



**WITH 8.3 MILLION SELF-LIT PIXELS AND 4K AI PROCESSING, THE SAMSUNG OLED PICTURE IS SO REAL, IT'S SURREAL.**

The all-new Samsung S95B with a never seen before OLED experience is nothing short of a visual marvel. The self-illuminating pixels are built to never miss any shade even the darkest of blacks creating an unforgettable immersive joy. The 4K viewing experience has been further perfected with enhanced brightness, colour and detail of everything you watch. Enjoy the realistic ambience created by the cinematic sound of Dolby Atmos top level speakers. This is one of Samsung's finest sleek screens which has been designed so thin that it resembles a laser beam, befitting for any urban living space. Unleash unparalleled realms of entertainment with the new Samsung S95B.

## SIZE CLASS

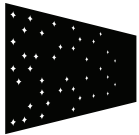
65"

QN65S95BA

55"

QN55S95BA

## PRODUCT HIGHLIGHTS



OLED

Neural Quantum Processor 4K<sup>1</sup>

Laserslim Design

DOLBY ATMOS<sup>®</sup>

## KEY FEATURES

### PRODUCT TYPE

- OLED TV

### PICTURE

- Quantum HDR OLED
- Real Depth Enhancer
- Motion Xcelerator Turbo+
- Expert Calibration
- Smart Calibration Pro
- EyeComfort Mode

### SOUND

- Object Tracking Sound (OTS)
- Q-Symphony<sup>2</sup>
- Dolby Atmos<sup>®</sup>
- Adaptive Sound+
- Active Voice Amplifier

### DESIGN

- LaserSlim
- Ambient Mode+<sup>3</sup>

### EXPERIENCE

- Smart Hub<sup>4</sup>
- SmartThings<sup>5</sup>
- Watch Together<sup>6</sup>
- Video Call Applications<sup>7</sup>
- Always On Voice
- Tap View<sup>8</sup>
- Multi View<sup>9</sup>
- Samsung TV Plus<sup>10</sup>
- Workspace<sup>11</sup>
- FreeSync Premium
- Auto Latency Game Mode (ALLM)<sup>12</sup>
- Super Ultrawide Game View & Game Bar 2.0<sup>13</sup>

### CONNECTIVITY

- 4 HDMI Connections
- 2 USB Connections
- LAN Port
- Built-in Wi-Fi
- Bluetooth
- RS232 Control (USB to EX-Link)

### INDUSTRY CERTIFICATIONS

- HLG
- HDR Pro
- HDR10+

## S95B TV HIGHLIGHTS

### OLED

Immerse yourself in an ultra-realistic world on the screen with Samsung's new OLED technology. Backed by excellent brightness level, vibrant colour reproduction and state-of-the-art self-illuminating pixels, get ready to experience a world of deep blacks and a thousand shades of colours coming to life.

### NEURAL QUANTUM PROCESSOR 4K<sup>1</sup>

Samsung's unique multi-intelligent processor creates an amazing viewing experience. Brilliant 4K AI Upscaling completed by 20 different neural networks ensures you feel the power of 4K. Like chefs who cook signature dishes with their expertise, 20 neural networks conduct specific upscaling. Automatically learning scene-by-scene, the processor optimizes any viewing condition and improves your content.

<sup>1</sup>4K AI Upscaling enhances content to near-4K picture quality. Based on laboratory testing. Viewing experience may vary according to types of content and format. 4K AI Upscaling may not apply to PC connection, and certain conditions of Game Mode.

### LASERSLIM DESIGN

OLED brings out a whole new level of Samsung's signature ultra-slim fit design yet powerful functionality. Featuring the slim form resembling a laser beam, its minimalistic bezel and thin flat back profile with Flush-fit wallmount solution, Samsung OLED is a dream for any minimalism lovers.

### DOLBY ATMOS<sup>®</sup>

OLED brings out a whole new level of Samsung's signature ultra-slim fit design with powerful functionality. Featuring a slim form resembling a laser beam, its minimalist bezel and thin flat-back profile including a Flush-fit wallmount solution is a dream for minimalism lovers.

## PICTURE

### QUANTUM HDR OLED

Enjoy powerful brightness and deeper range of contrast. Neural Quantum Processor 4K analyzes scene and boosts brightness to provide maximized brightness and contrast. Enabled by self-illuminating pixel, Quantum HDR OLED allows you to appreciate even minor details.

### REAL DEPTH ENHANCER

OLED's Real Depth Enhancer precisely separates the main object from its background by enhancing the foreground's contrast, just like how our eyes perceive depth. Enabled by the newly upgraded and powerful neural networks, the TV auto-scans the screen, analyzing the frontal object and maximizing the contrast of the detected object area for an optimal viewing experience.

### MOTION XCELERATOR TURBO+

Conquer every enemy, even at soaring speeds. With exceptional motion enhancements up to 4K120Hz, you can enjoy ultra-smooth gameplay without lag and motion blur.

### EXPERT CALIBRATION

It delivers high-fidelity colour reproduction that's true to the original content and can even adapt to the subtlest changes in colour. You can enjoy the picture with professional-grade, colour-calibrated accuracy at home.

### SMART CALIBRATION PRO

Meet the innovative, all-in-one image optimization solution that allows you to calibrate your screen with the touch of a button from your smartphone. It optimizes the picture on par with professional calibrators in about 7 to 12 minutes.

### EYECOMFORT MODE

Samsung's unique EyeComfort Mode preloads local sunset and sunrise times to your screen, so it can automatically adjust your display. Also, it lowers brightness and colours after sunset, so your screen is softer on your eyes - making it easier to unwind and rest at the end of the day.

## SOUND

### OBJECT TRACKING SOUND (OTS)

Experience the nuance in every scene with audio that tracks each motion. With dedicated up-firing speakers, you can experience realistic 3D sound that pulls you in closer to the action.

### Q-SYMPHONY<sup>2</sup>

Surround yourself with sound from TV and soundbar orchestrated in harmony. Q-Symphony uniquely allows TV and soundbar speakers to operate simultaneously for better surround effects without muting TV speakers.

<sup>2</sup>Check for Q-Symphony compatibility on soundbar product specifications. Soundbar is sold separately.

### ADAPTIVE SOUND+

Adaptive sound has audio scenic intelligence that optimizes sound based on real time scene analysis by content type.

### ACTIVE VOICE AMPLIFIER

Newly added real-time noise intelligence. When noise occurs in the living environment, it could disturb viewers. However, AVA helps emphasize voice of the scene so that the TV can deliver clear dialogues to viewers.

## DESIGN

### LASERSLIM

OLED brings out a whole new level of Samsung's signature ultra-slim fit design yet powerful functionality. Featuring the slim form resembling a laser beam, its minimalistic bezel and thin flat back profile with Flush-fit wallmount solution, Samsung OLED is a dream for any minimalism lovers.

### AMBIENT MODE+<sup>3</sup>

Watch your TV blend into the walls of your home. It's no mere decoration, because even in ambient mode, your TV is ready to push and pull useful information and entertainment whenever you need it.

<sup>3</sup>Background feature accuracy may vary based on TV location, dependent on wall designs, patterns, and/or colours.

## EXPERIENCE

### SMART HUB<sup>4</sup>

Samsung's new Smart Hub puts content curation and discovery front and center, so you spend less time searching and more time streaming movies, games and shows. With three categories—Media, Game, and Ambient—Samsung optimizes your TV experience based on how you use your TV.

<sup>4</sup>Content services and recommendation may vary by regions. Agreement of the Smart Hub Terms and Conditions and Privacy Policy is required before use. Some services are available to watch after registration and subscription.

### SMARTTHINGS<sup>5</sup>

Let your TV automatically detect and instantly connect all your devices near your TV. SmartThings not only supports mobile/cam/IoT/Smart appliances but also supports legacy appliances. You can control devices directly with remote or voice when watching TV.

<sup>5</sup>Available technology, functions and features may vary by country, service provider, network environment or product, and are subject to change without notice. Requires a Wi-Fi, Bluetooth or other wireless network connection and devices registered to SmartThings app. Connected devices are sold separately.

### WATCH TOGETHER<sup>6</sup>

Stay connected, and stream together with Watch Together app. We've merged the TV video calling capability that Samsung users already love with live programming. Users can simply click "watch together" on their call screens to watch and share their favourite content.

<sup>6</sup>Available in select 2022 models.

### VIDEO CALL APPLICATIONS<sup>7</sup>

Connect your video call applications seamlessly to your screen and spend time with your loved ones on a bigger screen. In wider partnership with Google Duo and Microsoft Teams, you have the option to pick and choose your preferred application. You can now connect your own mobile camera in addition to Samsung SlimFit cam and Logitech webcam, making access to video calling easier.

<sup>7</sup>Additional compatible Samsung SlimFit cam, compatible Logitech webcam or mobile camera required. Sold separately.

### ALWAYS ON VOICE

Always On voice control utilizes voice commands, regardless of whether the TV is on or off, to control compatible smart home devices. Now, your screen is ready for your everyday life.

### TAP VIEW<sup>8</sup>

Mirroring movies or music from your mobile to TV is as simple as a tap. When you tap your TV with your mobile, the TV senses the tap and mirrors it automatically. So it's quick and easy to switch to the TV and continue enjoying your favourite content.

<sup>8</sup>Tap View is available on Samsung Galaxy devices with Android OS 8.1 and higher.

### MULTI VIEW<sup>9</sup>

Watch what's on your TV and your mobile with the same screen at the same time. Whether it's live stats for sports or cheat videos for games, simply connect your phone and multi-screen to see both simultaneously. You can also enjoy optimized multi-tasking such as ultrawide game and vertical state. Simply add up content to watch it all simultaneously or make it your own combination.

<sup>9</sup>Supports Android OS and iOS based smartphone.

### SAMSUNG TV PLUS<sup>10</sup>

Enjoy free live streaming TV content on Samsung TV Plus. Choose from a variety of channels offering content for all interests. No need to ask your friend which content is hot these days. Just tune in to Samsung TV Plus and find out.

<sup>10</sup>Channels may vary by country and are subject to change without notifications. Supported Samsung devices may vary by country.

### WORKSPACE<sup>11</sup>

Discover more of what you can do. Easily access your PC, Laptop and mobile seamlessly on your TV.

<sup>11</sup>Compatible with certain PC and mobile devices. Easy Connection application is available on PCs running the Windows 10 OS. Samsung DeX is supported on selected Galaxy, Note, and Tab devices. Most functions of Workspace can be used by connecting the keyboard and mouse to the TV.

### AUTO LOW LATENCY MODE (ALLM)<sup>12</sup>

Get into the game faster with Auto Low Latency Mode (ALLM) which optimizes your screen so you can have more control with barely noticeable input lag. Experience smooth gaming in its most impressive form without motion blur and judder.

<sup>12</sup>Low input lag is measured based on internal testing conditions and it is subject to change according to game setting or specific conditions.

### SUPER ULTRAWIDE GAME VIEW & GAME BAR 2.0<sup>13</sup>

Bigger and wider TV screens with 21:9 and 32:9 ratios allow you to have more viewing area and give you best gaming experience for winning. Also, display Game Bar allows you to optimize your gameplay with a comprehensive menu, such as screen ratio adjustment, input lag check, FPS, HDR, wireless headset and more.

<sup>13</sup>Super Ultrawide GameView is available for ultra wide supported games and PC games only. Some game titles may not support or be limited in the use of this function. Screen resolution change from external device may be required. Zoom-in mode is available for 21:9, 32:9 resolution.

## SPECIFICATIONS

MODEL CODE: QN65S95BAFXZC

SCREEN SIZE CLASS: 65"

SCREEN DIAGONAL MEASUREMENT: 64.5

UPC CODE: 887276651330

COUNTRY OF ORIGIN: MEXICO

## DIMENSIONS (MM W X H X D):

- SET SIZE WITHOUT STAND (MM): 1444.3 X 826.4 X 41
- SET SIZE WITH STAND (MM): 1444.3 X 891.6 X 288.2
- PACKAGE SIZE (MM): 1650 X 950 X 170

## WEIGHT (KG):

- SET WEIGHT WITHOUT STAND: 21.7
- SET WEIGHT WITH STAND: 26
- PACKAGE WEIGHT: 34
- STAND WEIGHT: 4.3

VESA SUPPORT: YES (300MM X 200MM)

## ACCESSORIES INCLUDED IN BOX:

- REMOTE CONTROLLER MODEL: YES
- REMOTE CONTROLLER MODEL CODE: TM2280E
- SAMSUNG SMART CONTROL (INCLUDED): YES

MODEL CODE: QN55S95BAFXZC

SCREEN SIZE CLASS: 55"

SCREEN DIAGONAL MEASUREMENT: 54.6

UPC CODE: 887276651323

COUNTRY OF ORIGIN: MEXICO

## DIMENSIONS (MM W X H X D):

- SET SIZE WITHOUT STAND (MM): 1225.4 X 703.2 X 41
- SET SIZE WITH STAND (MM): 1225.4 X 768 X 288.2
- PACKAGE SIZE (MM): 1469 X 833 X 165

## WEIGHT (KG):

- SET WEIGHT WITHOUT STAND: 16.6
- SET WEIGHT WITH STAND: 20.9
- PACKAGE WEIGHT: 27.4
- STAND WEIGHT: 4.3

VESA SUPPORT: YES (300MM X 200MM)

## ACCESSORIES INCLUDED IN BOX:

- REMOTE CONTROLLER MODEL: YES
- REMOTE CONTROLLER MODEL CODE: TM2280E
- SAMSUNG SMART CONTROL (INCLUDED): YES

## ASSETS

## ACCESS S95B TV ASSETS ON MICROSOFT TEAMS

[Product Images](#)[Logos](#)[Lifestyle Images](#)[Product Beauty Images](#)[Key Feature Images](#)

If you do not have a Teams account, please email [teamsaccess@cheil.com](mailto:teamsaccess@cheil.com) for access.