

Simple User Guide

Thank you for purchasing this Samsung product.
To receive more complete service, please register your product at www.samsung.com
Model _____ Serial No. _____
If you have any questions, please call us at 1-800-SAMSUNG (1-800-726-7864) for assistance.

Figures and illustrations are provided for reference only and may differ from the actual product appearance.
Product design and specifications may change without notice.

Contact Samsung world wide

Samsung Service Center 	Website
1-800-SAMSUNG (726-7864)	www.samsung.com/us/support

Accessibility contact information in U.S.A. : accessibility@sea.samsung.com

If you experience issues, please do not take the TV back to the store.
In the United States of America, call us at 1-800-SAMSUNG (1-800-726-7864) or visit us at www.samsung.com or www.samsung.com/spsn for support and warranty service.



BN68-25099B-00

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Installation

- Do not place this apparatus near or over a radiator or heat register, or where it is exposed to direct sunlight.
- Do not place any objects (vases etc.) containing water on this apparatus, as this can result in a fire or electric shock.
- Do not expose this apparatus to rain or moisture.
- Be sure to contact an authorized Samsung service center for information if you intend to install your TV in a location with heavy dust, high or low temperatures, high humidity, chemical substances, or where it will operate 24 hours a day such as in an airport, a train station, etc. Failure to do so may lead to serious damage to your TV.
- Do not expose this apparatus to dripping or splashing.

Mounting the TV on a wall

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If you mount this TV on a wall, follow the instructions exactly as set out by the manufacturer. If it is not correctly mounted, the TV may slide or fall and cause serious injury to a child or adult and serious damage to the TV.
- To order the Samsung wall mount kit, contact Samsung service center at 1-800-SAMSUNG (1-800-726-7864).
 - Samsung Electronics is not responsible for any damage to the product or injury to yourself or others if you choose to install the wall mount on your own.
 - Samsung is not liable for product damage or personal injury when a non-VESA or non-specified wall mount is used or when the consumer fails to follow the product installation instructions.
 - You can install your wall mount on a solid wall perpendicular to the floor. Before attaching the wall mount to surfaces other than plaster board, contact your nearest dealer for additional information. If you install the TV on a ceiling or slanted wall, it may fall and result in severe personal injury.

- For safety, please install all fasteners without missing any of the supplied parts according to the instructions in the provided installation manual.
- Before installing a wall mount, be sure to check that it is compatible with the TV.
- Do not mount the TV at more than a 15 degree tilt.
- Standard dimensions for wall mount kits are shown in the table on the Unpacking and Installation Guide.

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Do not install your wall mount kit while your TV is turned on. This may result in personal injury from electric shock.
- Do not use screws that are longer than the standard dimension or do not comply with the VESA standard screw specifications. Screws that are too long may cause damage to the inside of the TV set.
 - For wall mounts that do not comply with the VESA standard screw specifications, the length of the screws may differ depending on the wall mount specifications.
 - Do not fasten the screws too firmly. This may damage the product or cause the product to fall, leading to personal injury. Samsung is not liable for these kinds of accidents.
 - Always have two people mount the TV onto a wall.
 - For 82 inch or larger models, have four people mount the TV onto a wall.

Providing proper ventilation for your TV

When installing the TV (*Wireless One Connect box), ensure proper ventilation by leaving sufficient space between the TV (*Wireless One Connect box) and surrounding objects. Failing to maintain proper ventilation may result in a fire or a problem with the product caused by an increase in its internal temperature.
*: Wireless One Connect Box Supported Model Only

- When you install your TV with a stand or a wall mount, we strongly recommend you use parts provided by Samsung Electronics only. Using parts provided by another manufacturer may cause difficulties with the product or result in injury caused by the product falling.

Before Reading This Simple User Guide

This TV comes with this Simple User Guide and an embedded User Guide.
() > left directional button >  Settings > Support > Tips and User Guides > Open User Guide)
On the website (www.samsung.com), you can download the manuals and see its contents on your PC or mobile device.

Warning! Important Safety Instructions

Please read the Safety Instructions before using your TV.
Refer to the table below for an explanation of symbols which may be on your Samsung product.

CAUTION	
RISK OF ELECTRIC SHOCK. DO NOT OPEN.	
CAUTION: TO REDUCE THE RISK OF ELECTRIC SHOCK, DO NOT REMOVE COVER (OR BACK). THERE ARE NO USER SERVICEABLE PARTS INSIDE. REFER ALL SERVICING TO QUALIFIED PERSONNEL.	
	This symbol indicates that high voltage is present inside. It is dangerous to make any kind of contact with any internal part of this product.
	This symbol indicates that this product has included important literature concerning operation and maintenance.
	Class II product: This symbol indicates that a safety connection to electrical earth (ground) is not required. If this symbol is not present on a product with a power cord, the product MUST have a reliable connection to protective earth (ground).
	AC voltage: Rated voltage marked with this symbol is AC voltage.
	DC voltage: Rated voltage marked with this symbol is DC voltage.

Safety Precaution

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Caution: Pulling, pushing, or climbing on the TV may cause the TV to fall. In particular, do not hang on or destabilize the TV. This action may cause the TV to tip over, causing serious injuries or death. Follow all safety precautions provided in the Safety Flyer included with your TV. For added stability and safety, you can purchase and install the anti-tip device, refer to "Preventing the TV from falling."
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WARNING: Never place a television set in an unstable location. The television set may fall, causing serious personal injury or death. Many injuries can be avoided by taking simple precautions such as:

- Always use cabinets or stands or mounting methods recommended by Samsung.
- Always use furniture that can safely support the television set.
- Always ensure the television set is not overhanging the edge of the supporting furniture.
- Always educate about the dangers of climbing on furniture to reach the television set or its controls.
- Always route cords and cables connected to your television so they cannot be tripped over, pulled or grabbed.
- Never place a television set in an unstable location.
- Never place the television set on tall furniture (for example, cupboards or bookcases) without anchoring both the furniture and the television set to a suitable support.
- Never place the television set on cloth or other materials that may be located between the television set and supporting furniture.
- Never place items that might tempt to climb, such as toys and remote controls, on the top of the television or furniture on which the television is placed.

If the existing television set is going to be retained and relocated, the same considerations as above should be applied.

- When you have to relocate or lift the TV for replacement or cleaning, be sure not to pull out the stand.

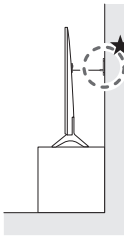
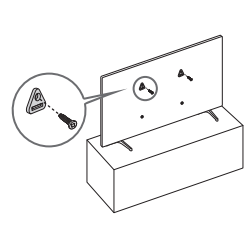


Caution. Consult instructions for use: This symbol instructs the user to consult the Simple User Guide for further safety related information.

Power

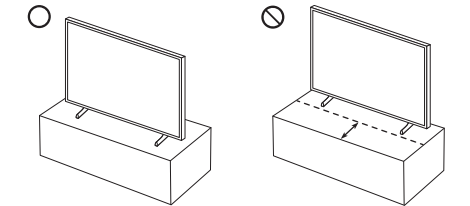
- Do not overload wall outlets, extension cords, or adapters beyond their voltage and capacity. It may cause fire or electric shock. Refer to the power specifications section of the manual or the power supply label on the product for voltage and amperage information.
- Power-supply cords should be placed so that they are not likely to be walked on or pinched by items placed upon or against them. Pay particular attention to cords at the plug end, at wall outlets, and at the point where they exit from the appliance.
- Never insert anything metallic into the open parts of this apparatus. This may cause electric shock.
- To avoid electric shock, never touch the inside of this apparatus. Only a qualified technician should open this apparatus.
- Be sure to plug in the power cord until it is firmly seated. When unplugging the power cord from a wall outlet, always pull on the power cord's plug. Never unplug it by pulling on the power cord. Do not touch the power cord with wet hands.
- If this apparatus does not operate normally - in particular, if there are any unusual sounds or smells coming from it - unplug it immediately and contact an authorized dealer or Samsung service center.
- To protect this apparatus from a lightning storm, or to leave it unattended and unused for a long time, be sure to unplug it from the wall outlet and disconnect the antenna or cable system.
 - Accumulated dust can cause an electric shock, an electric leakage, or a fire by causing the power cord to generate sparks and heat by causing the insulation to deteriorate.
- Use only a properly grounded plug and wall outlet.
 - An improper ground may cause electric shock or equipment damage. (Class I Equipment only.)
- To turn off this apparatus completely, disconnect it from the wall outlet. To ensure you can unplug this apparatus quickly if necessary, make sure that the wall outlet and power plug are readily accessible.

Preventing the TV from falling

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- ★ : Wall-anchor (not supplied)
- Using the appropriate screws, firmly fasten a set of brackets to the wall. Confirm that the screws are firmly attached to the wall.
 - You may need additional material such as wall anchors depending on the type of wall.
 - Using the appropriately sized screws, firmly fasten a set of brackets to the TV.
 - For the screw specifications, refer to the standard screw part in the table on the Unpacking and Installation Guide.
 - Connect the brackets fixed to the TV and the brackets fixed to the wall with a durable, heavy-duty string, and then tie the string tightly.
 - Install the TV near the wall so that it does not fall backwards.
 - Connect the string so that the brackets fixed to the wall are at the same height as or lower than the brackets fixed to the TV.

Precautions when installing the TV with a stand

(The Frame only)
When you install the TV with a stand, avoid placing the stand on the back part of the table surface. Failure to do so may cause the motion sensor at the bottom of the TV not to work properly.



Operation

- This apparatus uses batteries. In your community, there might be environmental regulations that require you to dispose of these batteries properly. Please contact your local authorities for disposal or recycling information.
- Store the accessories (remote control, batteries, or etc.) in a location safely out of the reach.
- Do not drop or strike the product. If the product is damaged, disconnect the power cord and contact a Samsung service center.
- Do not dispose of remote control or batteries in a fire.
- Do not short-circuit, disassemble, or overheat the batteries.
- **CAUTION:** There is danger of an explosion if you replace the batteries used in the remote with the wrong type of battery. Replace only with the same or equivalent type.
- After removing the screen protective film, never remove the Polarizing film.
 - If the protective film removal label is not found, the protective film has already been removed.
- **WARNING** - Do not use liquid fumigators containing chemicals, such as mosquito repellent or air freshener, around the product.
 - If steam comes in contact with the product surface or enters the product, it may cause stains or malfunction.
- **WARNING** - TO PREVENT THE SPREAD OF FIRE, KEEP CANDLES AND OTHER ITEMS WITH OPEN FLAMES AWAY FROM THIS PRODUCT AT ALL TIMES.



Caring for the TV

- To clean this apparatus, unplug the power cord from the wall outlet and wipe the product with a soft, dry cloth. Do not use any chemicals such as wax, benzene, alcohol, thinners, insecticide, air fresheners, lubricants, or detergents. These chemicals can damage the appearance of the TV or erase the printing on the product.
- The exterior and screen of the TV can get scratched during cleaning. Be sure to wipe the exterior and screen carefully using a soft cloth to prevent scratches.
- Do not spray water or any liquid directly onto the TV. Any liquid that goes into the product may cause a failure, fire, or electric shock.

Internet security

Samsung takes a number of steps to protect its Internet-compatible Smart TVs against unauthorized incursions and hacking. For example, certain sensitive communications between the TV and the Internet servers are encrypted. In addition, the TV's operating system has adopted controls to prevent the installation of unauthorized applications. Although we take steps to protect your Smart TV and personal information, no Internet-connected device or transmission is completely secure. We therefore encourage you to take additional steps to safeguard your TV, secure your Internet connection, and minimize the risk of unauthorized access. These steps are listed below:

- When Samsung releases software updates to improve the security of your TV, you should promptly install these updates. To automatically receive these updates, turn on **Auto Update** in the TV's menu (⏮ > left directional button > ⚙ **Settings** > **Support** > **Software Update** > **Auto Update**). When an update is available, a popup message appears on the TV screen. Accept the software download and update by selecting **Yes** when prompted. Take steps to secure your wireless access point and network. Your access point's manual should provide additional details about how to implement the following measures:
 - Secure your wireless access point's management settings with a unique password to prevent unauthorized changes to security related settings.
 - Implement standard encryption (e.g., WPA2 encryption) on your wireless access point to secure your wireless network signal.
 - Secure access to your wireless network with a hard-to-guess password.
 - Confirm your access point's firewall setting is enabled (if applicable).
 - Make sure that all your Internet-connected devices are behind your network's firewall.
 - If your access point or modem has a standby mode button, use it to disconnect your home network from the Internet when it is not in use.
- Use strong passwords for all your Internet accounts (Netflix, Facebook, etc.).

- If any unexpected messages appear on your TV screen requesting permission to link a device or enable a remote session, do NOT accept.
- Do not visit suspicious websites and do not install any suspicious programs. We recommend that users install only those authorized apps provided by Samsung through Samsung Smart Hub.

01 Initial Setup

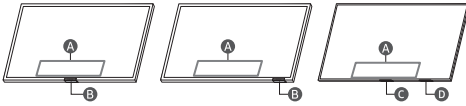
When you turn on your TV for the first time, it immediately starts the Initial Setup. Follow the instructions displayed on the screen and configure the TV's basic settings to suit your viewing environment.

- You will need a Samsung account to access our network-based smart services. If you choose not to log in, you will only get a connection to terrestrial TV (applicable to devices with tuners only) and external devices, e.g. via HDMI.
- LS03H models support Portrait Mode when installed vertically (except for the 98LS03HE).
 - Some features may not support portrait mode or full screen.
 - The initial setup is optimized for landscape mode.

Using the TV Controller

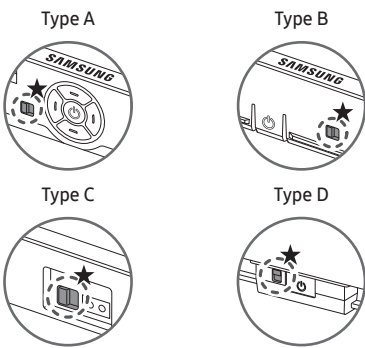
You can turn on the TV with the **TV Controller** button at the bottom of the TV, and then use the **Control menu**. The **Control menu** appears when the **TV Controller** button is pressed while the TV is On.

- The position and shape of the buttons at the bottom of the TV may differ depending on the model.
- The screen may dim if the protective film on the Samsung logo or the bottom of the TV is not removed. If protective film is attached, remove the film.
- On model LS03HW, the TV Control button / Remote Control Sensor may not be fixed in place and may move. This is not a defect, but part of the design to ensure smooth remote control sensing when a Customizable Frame is installed, which is sold separately.



- Ⓐ Control menu
 - Ⓑ TV Controller button / Remote control sensor / Microphone switch / *Motion Sensor
 - Ⓒ TV Controller button / Remote control sensor
 - Ⓓ Microphone switch
- *: The Frame only

How to turn on and off the Microphone



- ★ : On/Off Switch
- You can turn on or off the microphone by using the switch at the bottom or rear bottom of the TV. If microphone is turned off, All voice and sound features using microphone are not available.
- This function is supported only in R9*/R8*/QN1EH/QN7*/QN8*/QN9**H/S8*/S9*/M9*/M8*/C80H/U9***H/LS03H*.
 - The position and shape of the microphone switch may differ depending on the model.
 - During analysis using data from the microphone, the data is not saved.

02 Troubleshooting and Maintenance

Troubleshooting

For more information, refer to "Troubleshooting" in the User Guide.

(⏮ > left directional button > ⚙ **Settings** > **Support** > **Tips and User Guides** > **Open User Guide** > **Troubleshooting**)

If none of the troubleshooting tips apply, please visit "www.samsung.com" and click Support or contact the Samsung service center.

- This panel is made up of sub pixels which require sophisticated technology to produce. There may be, however, a few bright or dark pixels on the screen. These pixels will have no impact on the performance of the product.
- To keep your TV in optimum condition, upgrade to the latest software. Use the **Update Now** or **Auto Update** functions on the TV's menu (⏮ > left directional button > ⚙ **Settings** > **Support** > **Software Update** > **Update Now** or **Auto Update**).

The TV won't turn on.

- Make sure that the power cord is securely plugged into the product and the wall outlet.
- Make sure that the wall outlet is working and the remote control sensor at the bottom of the TV is lit and glowing a solid red.
- Try pressing the **TV Controller** button at the bottom of the TV to make sure that the problem is not with the remote control.

The screen dims.

The Eco Sensor automatically adjusts the screen brightness based on the ambient light intensity. If the screen is too dark when watching in a dark environment, check the **Brightness Optimization** feature (⏮ > left directional button > ⚙ **Settings** > **All Settings** > **General & Privacy** > **Power and Energy Saving** > **Brightness Optimization**).

The screen brightness may decrease if any objects block the Eco Sensor located at the bottom of the product.

03 Specifications and Other Information

Specifications

Display Resolution QN9**H: 7680 x 4320 Other models: 3840 x 2160
Sound (Output) U8***/U9***H/M7*/H/M8*/H/M9*H: 20 W C80H/QN7*/H/QN1EH/M1EH/S85H: 20 W LS03HE (55"-85"): 20 W LS03HE (98")/LS03HW: 40 W R8*/H/QN80HA/QN80HF: 30 W QN80HD (55"-85"): 30 W, QN80HD (100"): 40 W R9*/H/S95H: 70 W S90H (42"): 20 W, S90H (48"-83"): 40 W QN9**H: 90 W
Operating Temperature 50 °F to 104 °F (10 °C to 40 °C)
Operating Humidity 10 % to 80 %, non-condensing
Storage Temperature -4 °F to 113 °F (-20 °C to 45 °C)
Storage Humidity 5 % to 95 %, non-condensing

Notes

- This device is a Class B digital apparatus.
- For information about the power supply, and more information about power consumption, refer to the information on the label attached to the product.
 - On most models, the label is attached to the back of the TV. (On some models, the label is inside the cover terminal.)
 - On Wireless One Connect Box models, the label is attached to the bottom of the Wireless One Connect Box.
- To connect a LAN cable, use a CAT 7 (*STP type) cable for the connection. (100/10 Mbps)
- * Shielded Twisted Pair
- The images and specifications of the Unpacking and Installation Guide may differ from the actual product.

[Precautions for using Wi-Fi 5.925 - 7.125 GHz]

- FCC regulations restrict the operation of this device to indoor use only.
- This device is prohibited from being operated on oil platforms, cars, trains, boats, and aircraft, except it can be operated in large aircraft while flying above 10,000 feet in the 5.925-6.425 GHz band.
- Transmitters in the 5.925-7.125 GHz band are prohibited from operating to control or communicate with unmanned aircraft systems.