

Samsung Neo QLED, QLED & OLED

TV Display Technology made simple

Samsung OLED

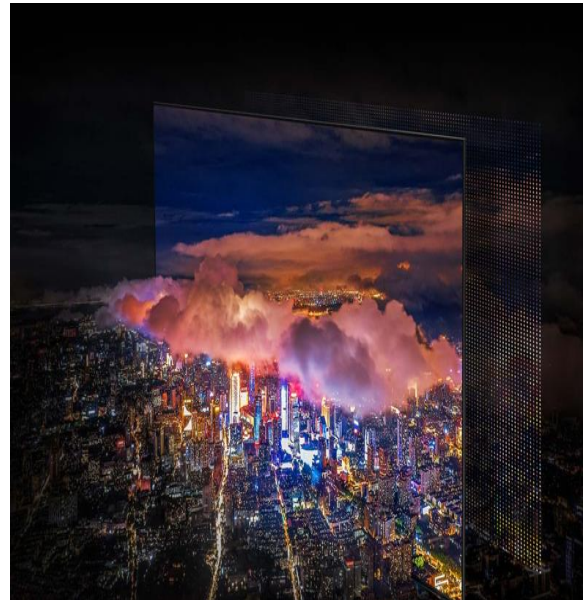
Why Samsung OLED

Samsung OLED is a new standard for OLED, which is clearly different from conventional OLEDs. Introduce and sell Samsung OLED with confidence!



Samsung QD-OLED

As a billion colours burst from the screen, your favourite content comes to life

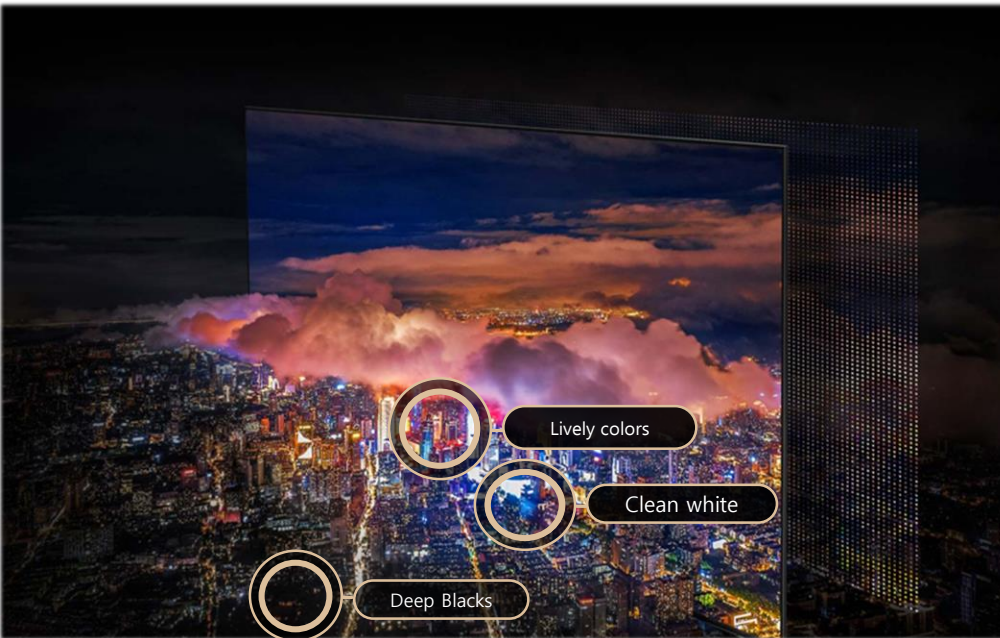


Self-Lit Pixels

8.3 million self-lit pixels allows you to discover pure black colours, giving you the ultimate in contrast.

Samsung OLED (A clear Difference in Picture)

Naturally bright and colorful screen powered by Quantum Dot Technology.



OLED (Self Emitting Pixels)

Imagine your TV can turn off tiny light all by itself. When they do this, the part of the screen that needs to be completely black becomes really really dark, like the darkest night. This makes your images look super clear and nice, just like magic

QD-technology on OLED

Quantum dot technology boost colour expression for pixels, giving you brighter images with more realistic picture

Self-illuminating display meets Quantum Dot

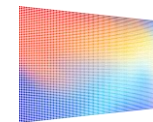
Great contrast levels and blacks



Self-illuminating Layer

+

Natural color and high brightness



Quantum Dot Array

Self-illuminating experience unlike others

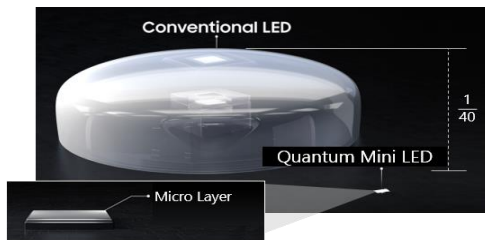


Samsung OLED

Samsung Neo QLED

What is Neo QLED?

Neo QLED unveils lifelike colour details with finest shades of black and bold contrast. You can fully enjoy content without missing any important details in both Dark and light scene .



Quantum Mini Led

Quantum mini led is an incredibly thin led backlight, that is 40 times smaller than conventional Led. This makes the Neo QLED TV great at guiding light more directly and accurately without blooming.

Quantum Matrix Technology

With Quantum Mini Led, the Neo QLED gives more details, deeper blacks and beautiful contrast.

Neural Quantum Processor

As a billion colours burst from the screen, your favourite content comes to life. An upgraded AI technology that upscale every type of video, making it better

Samsung QLED

— Why Samsung QLED ? —

Enjoy long-lasting burn-in free viewing, with a billion shades of colours with quantum dot technology.



Brightness



Other TV
Colors washed out when bright.

QLED
Presents accurate and precise colors all the time.

100% Colour volume with Quantum Dot

Quantum Dot makes stunningly bright and pure light, and can show one billion shades of pure colour at any brightness level. As a billion colours burst from the screen, your favourite content comes to life

Quantum Processor

It analyzes low resolution images by scene, enhances them into 4K, and also offers the optimized surround sound for the content.



Quantum HDR / HDR 12X

HDR10+ technology provides a wider range of brightness and high contrast by analysing and adjusting colours and contrasts by scene, it shows the smallest details to you.

Difference Between Samsung Neo QLED, QLED & OLED

Neo QLED

- Quantum Matrix technology.
- Quantum Dot Technology
 - Backlighting
- Higher brightness
- 100% Colour Volume
 - Blue Panel
- Burn-In free

QLED

- No-Quantum Matrix Technology
- Quantum Dot Technology
 - Backlighting
- Higher Brightness
- 100% Colour volume
 - Blue Panel
- Burn-in free

Samsung OLED

- No Quantum Matrix technology
- Quantum Dot Technology
 - Self Emitting pixel
- Lower Brightness
- 100% colour Volume
 - Pitch Black
- Experience Burn-in

Difference Between Samsung OLED & Other brands

Samsung OLED

Brand X OLED

* Quantum Dot Technology

(Best color expression)

* No Quantum Dot Technology

- Self Emitting pixel

(Contrast)

- Self Emitting pixel

- Higher Brightness

(With QD Technology)

- Lower Brightness

- 100% colour Volume

(With QD Technology)

- No 100% colour Volume

- Pitch Black

(Self emitting pixel)

- Pitch Black

- Experience Burn-in

(Organic panel)

- Experience Burn-in

- True Dolby Atmos, Q-symphony, 4.2ch 70w

(Sound)

- AI Sound Pro, 60w

- SmartThings (Built-in Hub)
- 144Hz gaming feature

(Usability)

- ThinQ AI
- 120Hz gaming feature