

SAMSUNG

**THE
FRAME**



**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.

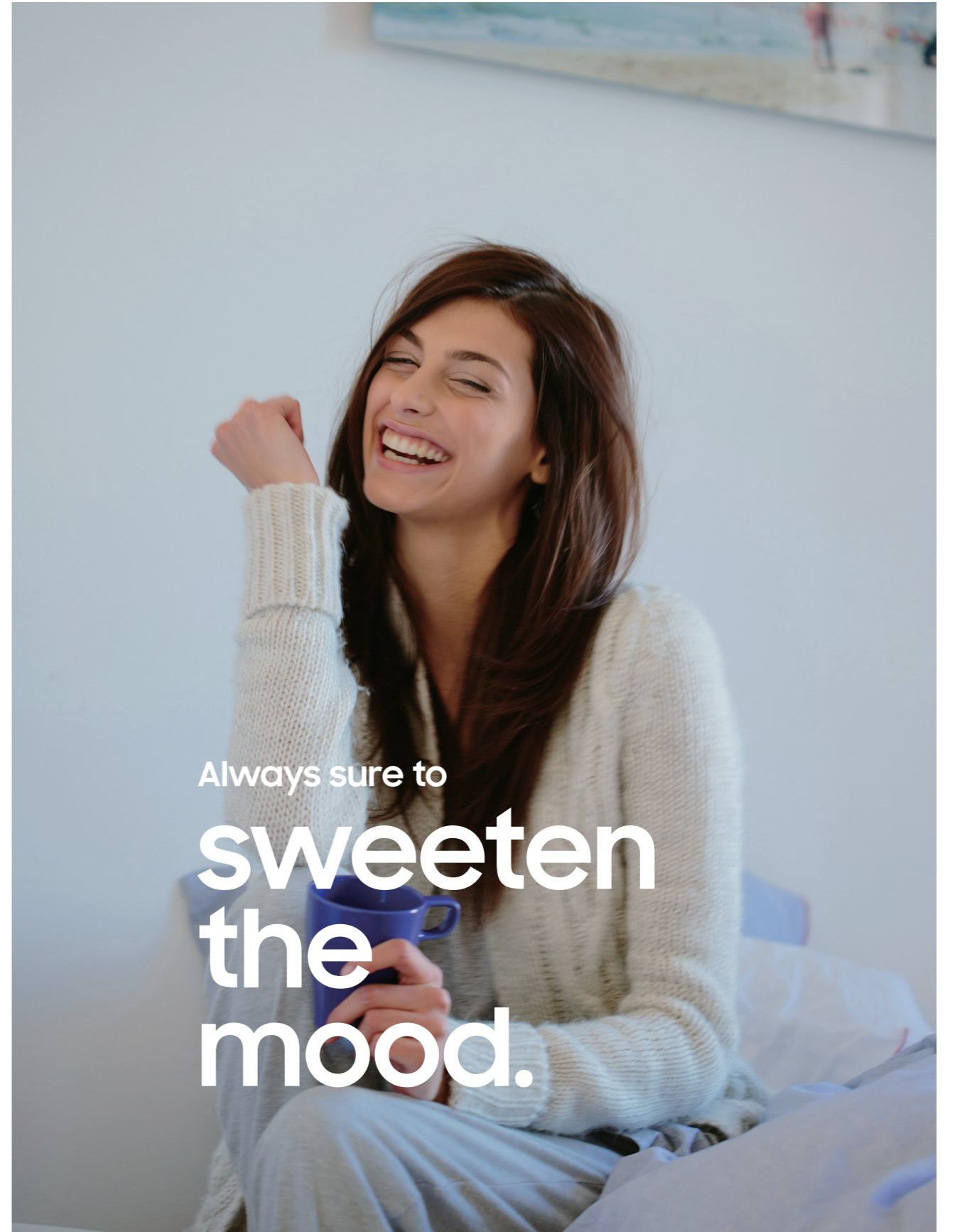
Introducing The Frame, a TV that elegantly enables you to make any space more welcoming, more entertaining, and more inspiring.

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.**

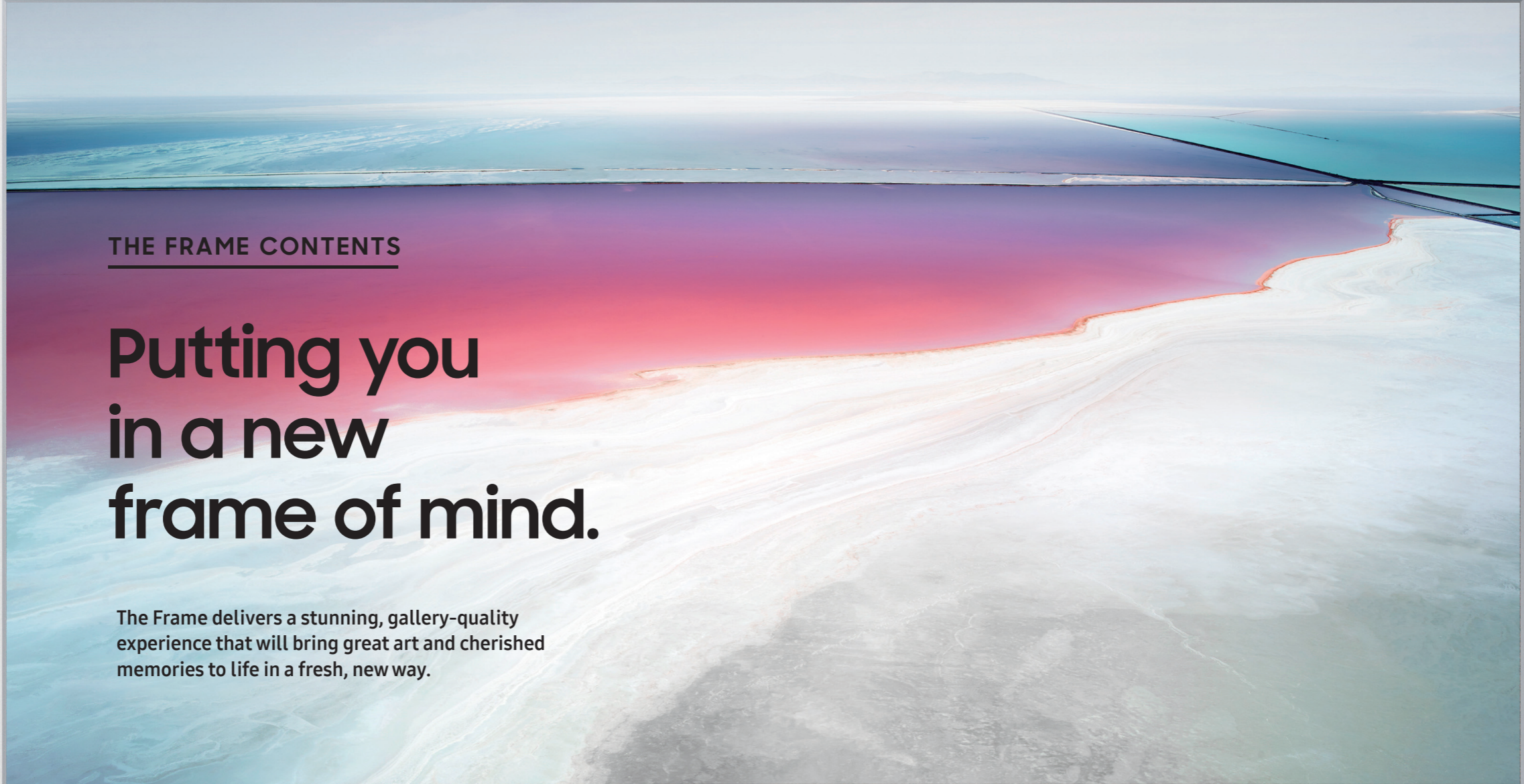
Always sure to
**cheer
the
heart.**





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.



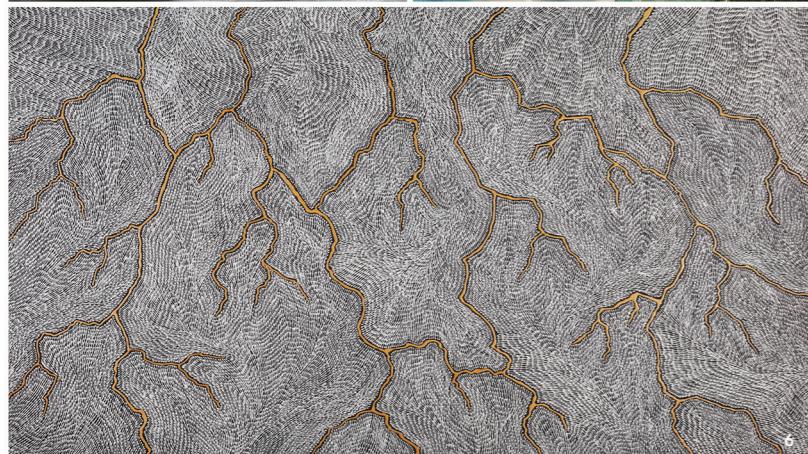
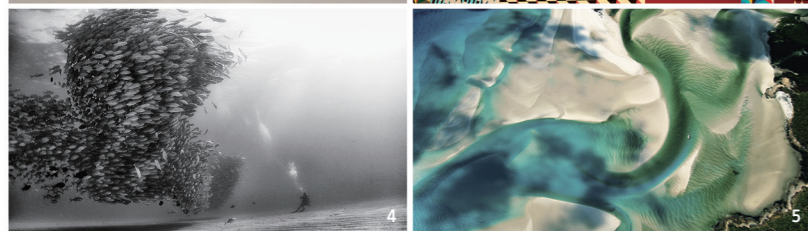
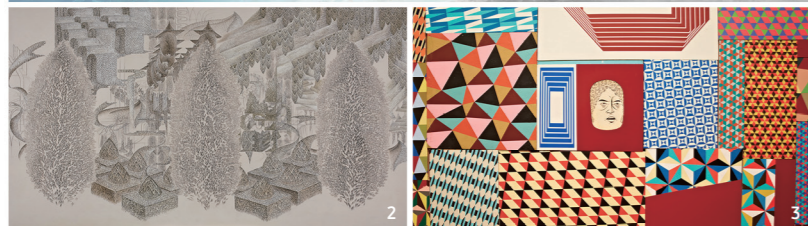
Art Mode

TV Mode

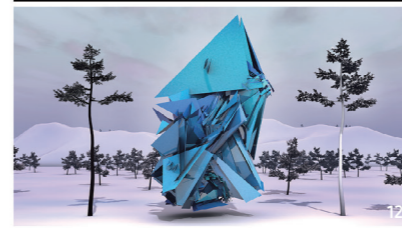
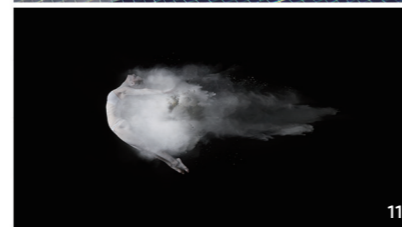
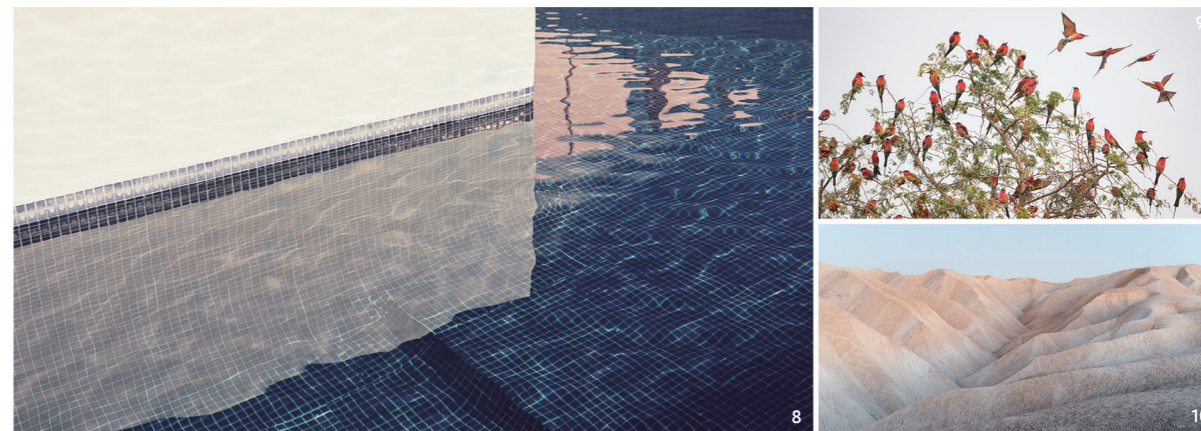
The perfect mode for any mood.

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.

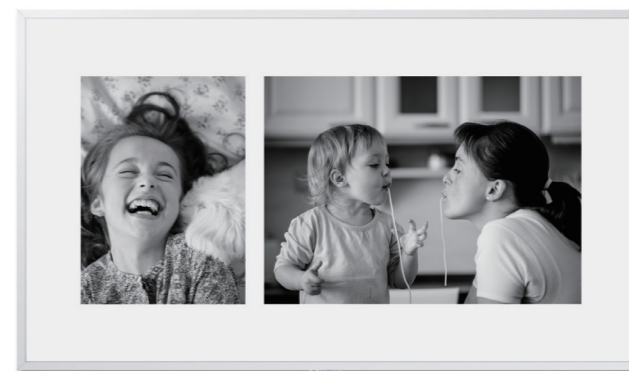


1 David Burdeny _ Saltern Study19, Great Salt Lake, UT (2015) 2 Yun-Kyung Jeong _ Constructing Jungle IV (2010)
3 Barry McGee _ Untitled (2015) 4 Anuar Patjane _ Aleph (2015) 5 Yann Arthus-Bertrand _ Sandbanks on the coast of Whitsunday Island, Queensland, Australia (1995) 6 Sarrita King _ Lightning (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 _ Imfolozu 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.

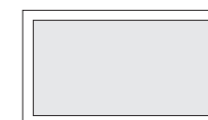


PICK YOUR FAVORITE MATTE

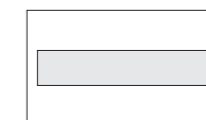
Matte layouts for your photos



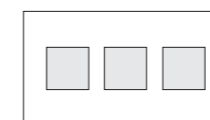
Shadow box



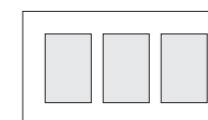
Modern



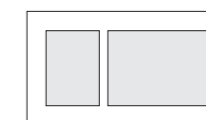
Panoramic



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.

✓ Collection Set

SAMSUNG

39 pieces

Membership Spotlight **Curations** Landscapes Drawings

Art Store

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](https://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.





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.



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.

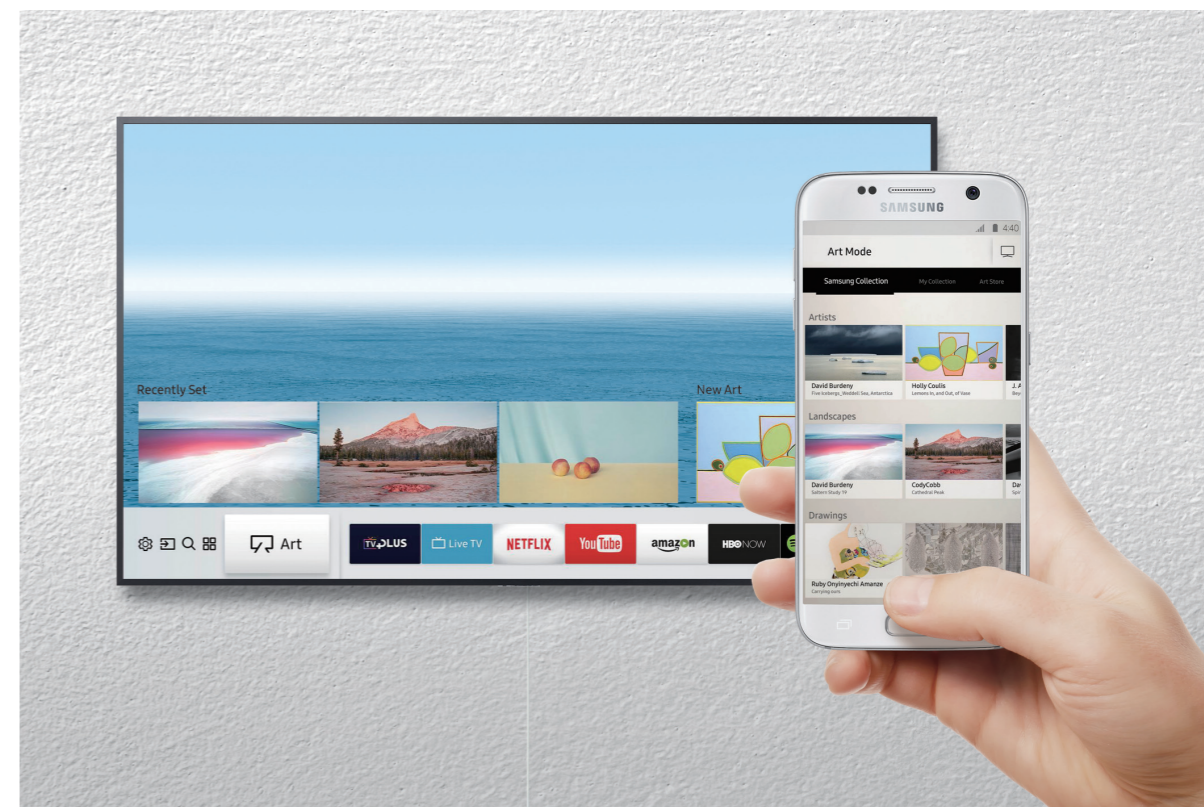
* Motion sensor operates when The Frame is in Art Mode. Actual results may differ depending on lighting conditions.



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.

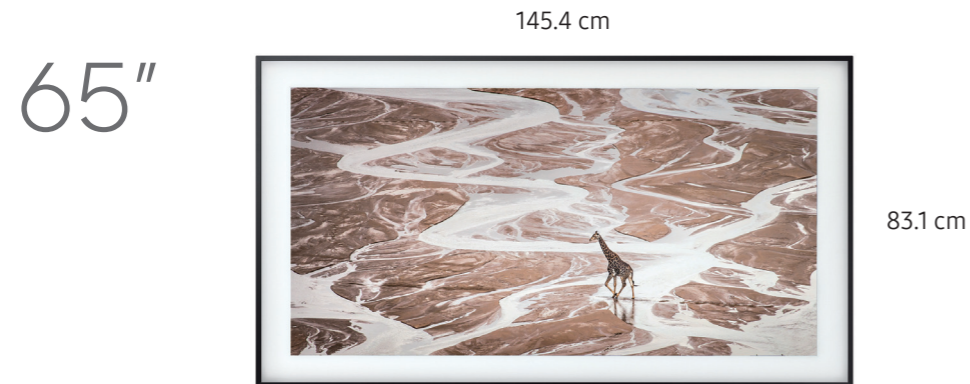
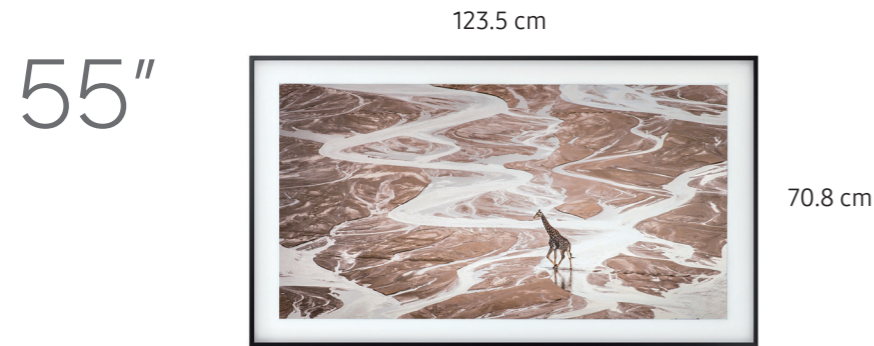


Take control
of all your devices
and content.



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



The Frame	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"		
In Box Items	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



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