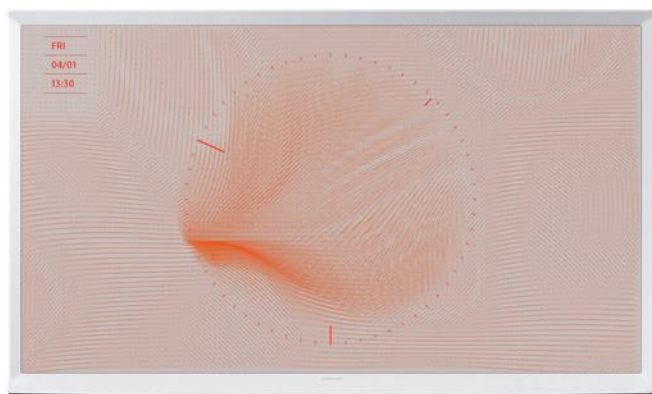


# The Serif (2020)



## PRODUCT HIGHLIGHTS

- The Serif design by Bouroullec
- 100% Color Volume with Quantum Dot<sup>1</sup>
- NFC on TV
- The Serif Ambient Mode+<sup>2</sup>
- Quantum Processor 4K

## SIZE CLASS

55"

55LS01T

43"

43LS01T

**4K ULTRA HD**  
CONNECTED

It does not belong to the world of television, but it belongs to the world we live in. Blurring the line between design and technology, Samsung introduces The Serif. The Serif challenges the way we view technology and its interaction with the space around it.

## KEY FEATURES

### Picture

- Quantum HDR 4X
- Quantum Processor 4K
- 100% Color Volume with Quantum Dot
- 4K UHD
- Real Game Enhancer+™<sup>3</sup>
- Motion Rate 240<sup>4</sup>
- Wide Viewing Angle
- Adaptive Picture™

### Design

- White The Serif Design
- Black Metal Floor Stand

### Smart Features

- Smart TV Powered by Tizen™
- Universal Guide
- The Serif Ambient Mode+
- Multiple Voice Assistants<sup>5</sup>
- TV Plus
- Mobile View
- Samsung OneRemote
- SmartThings Compatible

### Connections

- NFC on TV
- 4 HDMI Connections<sup>6</sup>
- 2 USB Connections
- LAN Port
- 802.11AC built-in Wi-Fi
- Bluetooth®
- RS232 Control (Ex-Link)
- IP Control Support<sup>7</sup>
- Optical Audio Output Port

### Audio

- Active Voice Amplifier
- Dolby® Digital Plus
- 40 Watt 4 Channel

### Included Accessories

- Samsung OneRemote (Serif)

### Industry Certifications

- CTA 4K Ultra HD Connected

<sup>1</sup>QLED televisions can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television. <sup>2</sup>Background feature accuracy may vary based on TV location and is dependent on wall designs, patterns and/or colors. SmartThings app on a mobile device (Android, iOS) is required for some functionality. App features may be limited at launch; please continue to check for updates. <sup>3</sup>Excludes FreeSync on 43" model. <sup>4</sup>Motion Rate 120 for 43" model. <sup>5</sup>Built-in Google Assistant may not yet be available at the time of purchase of this product. <sup>6</sup>HDMI—CEC (Consumer Electronics Control) facilitates convenient control functions with compatible devices. <sup>7</sup>Requires third-party control system installation. See [www.samsung.com/us/business/custominstall](http://www.samsung.com/us/business/custominstall).

**SAMSUNG**

SEE BACK FOR DETAILS

# The Serif (2020)

## KEY FEATURES (page 1 of 2)

### PICTURE

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#### Quantum HDR 4X

Expands the range of color and detail beyond what's possible on HDTVs.

#### Quantum Processor 4K

This powerful processor uses deep-learning AI to transform everything you watch into stunning 4K.

#### 100% Color Volume with Quantum Dot

Quantum Dots produce over a billion shades of color that stay true to life, even in bright scenes.

#### 4K UHD

See what you've been missing on a crisp, clear picture that's 4X the resolution of Full HD.

#### Real Game Enhancer+™

Engineered to make the TV and gaming console work seamlessly together to reduce lag, tearing and stuttering.

#### Motion Rate 240

Minimizes motion blur on-screen so action-packed movies and sports stay smooth and crisp.

#### Wide Viewing Angle

Get a great picture from every seat.

#### Adaptive Picture™

Your TV reacts and adjusts to the lighting conditions around it.

#### HDR Formats Supported

HDR10 (Static MetaData), HDR10+ (Dynamic MetaData), HLG (Hybrid Log Gamma). All Samsung 4K UHD TVs also meet the CTA HDR-Compatible Definition.

### DESIGN

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#### The Serif Design

This unique collaboration between Samsung and the award-winning Paris-based design duo Ronan and Erwan Bouroullec blends design and technology into a simple, functional solution for connecting with what we enjoy most in life and with the people who matter.

### SMART TV

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#### Smart TV Powered by Tizen

Go beyond smart TV with next-gen apps, super-easy control and a host of enhancements that elevate the TV-watching experience.

#### Universal Guide

One simple on-screen guide organizes your streaming and live TV content, while also making recommendations.

#### The Serif Ambient Mode+

Elevates your space by turning a blank screen into décor, artwork, pictures or other visuals. Comes with the Bouroullec palette, available only on The Serif.

#### Multiple Voice Assistants

Built-in Alexa, the Google Assistant and Bixby voice assistants let you control your TV with your voice, get information and do so much more.

#### TV Plus

Enjoy your favorite content through virtual channels.

#### Mobile View

Easily send smartphone content to your TV to simultaneously display live and casted content, share photos or visualize music.

#### Samsung OneRemote

The sleek and slim OneRemote automatically detects and controls all compatible connected devices and content.

#### SmartThings Compatible

Experience more than TV, with a dashboard for seamlessly controlling your smart home devices and appliances.

# The Serif (2020)

## KEY FEATURES (page 2 of 2)

### CONNECTIONS

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#### HDMI

Enjoy higher-quality audio and video with an HDMI connection that transmits both signals over a single cable. Compatible with next-generation Ultra HD Blu-ray™ players and HDR content decoding. Includes 1 Audio Return Channel (ARC).

#### NFC on TV

Experience the one-touch sound mirroring between your compatible Android mobile device and The Serif to listen to your favorite music.

#### Wi-Fi

Enjoy your favorite on-demand content seamlessly through your existing network with built-in Wi-Fi (802.11AC).

### AUDIO

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#### Active Voice Amplifier

Detects noise disturbances and then amplifies the dialogue as needed.

#### Dolby® Digital Plus

Enjoy the ultimate digital sound quality on all your favorite movies, TV shows and streaming content. Dolby Digital Plus optimizes your entertainment experience with enhanced sound richness and clarity.

### INCLUDED ACCESSORIES

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**The Serif Samsung OneRemote (TM2050A)**

**Metal Floor Stand**

### INDUSTRY CERTIFICATIONS

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#### 4K Ultra HD Connected

All Samsung 2020 4K UHD and QLED televisions comply with the CTA 4K Ultra High-Definition Connected definition requirements. The trade organization known as the Consumer Technology Association (CTA™) is considered an industry authority on engineering standards for consumer electronics in the United States. Visit [www.cta.tech](http://www.cta.tech) for more information.

# The Serif (2020)

## MODELS

**MODEL:** QN55LS01T  
**ORDER CODE:** QN55LS01TAFXZA

**SCREEN SIZE CLASS:** 55"

**SCREEN DIAGONAL MEASUREMENT:** 54.6"

**UPC CODE:** 887276405605

**COUNTRY OF ORIGIN:** Vietnam

**DIMENSIONS (INCHES W x H x D):**

- **TV WITHOUT STAND:** 49.4 x 29.5 x 8.7
- **TV WITH STAND:** 49.4 x 48.7 x 19
- **SHIPPING:** 55.2 x 35.2 x 12.1
- **STAND FOOTPRINT:** 20.8 (length)

**WEIGHT (LB):**

- **TV WITHOUT STAND:** 58.4
- **TV WITH STAND:** 60.8
- **SHIPPING:** 77.8

**VESA SUPPORT:** No

**ACCESSORIES INCLUDED IN BOX:**

- **REMOTE MODEL:** TM-2050A

**MODEL:** QN43LS01T  
**ORDER CODE:** QN43LS01TAFXZA

**SCREEN SIZE CLASS:** 43"

**SCREEN DIAGONAL MEASUREMENT:** 42.5"

**UPC CODE:** 887276414225

**COUNTRY OF ORIGIN:** Vietnam

**DIMENSIONS (INCHES W x H x D):**

- **TV WITHOUT STAND:** 38.8 x 23.5 x 7.8
- **TV WITH STAND:** 38.8 x 40.5 x 16.4
- **SHIPPING:** 44.2 x 28.9 x 10.4
- **STAND FOOTPRINT:** 18.4 (length)

**WEIGHT (LB):**

- **TV WITHOUT STAND:** 36.6
- **TV WITH STAND:** 38.8
- **SHIPPING:** 50.5

**VESA SUPPORT:** No

**ACCESSORIES INCLUDED IN BOX:**

- **REMOTE MODEL:** TM-2050A

**SAMSUNG**