

THE  
FRAME  
DESIGNED FOR YOUR SPACE

SAMSUNG



**BRAND STORY**

# The Frame. Designed for your space.

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.

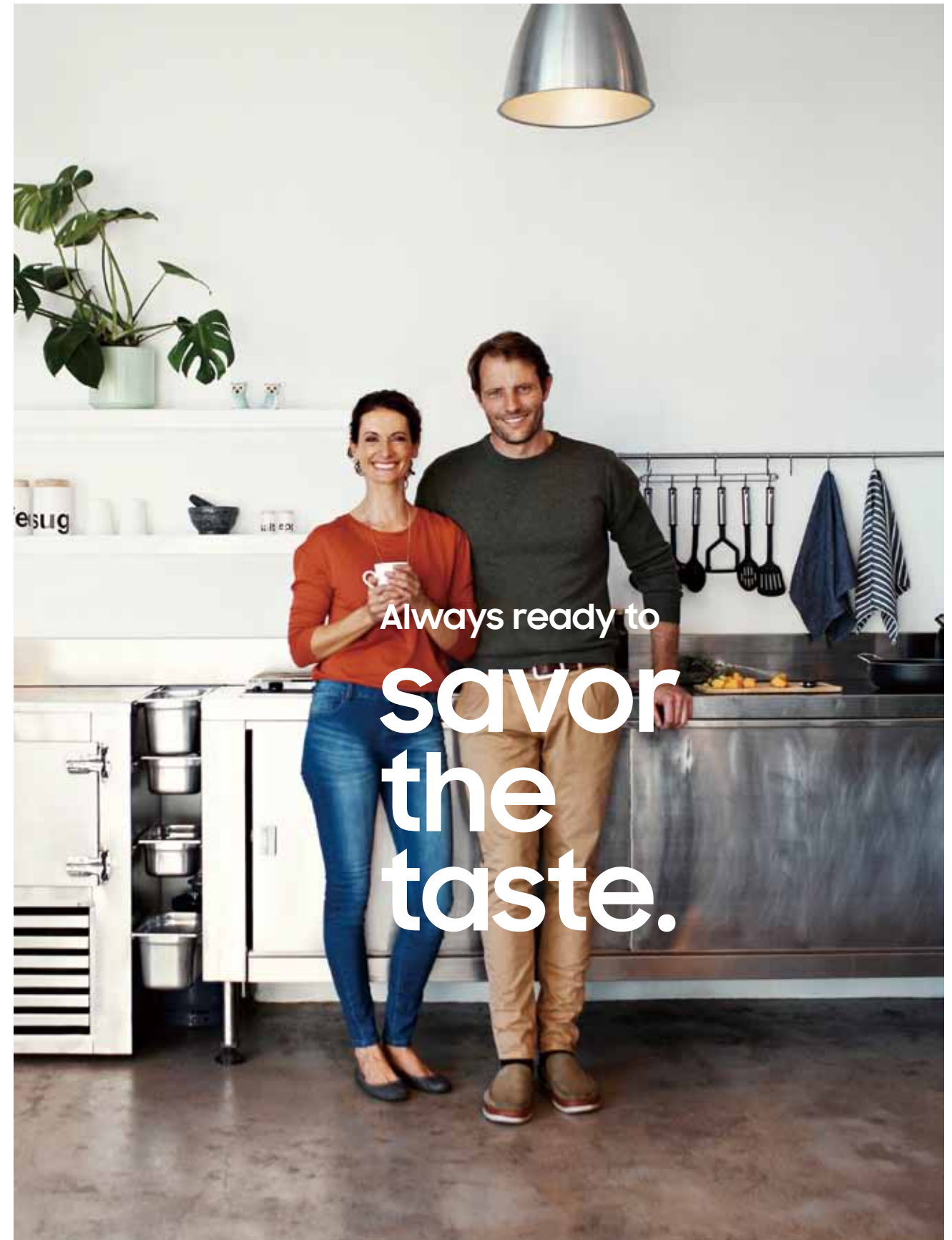
Sit back and take a few moments to imagine how The Frame can bring your home to life.



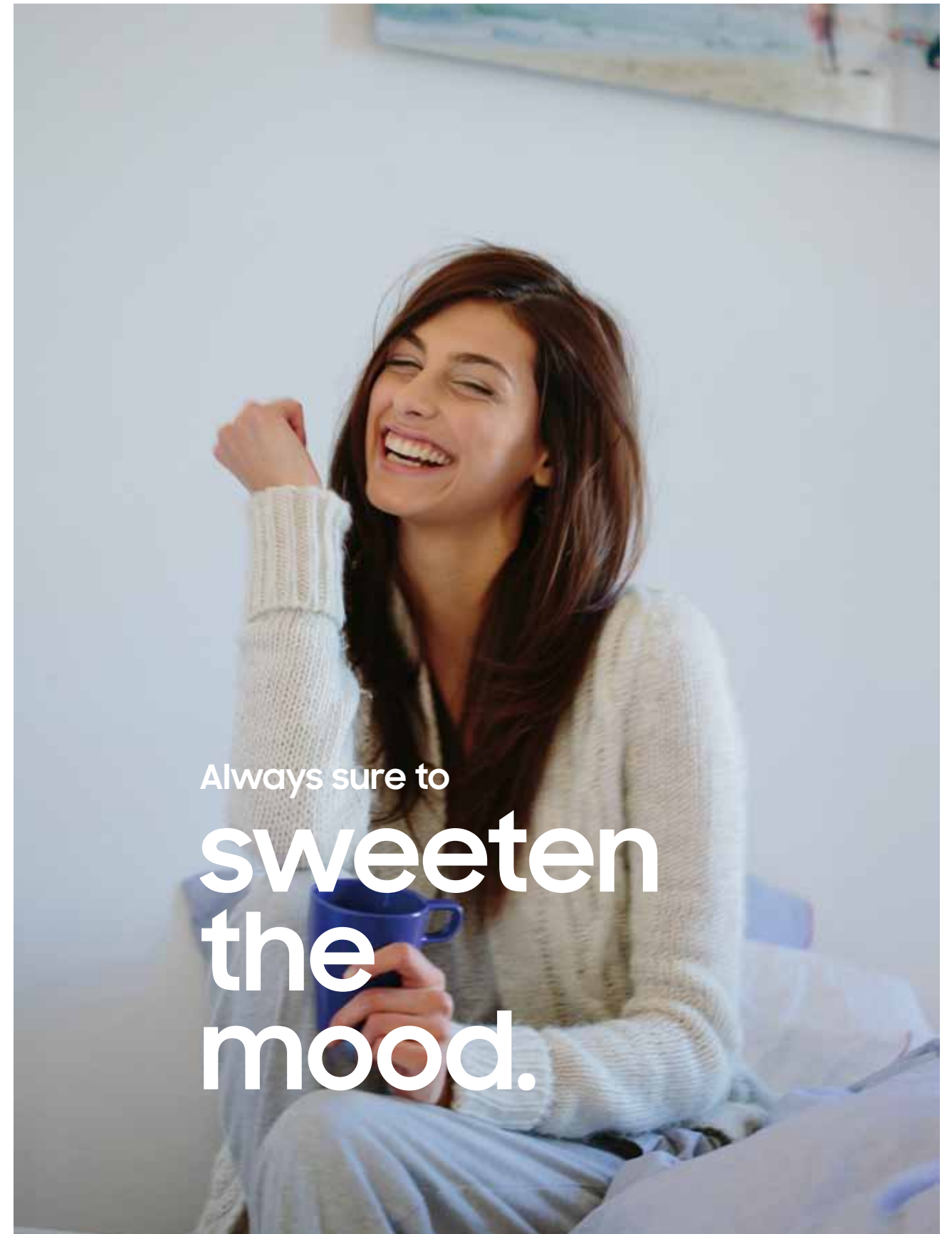














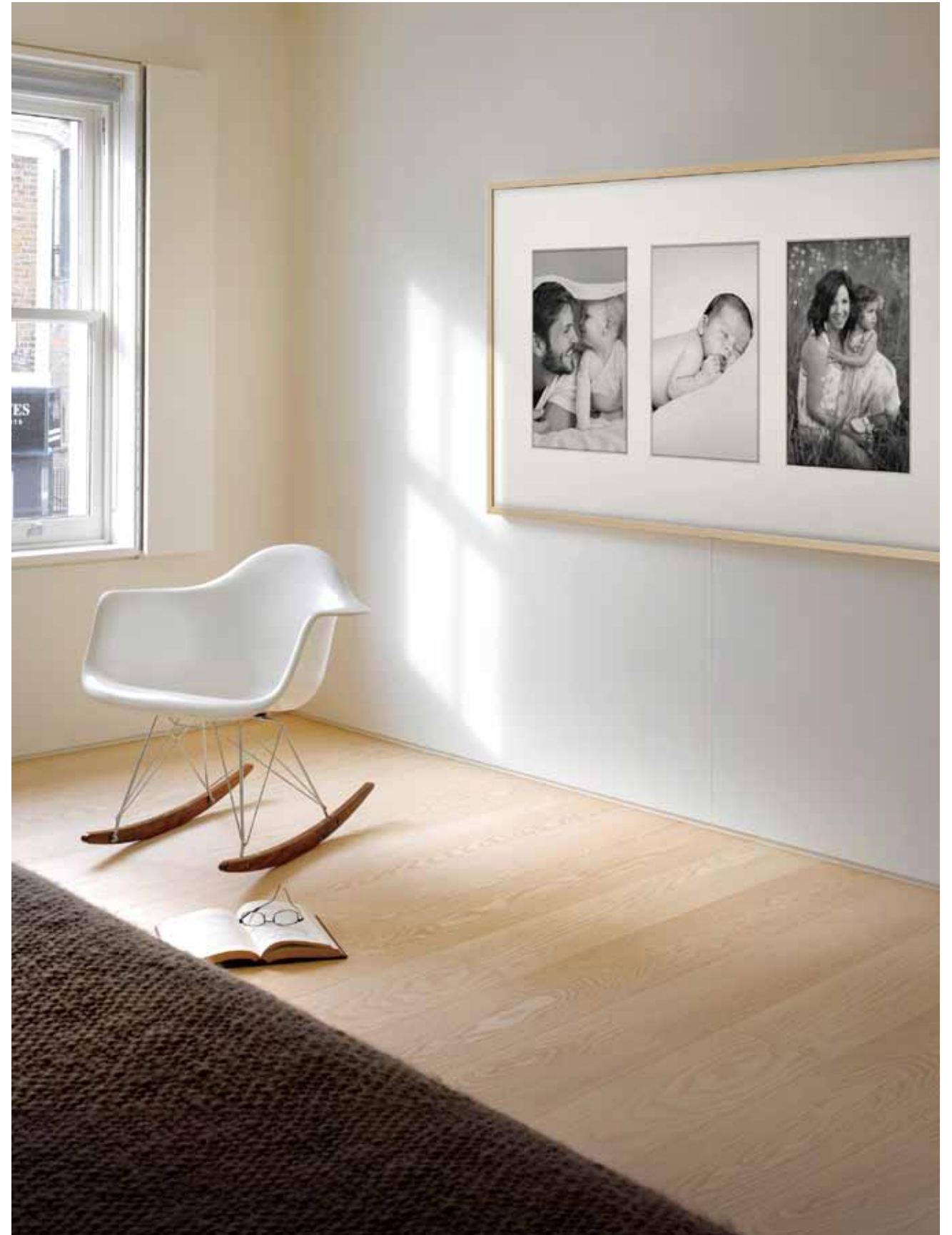
Always something to  
**soothe  
the  
soul.**



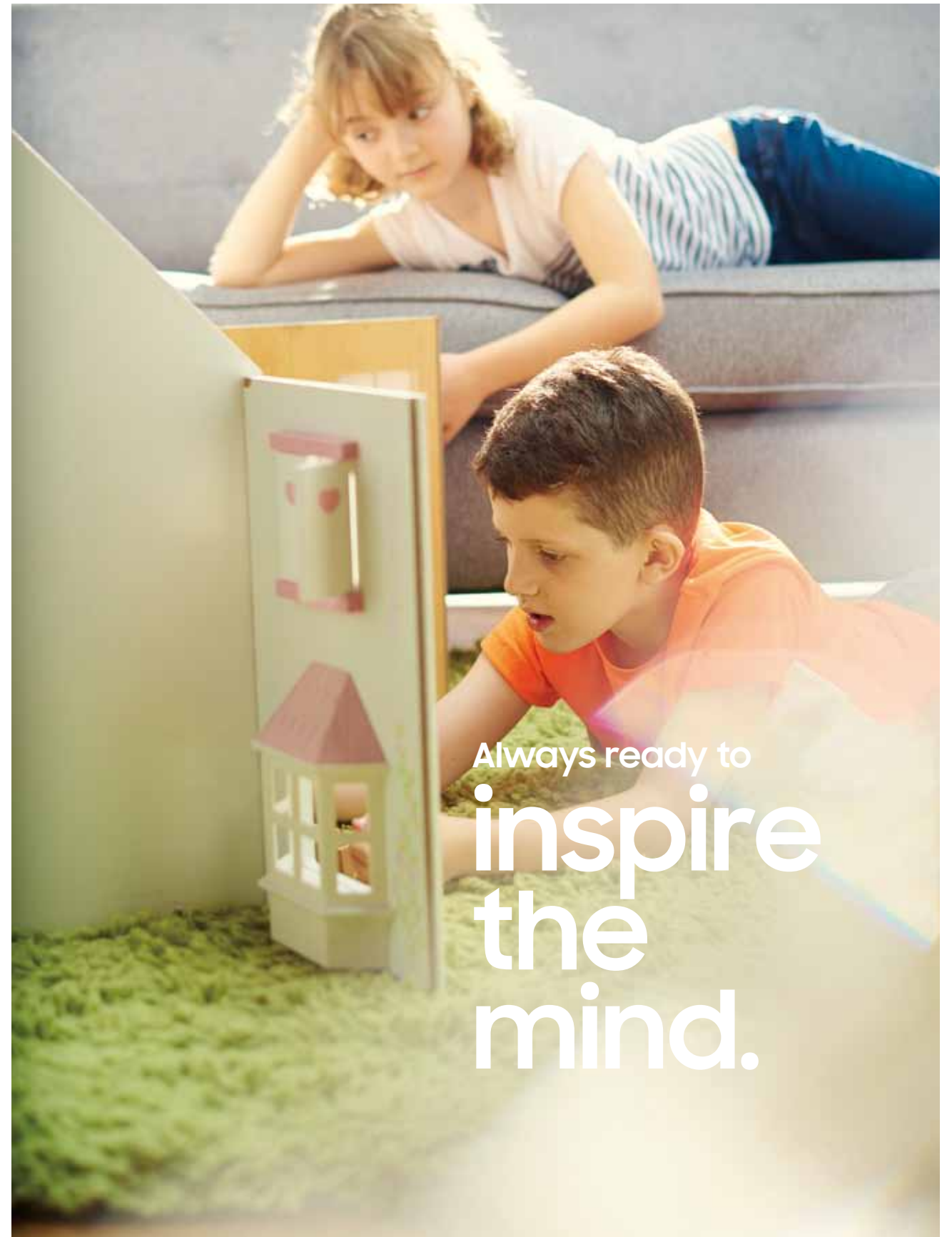




Always there to  
**share  
the  
joy.**



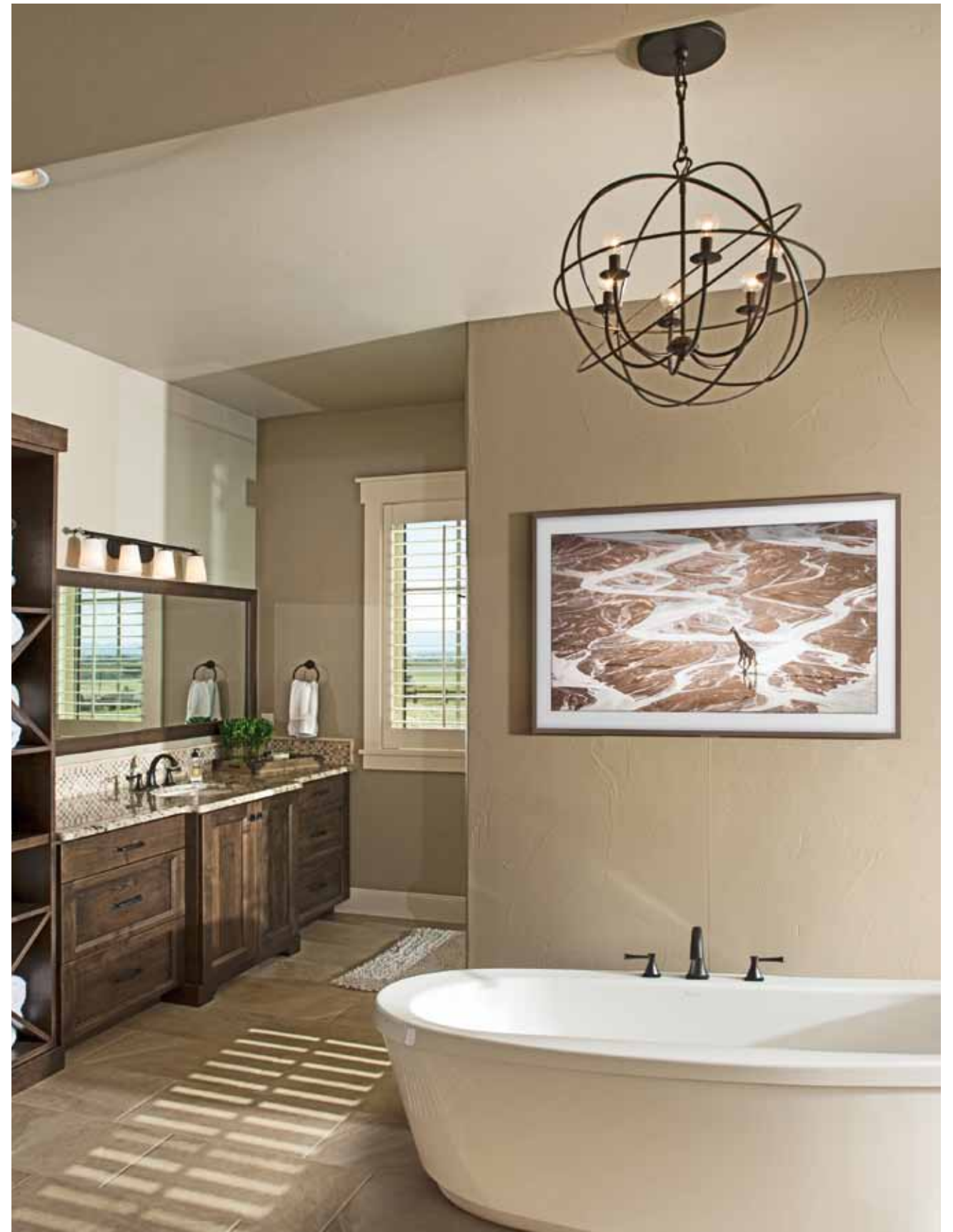
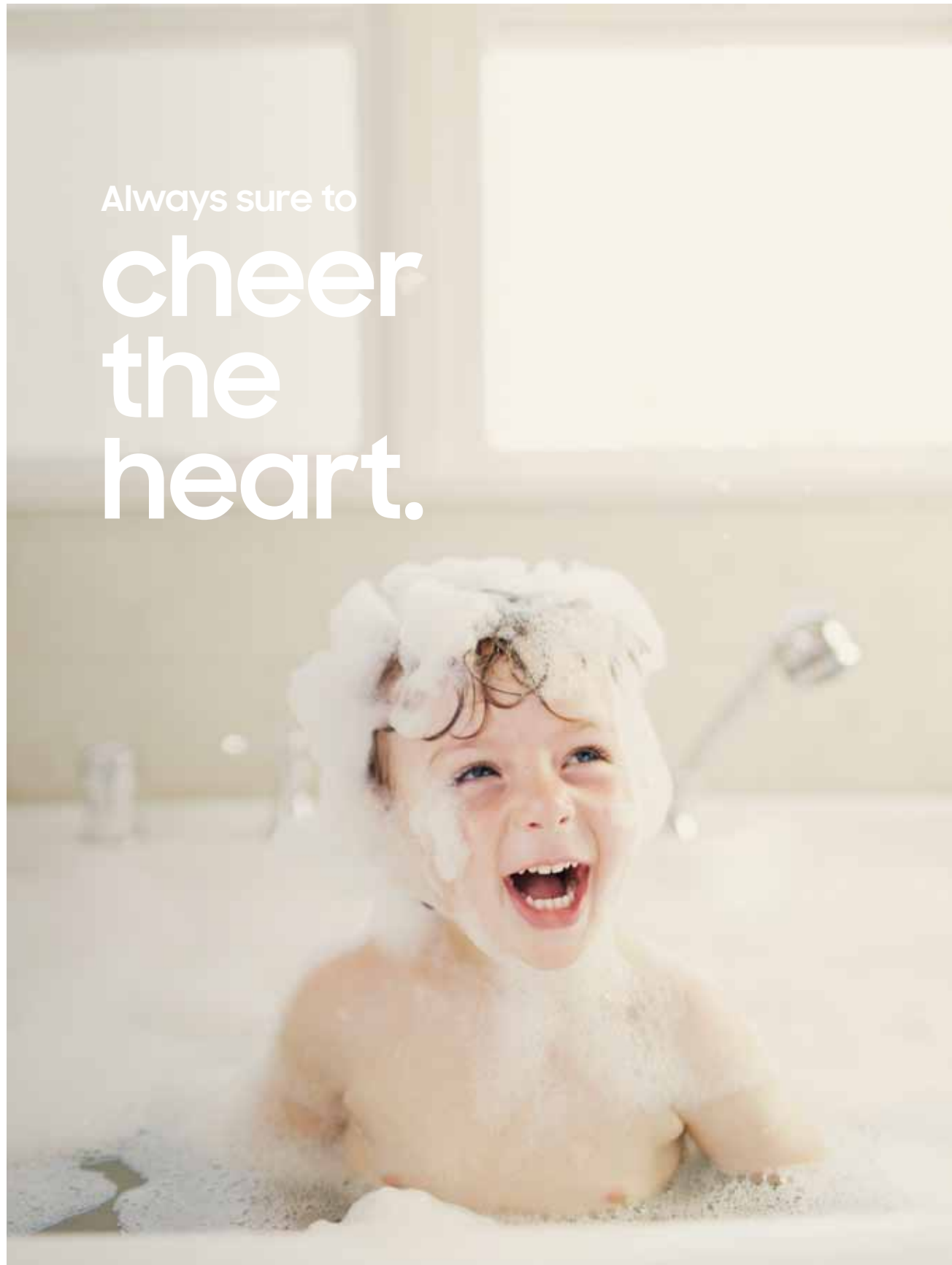




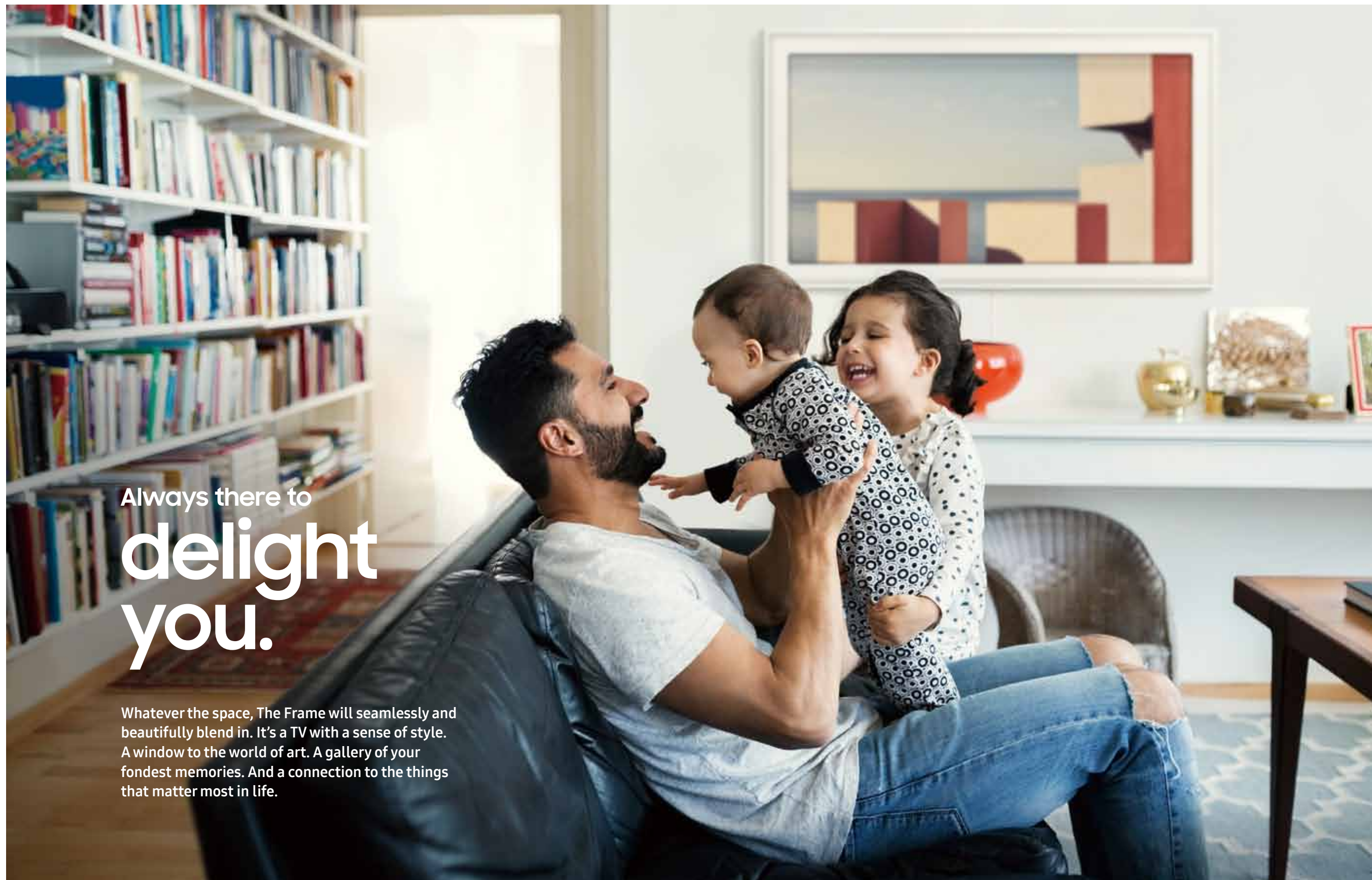
Always ready to  
**inspire  
the  
mind.**



Always sure to  
**cheer  
the  
heart.**







Always there to  
**delight  
you.**

Whatever the space, The Frame will 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, gallery-quality experience that will bring great art and cherished memories to life in a fresh, new way.





Art Mode

TV Mode

## 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.







Samsung Collection CONTAINS **100** Works of Art



## 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.



1 David Burdeny \_ Saltern Study19, 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 Bohnchang Koo \_ JM-GD 14 PAN (2006)  
 8 Nacho Alegre \_ Rooftop pool (2015) 9 Scott Ramsay \_ Mana Pools Bee-eaters (2015) 10 Cody Cobb \_ Zabriskie Point (2016)  
 11 Chris Muir \_ Escape Series #2 (2011) 12 Laturbo Avedon \_ Field With First Visitor (2013) 13 Todd Eberle \_ Stair (1998)  
 14 David Burdeny \_ Iceberg 02, Disko Bay, Greenland (1981) 15 Scott Ramsey \_ Imfolozzi Giraffe (2011)





# 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.

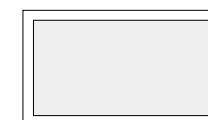


## PICK YOUR FAVORITE MATTE

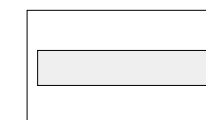
Matte layouts for your photos



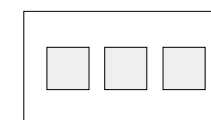
Shadow box



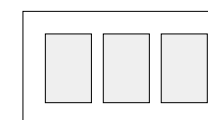
Modern



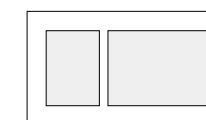
Panoramic



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.

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



# Becoming a collector of art has never been easier.



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 [Samsung.com](http://Samsung.com) for details.

MAKE YOUR HOME  
 MORE  
**PERSONAL**  
 with Curated Arts  
 & Personal Photos





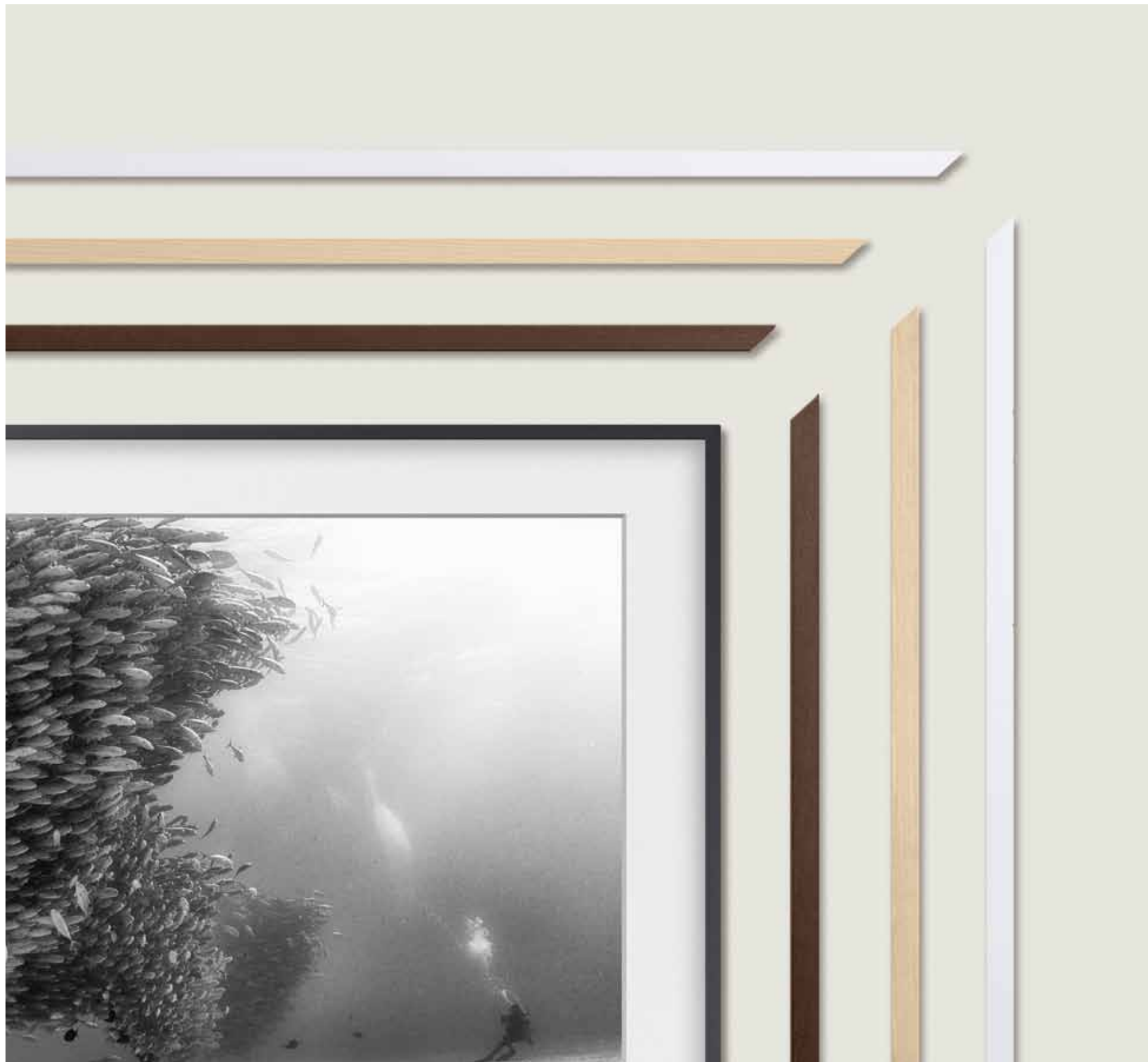
## THE FRAME DESIGN

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 metal frame, allowing The Frame to beautifully complement any space.

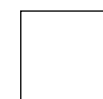
Customizable Frame  
in different **COLORS &**  
**MATERIALS**



Walnut



Beige Wood

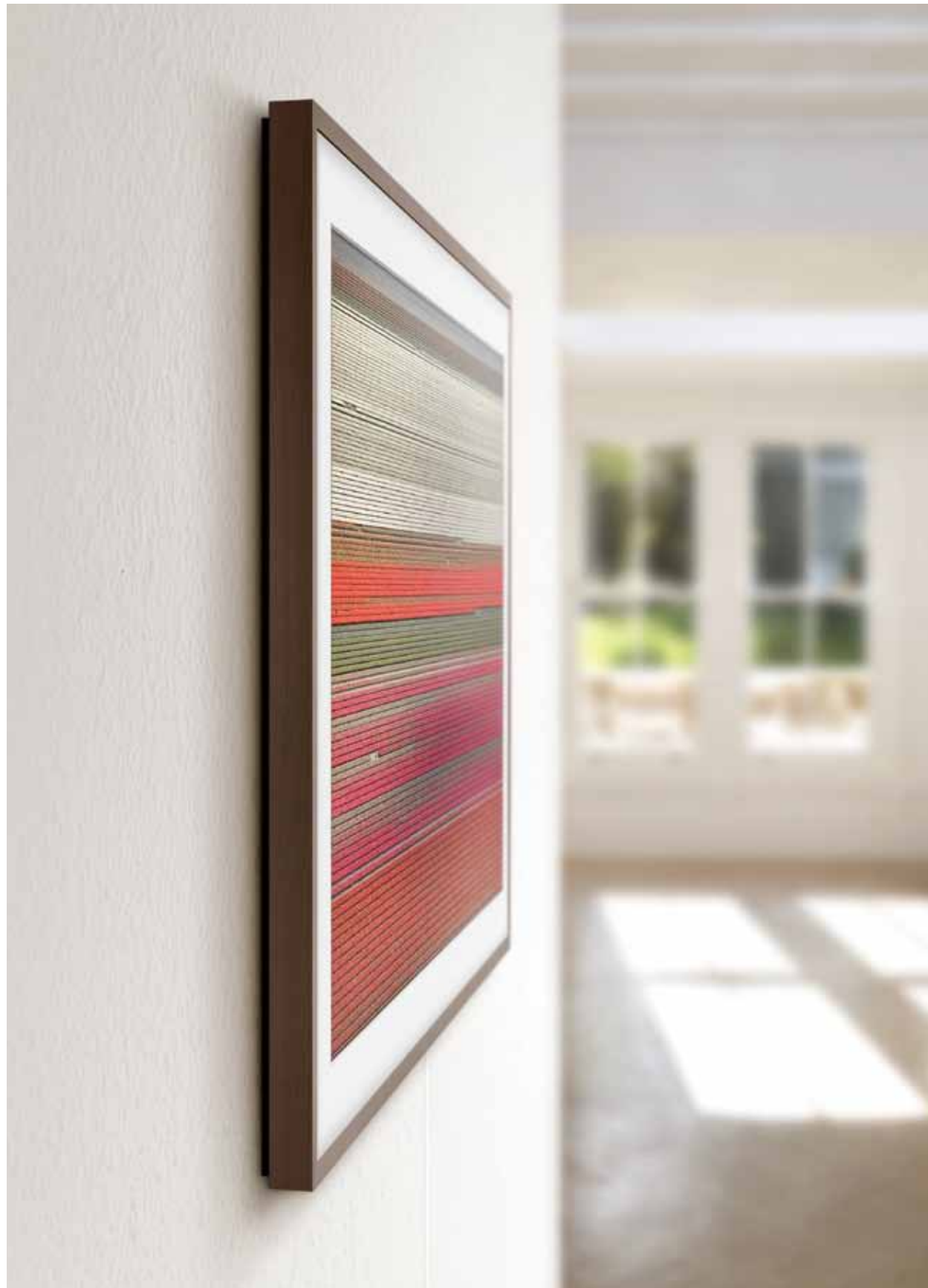


White

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

\* Each Customizable Frame 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 Invisible Connection, The Frame neatly integrates with your decor.

### NO GAP WALL MOUNT

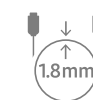


#### No Gap Wall-Mount

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.

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

### INVISIBLE CONNECTION



#### Invisible Connection

This transparent 5 m 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.

\* 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.





# 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.

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



## Motion Sensor

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

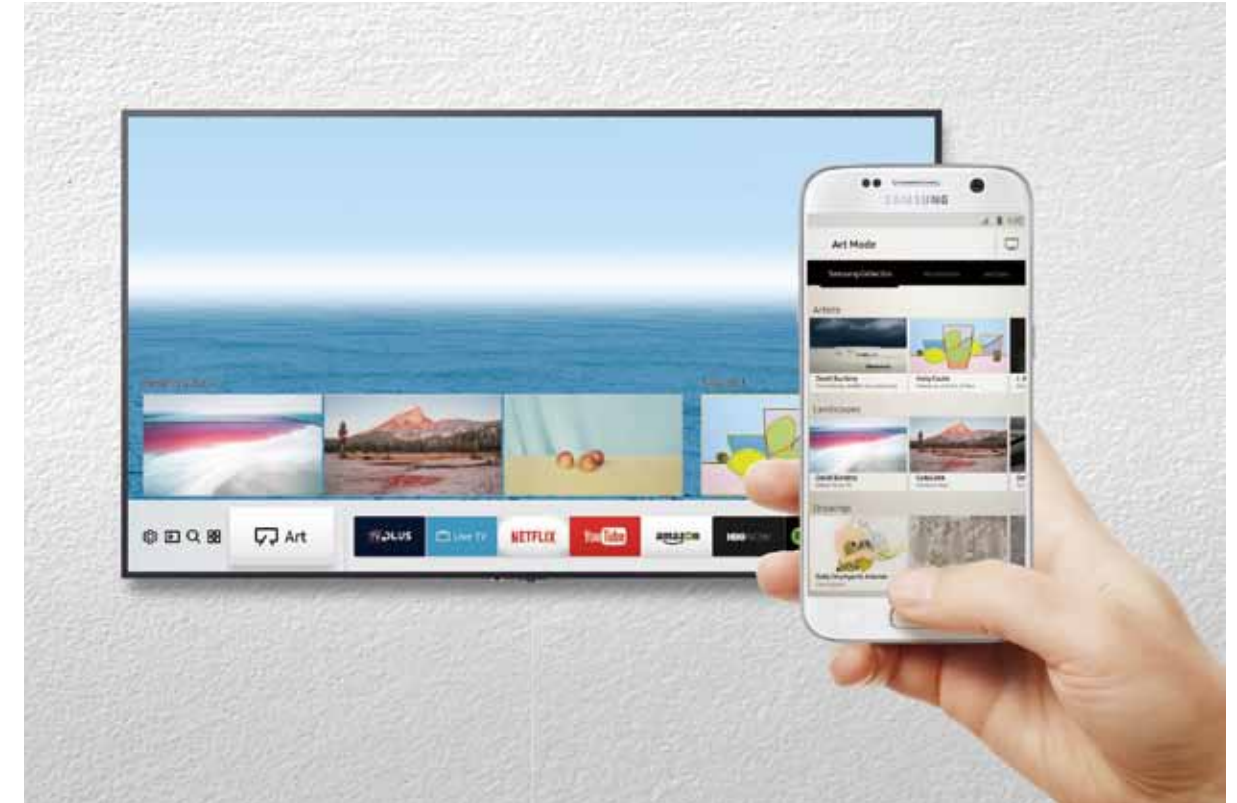
\* Motion sensor operates when The Frame is in Art Mode. Actual results may differ depending on lighting conditions.





## Enjoy all the details in 4K UHD.

The Frame is a full-featured 4K UHD TV that delivers outstanding detail and picture quality with four-times the resolution of a standard full HD TV.

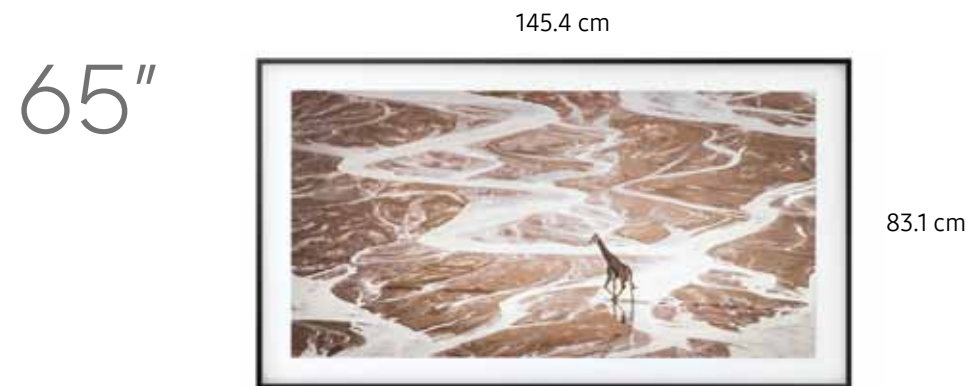


## Take control of all your devices and content.

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 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.



## The Frame Specifications



<b>The Frame</b>	Art Mode Samsung Collection Art Store My Collection Brightness Sensor Motion Sensor	One Remote Control Smart Hub Smart View
Resolution: 3,840 x 2,160	4K UHD Resolution HDR Active Crystal Color UHD Up-Scaling MR240 (120Hz)	Wireless Lan built in Bluetooth HDMI USB
Screen Size: 55", 65"		
<b>In Box Items</b>	Basic Stand No Gap Wall-Mount	One Connect Invisible Connection (5 m)

## Accessories

Make The Frame your own by customizing the frame, stand, and cabling for a perfect fit with your space. Visit [Samsung.com](https://www.samsung.com) for details.



Customizable Frame

Walnut

Beige Wood

White



Samsung Studio Stand

Classic easel design  
Sturdy metal construction  
Integrated cable management

Samsung Gravity Stand

Polished metal conical stand  
Swivels up to 35 degrees left and right  
Integrated cable management



Invisible Connection (15 m)

Slim 1.8 mm (0.07 in) diameter, 15 m (49.2 ft) long fiber cable

Supports 4K 2160p60 video with 75 Gbps transmission speed



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