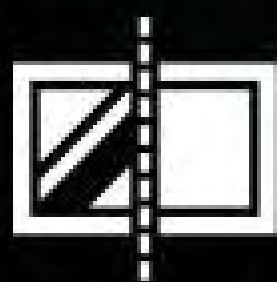
Infinity One Design



One Connect Box



One Connect Cable



Anti-reflection



slimmer than ever

Samsung OLED



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Which Samsung OLED TV is right for you?



S95C



S90C

Screen Size	<div>NEW</div> 77/65/55	<div>NEW</div> 77/65/55
Resolution	3840 x 2160	3840 x 2160
HDR (High Dynamic Range)	Quantum HDR OLED+ (30% brighter)	Quantum HDR OLED
Processor	Neural Quantum Processor 4K	Neural Quantum Processor 4K
Motion Xcelerator Turbo Pro	Yes (4K144Hz)	Yes (4K144Hz)
Freesync Premium Pro	Yes	-
Super Ultrawide GameView & Game Bar	Yes	Yes
Dolby Atmos	Yes	Yes
Object Tracking Sound	OTS+	OTS Lite
Q-Symphony	Yes	Yes
Design	Infinity One	LaserSlim
Attachable Slim One Connect	Yes	-
Smart Hub	Yes (Tizen™)	Yes (Tizen™)
SmartThings	Yes	Yes

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