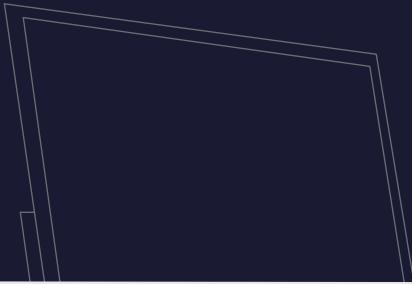


The Frame

The Serif

The Sero



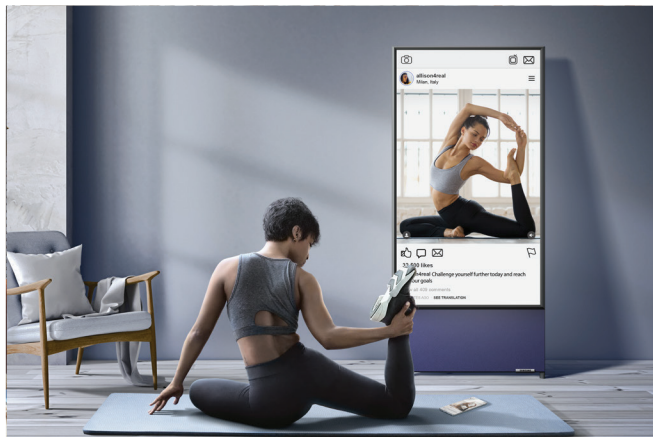
SAMSUNG

Lifestyle TV Collection 2020

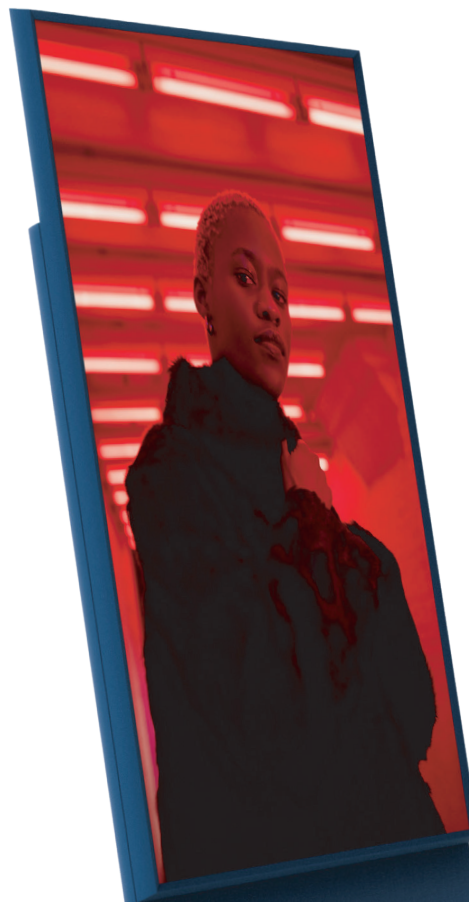


Made for today's new media lifestyle, The Sero is the world's first TV designed for viewing mobile content.

Embrace the new normal – a TV that's a big and bold step up in the world of entertainment. For the first time ever, you'll be saving your favourite mobile moments for the big screen.



Mobile entertainment, better on TV



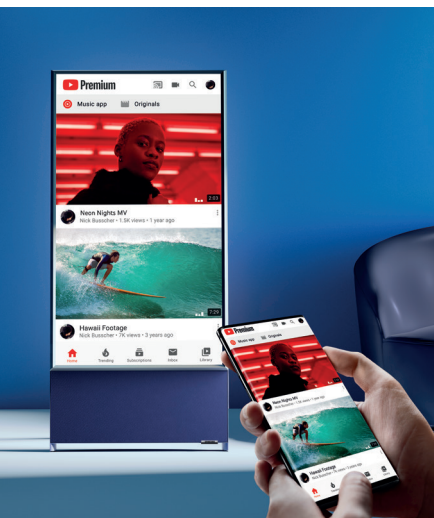


Innovation makes
a **head-turning**
statement



**ROTATING SCREEN:
VERTICAL + HORIZONTAL SCREEN**

When you physically rotate your smartphone, the TV screen follows – a sweet party trick that's sure to please the crowd. Whether you're indulging in vertical social media content, movies or sports, The Sero's versatility makes the best out of every experience.



TAP VIEW

Tap The Sero with your smartphone to mirror your mobile's content to the TV. Presto – see everything from Instagram stories to TikTok videos come to life in an instant.

Get in sync
in sync
in sync
in sync
in sync

with a
single
touch



*Only compatible with Android
*Tap View feature is available on Samsung mobile devices, running Android 8.1 or higher.
*Tap View is only active when the SmartThings app is installed and activated.



MULTI-CHANNEL SPEAKER

Transform your home entertainment with The Sero's powerful 4.1 channel, 60-watt speakers. The speakers produce lush sounds to deliver a remarkably immersive experience, almost as if you're right at the centre of the action.



Get enveloped in immersive sound



Get entertainment goooooooooooooooooing with The Sero Wheel

THE SERO WHEEL

With The Sero wheel, stunning entertainment is wherever you want it to be. Simply attach the wheel underneath the TV and cart it from room to room with little effort.

*The Sero wheel sold separately



Specs

Resolution

3,840 X 2,160

Screen Size

43"

Colour

Navy Blue



Features

- Rotating Screen: Vertical Screen - Horizontal Screen
- Mobile View: Tap View (Android) AirPlay 2 (iOS)
- Portrait Mode
- 100% Colour Volume with Quantum Dot
- Adaptive Picture
- Active Voice Amplifier (AVA)

Functions

- Multi-channel Speaker (4.1CH 60W)
- WiFi 5
- Bluetooth v4.2 with Bluetooth Low Energy
- One Remote control
- 3 x HDMI
- 2 x USB

Accessories

- The Sero Wheel

The Serif





A beautiful piece of décor in its own right, The Serif integrates exquisite product design with QLED technology. Who says you can't have it all? Rich imagery is now displayed by an equally stunning TV.

Created by world renowned designers Ronan and Erwan Bouroullec, The Serif fits effortlessly in any corner, instantly beautifying your space.



Unconditionally beautiful

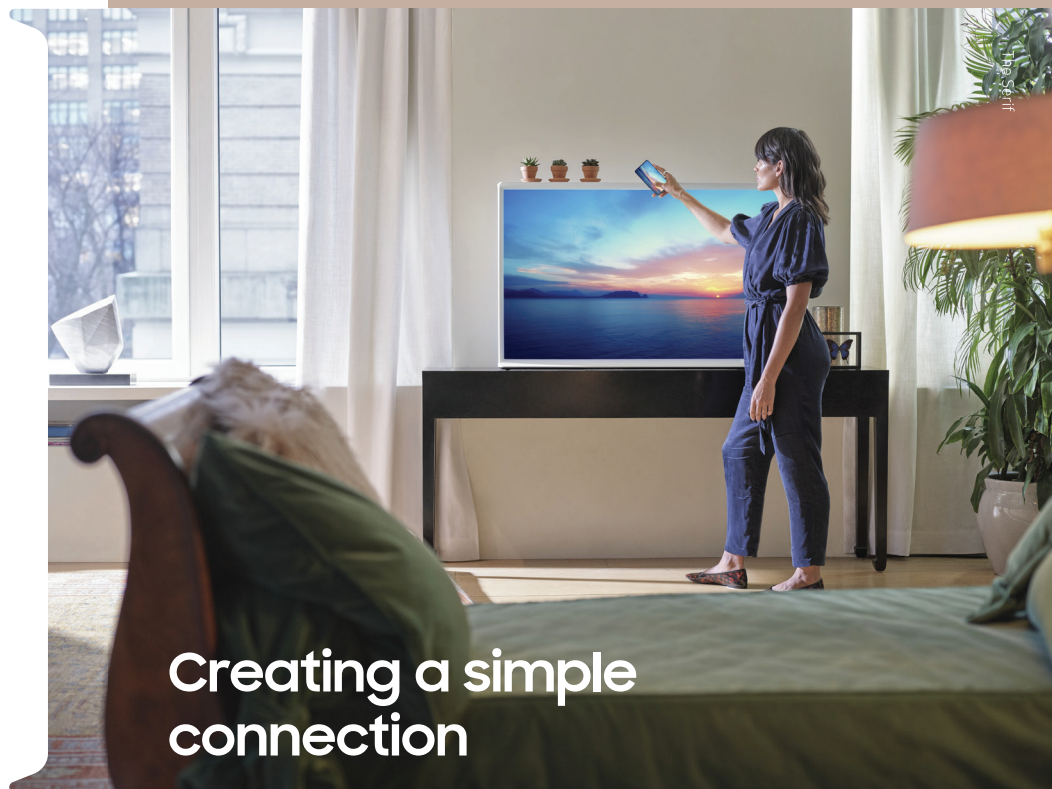


A fitting addition in all kinds of interiors



360 ALL ROUND DESIGN

The Serif fits flawlessly into your space, be it on a shelf or on a floor stand. Courtesy of minimalistic lines, the unique I-shape and rounded edges, The Serif looks beautiful from any angle. Beyond the traditional black box, The Serif is now a distinctive decorative piece, adding character and style to your space.



Creating a simple connection

TAP VIEW

To stream content from your smartphone, simply tap it on The Serif. Streaming your favourite music and videos has never been easier.

*Only compatible with Android
*Tap View feature is available on Samsung mobile devices, running Android 8.1 or higher.
*Tap View is only active when the SmartThings app is installed and activated.





A world made colourful by QLED

100% COLOUR VOLUME WITH QUANTUM DOT

Every moment is an adventure when you see images in its most vibrant, authentic form. Nano-sized quantum dots produce 100% colour volume to bring out true vibrancy, no matter the scene's setting.

* 100% colour volume measured in Movie mode and the DCI-P3 color space, certified by VDE



Jazz up your Serif by adding decorative pieces such as mini potted plants, travel keepsakes or books on top of its frame. Hey, even a pet cat is welcome.

The newest outlet for self-expression





The Frame

Resolution

3,840 X 2,160

Screen Size

55"

Colour

Cloud White



Features

- 360 All round design
- Ambient Mode (Magic Screen)
- 100% Colour Volume with Quantum Dot
- Adaptive Picture
- Active Voice Amplifier (AVA)
- NFC on TV (Bluetooth Sound Streaming)
- Multi View
- Mobile View:
 - Tap View (Android)
 - AirPlay 2 (iOS)

Functions

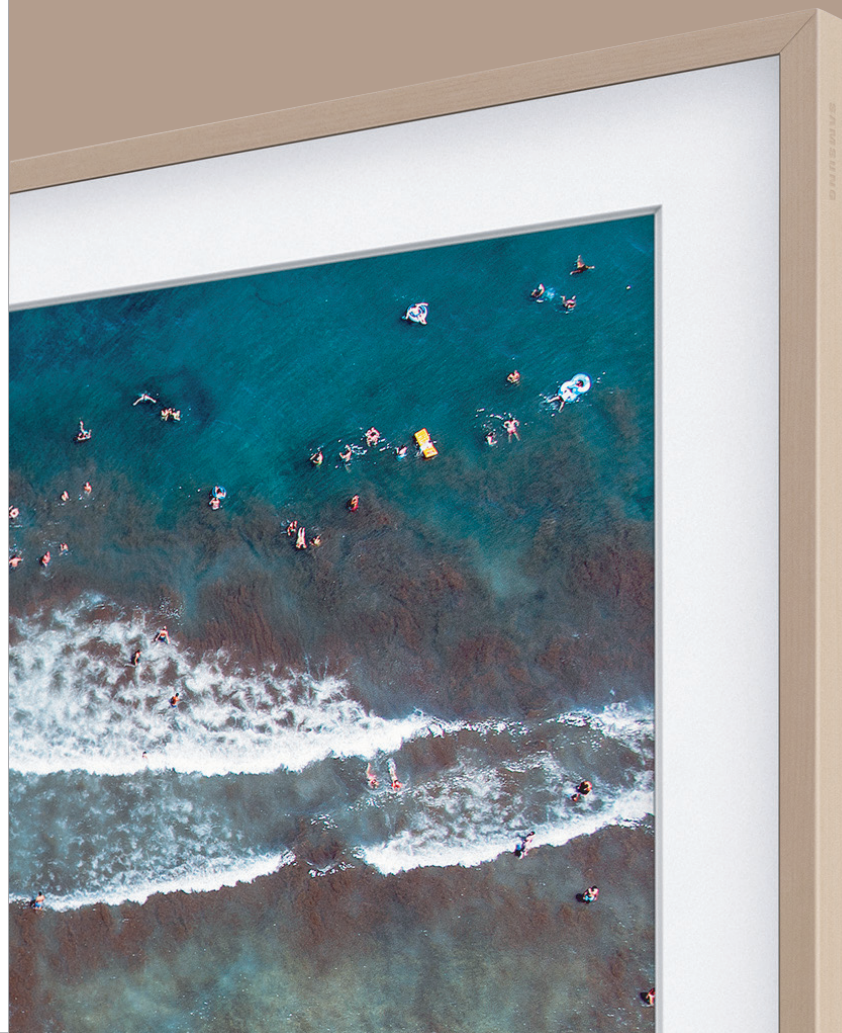
- Detachable Floor Stand (Included)
- WiFi 5
- Bluetooth v4.2
- One Remote control
- 4 x HDMI
- 2 X USB

TV when it's on



Amazing things happen when you think out of the black box. The Frame delivers superb picture quality when it's switched on and transforms into a digital art gallery when it's off. This TV isn't just a work of art, it displays your favourite works of art too.

Art when it's off



Hangs like museum art

NO GAP WALL-MOUNT

The no gap wall-mount allows The Frame to lay flush against a wall, looking as beautiful as framed art in museums.

From TV to private art gallery

ART MODE + ART STORE

The transformation starts from its looks – customise the bezel by choosing from a range of colours. Then, activate Art Mode to display iconic pieces from the Art Store. For a personal touch, access personal photos from your smartphone via My Collection to highlight your most cherished moments.

*Some artworks require paid subscription with the Art Store.



QLED picture quality that packs a real punch

100% COLOUR VOLUME WITH QUANTUM DOT

Capture the world in punchy, true-to-life colour. Samsung's Quantum Dot technology delivers bright, rich colour to bring out the best of your artwork or TV programme – down to the tiniest detail.



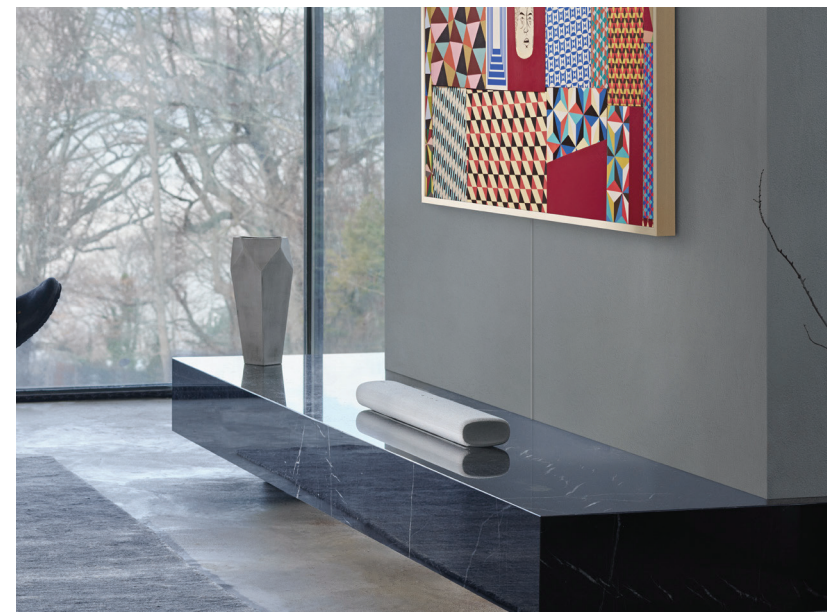
Beautiful wherever it stands

SAMSUNG STUDIO STAND

Place The Frame on a easel-like studio stand, and revel in a space that exudes the vibe of a stylish art studio.

*Studio stand sold separately

Wires wear a sleek disguise



ONE INVISIBLE CONNECTION

Don't let messy wiring steal the show. Invisible Connection utilises a single cable to connect your TV to other sources, keeping your view clean.



Specs

for 65", 55"

Resolution

3,840 X 2,160

Screen Size

65", 55"

Colour

Charcoal Black ●

Features

- Art Mode (Brightness Sensor, Motion Sensor)
- Art Store
- 100% Colour Volume with Quantum Dot
- Dual LED
- Adaptive Picture
- Ambient Mode (Magic Screen)
- Active Voice Amplifier (AVA)
- Multi View
- Mobile View: Tap View (Android)

Functions

- No Gap Wall-Mount
- One Invisible Connection (included)
- Basic Stand (included)
- WiFi 5
- Bluetooth v4.2
- One Remote Control
- 4 x HDMI
- 2 x USB

Accessories

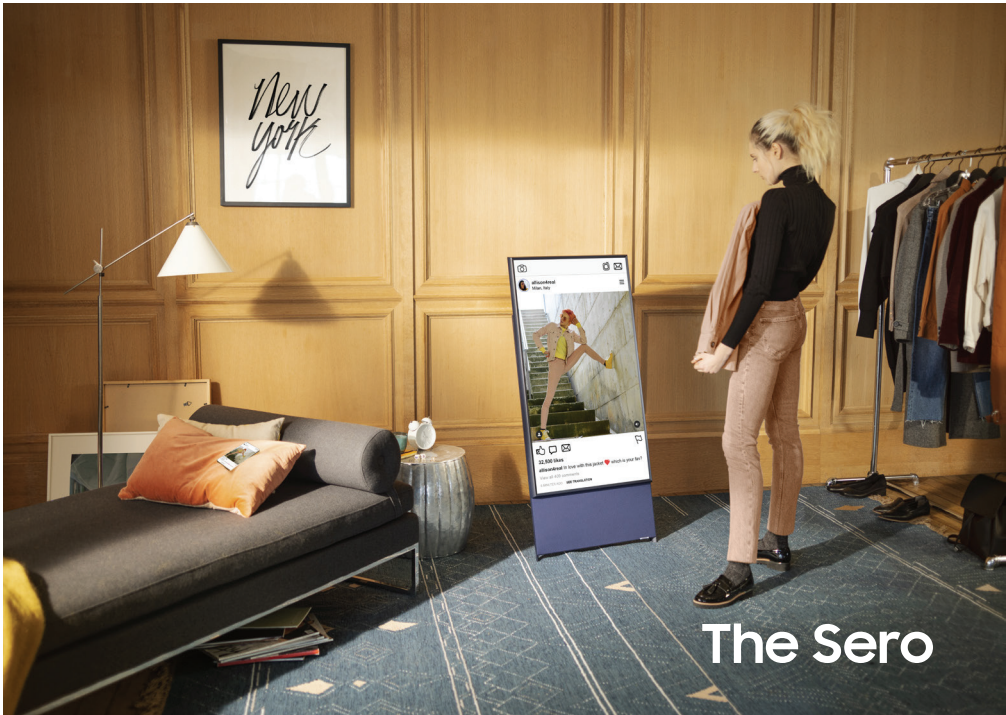
- Customizable Frame* (White, Black, Beige, Brown)

*Sold Separately





The Serif



The Sero

Find the perfect fit

We get it. When you've got three remarkable TVs, it's tricky to make a decision. Let the comparison guide below help you in finding the TV that's right for your lifestyle.



	The Frame	The Serif	The Sero
Resolution	QLED 3,840 X 2,160	QLED 3,840 X 2,160	QLED 3,840 X 2,160
Screen sizes	65", 55"	55"	43"
Colours	Charcoal Black	Cloud White	Navy Blue
Features	Art Mode (Brightness Sensor, Motion Sensor) Art Store No Gap Wall-Mount Dual LED Ambient Mode (Magic Screen) Multi View One Invisible Connection (Included) 100% Colour Volume with Quantum Dot Adaptive Picture Active Voice Amplifier (AVA) Mobile View: - Tap View (Android) - AirPlay 2 (iOS)	360 All round design Design by Ronan & Erwan Bouroullec Detachable Floor Stand (included) Ambient Mode (Magic Screen) NFC on TV (Bluetooth Sound Streaming) Multi View 100% Colour Volume with Quantum Dot Adaptive Picture Active Voice Amplifier (AVA) Mobile View: - Tap View (Android) - AirPlay 2 (iOS)	Rotating Screen: Vertical Screen - Horizontal Screen Multi-Channel Speaker (4.1CH 60W) Portrait Mode 100% Colour Volume with Quantum Dot Adaptive Picture Active Voice Amplifier (AVA) Mobile View: - Tap View (Android) - Airplay 2 (iOS)
Connectivity	WiFi 5 One Remote control Bluetooth v4.2 4 x HDMI 2 x USB	WiFi 5 One Remote control Bluetooth v4.2 4 x HDMI 2 x USB	WiFi 5 One Remote control Bluetooth v4.2 with Bluetooth Low Energy 3 x HDMI 2 x USB
Accessories	Customizable Frame* (White, Black, Beige, Brown) *Sold separately.		Wheel for mobility* *Sold separately.

**Terms and conditions.
All information stated in the catalogue is correct at time of printing and subject to change without notice.

For more information, visit www.samsung.com

SAMSUNG

To learn more about Samsung TV or to find
your nearest retailer, please visit www.samsung.com/my