## SAMSUNG

## Product Guide

6.3 cu. ft. Smart Freestanding Electric Range with No-Preheat Air Fry, Convection+ & Griddle

NE63A6711

Available in:

Fingerprint Resistant Stainless Steel
Fingerprint Resistant Black Stainless Steel
Fingerprint Resistant Tuscan Stainless Steel



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NE63A6711 - 6.3 cu. ft. Smart Freestanding Electric Range with No-Preheat Air Fry, Convection+ & Griddle

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## Product Overview

### **Product Overview**

#### **Product Title**

6.3 cu. ft. Smart Freestanding Electric Range with No-Preheat Air Fry, Convection+ & Griddle

#### **Product Short Description (87 characters)**

Elevate the look of your kitchen with Samsung's new Smart Freestanding Electric Range.

#### **Product Long Description (239 characters)**

Elevate the look of your kitchen with Samsung's new Smart Freestanding Electric Range. Our Stainless Steel design elegantly wraps around cooktop sides and up through the slim control panel. Upgraded technology makes cooking simple and fun.

#### **Available Colors**



Fingerprint Resistant Stainless Steel NE63A6711SS



Fingerprint Resistant Black Stainless Steel NE63A6711SG



Fingerprint Resistant Tuscan Stainless Steel NE63A6711ST



## Carousel Image Order



























#### Easy Ad Links: NE63A6711SS

**R.COM** https://dam.gettyimages.com/p/z0c3461/external?o=AND&q=NE63A6711ST%20Carousel%20RCOM **S.COM** https://dam.gettyimages.com/p/z0c3461/external?o=AND&q=NE63A6711ST%20Carousel%20SCOM **360 Spin** https://dam.gettyimages.com/p/z0c3461/external?q=NE63A6711SS%20360%20Spin

#### Easy Ad Links: NE63A6711SG

**R.COM** https://dam.gettyimages.com/p/z0c3461/external?o=AND&q=NE63A6711SG%20Carousel%20RCOM **S.COM** https://dam.gettyimages.com/p/z0c3461/external?o=AND&q=NE63A6711SG%20Carousel%20SCOM **360 Spin** https://dam.gettyimages.com/p/z0c3461/external?q=NE63A6711SG%20spin

#### Easy Ad Links: NE63A6711ST

**R.COM** https://dam.gettyimages.com/p/z0c3461/external?o=AND&q=NE63A6711ST%20Carousel%20RCOM **S.COM** https://dam.gettyimages.com/p/z0c3461/external?o=AND&q=NE63A6711ST%20Carousel%20SCOM **360 Spin** https://dam.gettyimages.com/p/z0c3461/external?q=NE63A6711ST%20spin

# Product Messaging

Features and Benefits - NE63A6711				
Overall Product Headline	Feature Name	Long Body Copy	Short Body Copy	Associated Image
Elevated design	Stainless Steel Design	Our Stainless Steel design elegantly wraps around the cooktop sides and up through the slim control panel, elevating the look of any kitchen. Ergonomic knobs are easy to grip comfortably for precise temperature control. If that's not enough, tinted glass on the oven door gives your range the upgrade you deserve.	Our Stainless Steel design elegantly wraps around the cooktop sides and up through the slim control panel, elevating the look of any kitchen.	
No-Preheat Air Fry - Healthier cooking with a crunch*  *As compared to deep-frying.	Air Fry with Tray	Cooking with a crunch just got healthier with Air Fry.* Using little to no oil, you can quickly prepare your favorite fried foods right in your oven. No preheating required. Air Fry tray included.  *As compared to deep-frying.	A healthier way to prepare your favorite fried foods right in your oven with little to no oil.* No preheating required. Air Fry tray included.  *As compared to deep-frying.	
Make cooking simple with smart technology	Wi-Fi and Voice Enabled	Preheat, adjust time and temperature of your oven, and monitor your cooktop from wherever you are with your smartphone.* Conveniently use voice to control your oven whether it's Alexa, Bixby or Google.**  *Available on Android or IOS devices. A Wi-Fi connection and a Samsung account are required.  **Bixby is Samsung's brand of artificial intelligence (AI)/Internet of Things (IOT) voice assistant. All voice commands are available on Android and IOS.	Preheat, monitor and adjust time and temperature of your oven from wherever you are using your smartphone.*  *Available on Android or IOS devices. A Wi-Fi connection and a Samsung account are required.	Bixby works with Google Assistant

Features and Benefits - NE63A6711 (Continued)				
Overall Product Headline	Feature Name	Long Body Copy	Short Body Copy	Associated Image
First electric range with griddle included!	Removable Non-stick Griddle	A removable non-stick griddle is included with your cooktop and perfectly sized to fit the griddle burners. Grill your family's favorite foods and when done, conveniently store the griddle in the range storage drawer.	Grill your family's favorite foods with the included griddle that is perfectly sized to fit the griddle burners.	
Save time with Convection+	Convection+	Powerful Convection+ saves you time by cooking food fast and more evenly. Fan with a heated element circulates hot air in the oven for perfect baking and roasting.	Powerful Convection+ saves you time by cooking food fast and more evenly.	
Cook enough for the whole crew	Large Oven Capacity	This large 6.3 cu. ft. oven can fit multiple dishes at one time and can easily accommodate big casserole dishes and large roasting pans.	This large 6.3 cu. ft. oven can fit multiple dishes at one time.	6.3 cu. ft.

Features and Benefits - NE63A6711 (Continued)				
Overall Product Headline	Feature Name	Long Body Copy	Short Body Copy	Associated Image
All shine	Fingerprint Resistant Finish	Fingerprint resistant for an everyday beautiful finish.	Fingerprint resistant, beautiful finish.	Fingerprint resistant  Note: Image should be customized by finish color for the respective model.
A cooktop that gets it all done!	Flexible 5-Burner Cooktop	The 5-burner cooktop includes a griddle burner and adjustable dual and triple ring burners so you can cook with the griddle included and a variety of pot and pan sizes. This range is perfect when you have larger meals to prepare.	The 5-burner cooktop includes a griddle burner and adjustable dual and triple ring burners so you can cook with the griddle included and multiple pot and pan sizes.	Note: GIF and static assets available (GIF is preferred).
Cooking with a personalized touch	SmartThings Cooking	Samsung's SmartThings Cooking service* makes meal planning a seamless process. Search, plan, purchase and prep weekly meals via the SmartThings app on your Family Hub™ or smartphone. SmartThings Cooking recommends personalized recipes based on preferences, what's on hand and recipe search history so you can plan meals for your family more efficiently. Download the SmartThings app to create shopping lists, and add missing ingredients directly to your grocery cart for at-home delivery.  *Available on Android or IOS devices. A Wi-Fi connection and a Samsung account are required.	Search recipes, plan meals, and add any missing ingredients to your grocery cart for at-home delivery with SmartThings Cooking.*	Composition  Chicked WyTote  Sept Style Code Son Education Add Streat  Sept Style Style Code Red Company  Ingredients  Sept Style Style Code Red  Sheet all  whole chicken  toped on the Proper Style Style Code Red  ground Sepper  sept Style Style Style Code Red  ground Sepper  top  granulated garlic  top  fresh thyme  Send to Shopping list

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Features and Benefits - NE63A6711 (Continued)				
Overall Product Headline	Feature Name	Long Body Copy	Short Body Copy	Associated Image
Cooking simplified with easy preset buttons	Bread Proof, Dehydrate, Keep Warm and Favorite Cook Settings	Prepare a variety of foods with the aid of easy preset buttons. With a simple push of a button, you can proof bread, dehydrate your favorite jerky and keep meals warm in the oven with precision. And if you have a favorite recipe, conveniently save the settings in the SmartThings mobile app and send them to your oven.*  *Available on Android or IOS devices. A Wi-Fi connection and a Samsung account are required.	Prepare foods with the aid of easy preset buttons. Four preset buttons include: Bread Proof, Dehydrate, Keep Warm and Favorite Cook.	Air Fry Keep Bread Proof Dehydrate  Warming Center — On/Off Level Steam Self Clean Clean 2/3/5h  On/Off Start Control of Steam Start Control of Start Control
Spend less time cleaning	Self & Steam Clean	Keep your oven spotless with Self and Steam Clean. Self Clean deep cleans by heating to a high temperature to burn off grease and food residue. For easier cleanup in 20 minutes, use Steam Clean.	Keep your oven spotless with the Self and Steam Clean.	Before After  Self Clean  Steam Clean

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### **Product Videos**

#### Easy Ads link

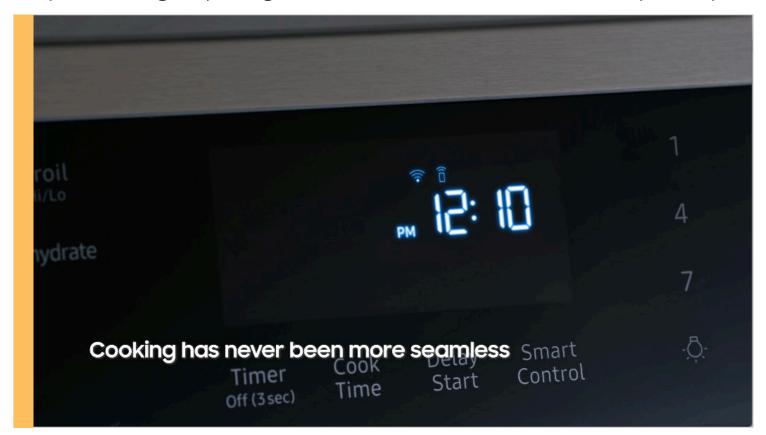
https://dam.gettyimages.com/s/rs98hrbm6fgtpbbvphnxm63m



Air Fry

#### Easy Ads link

https://dam.gettyimages.com/s/kcwx37rn4f6z2sc9rmpbbwqw



**SmartThings Cooking** 

#### Easy Ads link

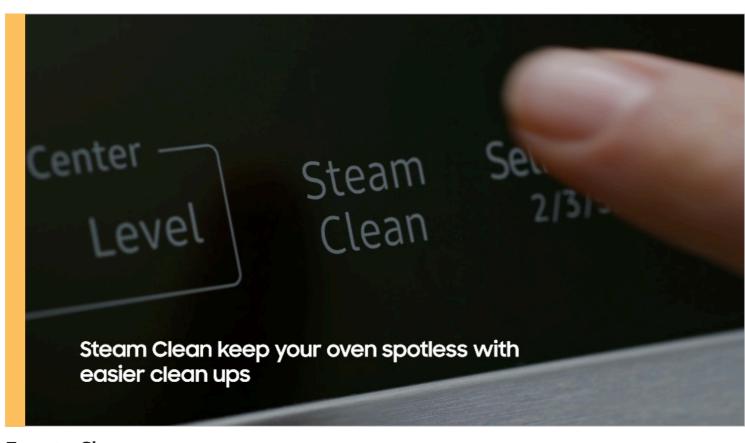
https://dam.gettyimages.com/s/fnfbwwtw4hksk5m8998zcv



**Large Oven Capacity** 

#### Easy Ads link

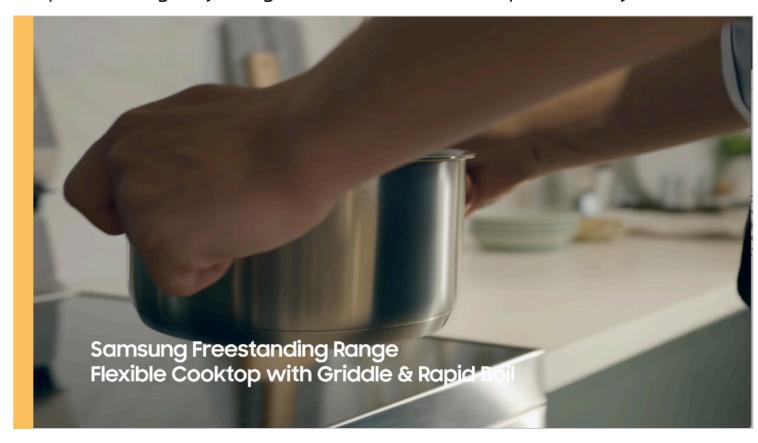
https://dam.gettyimages.com/s/jb6vbvhhsvk5fqfq2mrt88w



Easy to Clean

#### Easy Ads link

https://dam.gettyimages.com/s/kfrnfmhrspwschxs8jrwc8v



Flexible Cooktop with Griddle

## Fact Tag Guidance

Please follow one of the below naming conventions for fact tags at retail, accounting for any potential character count limitations. Please also ensure that any feature list appearing on fact tags follows the Product Messaging hierarchy and copy noted in the Product Guide for each model.

#### NE63A6711

#### Long (More than 40 Characters)

6.3 cu. ft. Smart Freestanding Electric Range with No-Preheat Air Fry, Convection+ & Griddle (74 characters)

#### Medium (40 Characters or less)

6.3 cu. ft. Smart Freestanding Range (36 characters)

#### **Short (30 Characters or less)**

6.3 cu. ft. Freestanding Range (30 characters)



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# Product Specs

## **Related Products**

COLOR	PRODUCT	MODEL			
	OTR	ME21R706BAT			
Tuccan Stainlass Staal	OTR	ME19R7041FT			
Tuscan Stainless Steel	DISH	DW80R9950UT			
	REF	RF22R7551DT			
Black Stainless Steel	OTR	ME21M706BAG			
	OTR	ME21R7051SG			
	DISH	DW80R7061UG			
	REF	RF28R7351SG			
Stainless Steel	HOOD	ME21M706BAS			
	OTR	ME21R7051SS			
	DISH	DW80R7061US			
	REF	RF28R7351SR			

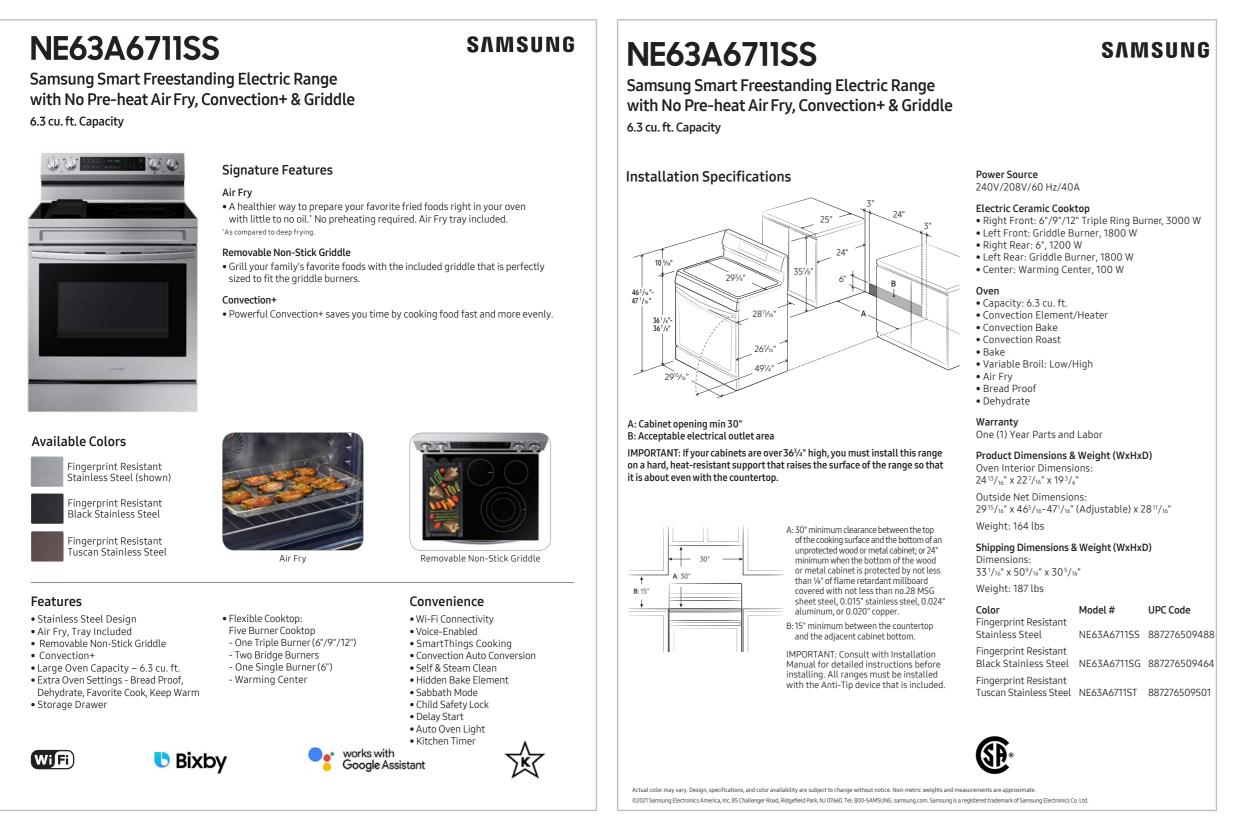
Range: Overview | Messaging | Specs | Icons

Samsung proprietary and confidential

## Spec Sheet

#### Easy Ads link

https://dam.gettyimages.com/p/z0c3461/external?q=NE63A6711SS%20Spec%20Sheet%20



Spec Sheet - front Spec Sheet - back

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## User Manual and Warranty Information

#### Easy Ads link

https://dam.gettyimages.com/p/z0c3461/external?q=NE63A6711%20user%20manual https://dam.gettyimages.com/p/z0c3461/external?q=NE63A%20warranty



User Manual

#### Warranty (U.S.A) – SAMSUNG ELECTRIC RANGE

Models:

NE63A6111/AA

NE63A6311/AA NE63A6511/AA

#### LIMITED WARRANTY TO ORIGINAL PURCHASER WITH PROOF OF PURCHASE

This SAMSUNG brand product, as supplied and distributed by SAMSUNG ELECTRONICS AMERICA, INC. (SAMSUNG) and delivered new, in the original carton to the original consumer purchaser, is warranted by SAMSUNG against manufacturing defects in materials or workmanship for the limited warranty period, starting from the date of original purchase, of:

#### One (1) Year Parts and Labor

This limited warranty is valid only on products purchased and used in the United States that have been installed, operated, and maintained according to the instructions attached to or furnished with the product. To receive warranty service, the purchaser must contact SAMSUNG at the address or phone number provided below for problem determination and service procedures. Warranty service can only be performed by a SAMSUNG authorized service center. The original dated bill of sale must be presented upon request as proof of purchase to SAMSUNG or SAMSUNG's authorized service center to receive warranty service.

SAMSUNG will provide in-home service within the contiguous United States during the warranty period at no charge, subject to availability of SAMSUNG authorized servicers within the customer's geographic area. If in-home service is not available, SAMSUNG may elect, at its option, to provide transportation of the product to and from an authorized service center. If the product is located in an area where service by a SAMSUNG authorized servicer is not available, you may be responsible for a trip charge or required to bring the product to a SAMSUNG authorized service center for service.

To receive in-home service, product must be unobstructed and accessible to the service agent.

During the applicable warranty period, a product will be repaired, replaced, or the purchase price refunded, at the sole option of SAMSUNG. SAMSUNG may use new or reconditioned parts in repairing a product, or replace the product with a new or reconditioned product. Replacement parts and products are warranted for the remaining portion of the original product's warranty or ninety (90) days, whichever is longer. All replaced parts and products are the property of SAMSUNG and you must return them to SAMSUNG.

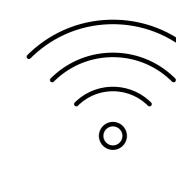
This limited warranty covers manufacturing defects in materials or workmanship encountered in normal household, noncommercial use of this product and shall not cover the following: damage that occurs in shipment, delivery, installation, and uses for which this product was not intended; damage caused by unauthorized modification or alteration of the product; product where the original factory serial numbers have been removed, defaced, changed in any way, or cannot

Warranty

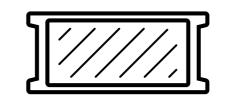
## Feature Icons

### Feature Icons







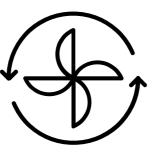


Elevated Design

Wi-Fi Connectivity

Air Fry

Removable Non-stick Griddle



Convection+



Fingerprint Resistant Finish



Self & Steam Clean

## SAMSUNG