

# POP Guideline

POP Updates / POP Usage Guide

# POP Format Overview

		Horizontal POP	Vertical POP	Totem POP	Topper POP	Additional
QLED TV POP	QLED TV	●	●	●	●	
	Q Picture	●	●	●		
	Q Color	●	●			
	Q Contrast	●	●			
	Q HDR 1500	●	●			
	Q Viewing Angle	●	●			
	Q Style	●		●		●
	Q Smart	●		●		
Premium UHD TV POP	Premium UHD TV	●	●		●	
UHD TV POP	UHD TV	●	●		●	
	Curved UHD TV	●	●		●	
Full HD TV POP	Full HD TV	●	●		●	
	Curved TV	●	●		●	
	HDTV	●	●		●	
	ACC ( Stand , One Connect )			●		●
	AV	●		●		●

# POP Format Chart

Brand		SAMSUNG				
Category		QLED TV	Premium UHD TV	UHD TV Curved UHD TV	Full HD TV Curved TV	HD TV
Horizontal POP	All Features					
	Q Picture					
	Q Color					
	Q Contrast					
	Q HDR 1500					
	Q Viewing Angle					
	Q Style					
Q Smart / Smart						
Vertical POP	Q Picture					
	Q Color					
	Q Contrast					
	Q HDR 1500					
	Q Viewing Angle					
Up selling						
Totem POP	Picture Quality					
Style						
Smart						
AV						
Additional POP	Q Style					
One Connect						
Various Stand Option						

# POP Communication Feature Pillars & Taglines (QLED TV / Premium UHD TV)

Product Category		Tagline		RTB	
QLED TV (Q9/8/7)	Total	The Next Innovation in TV			
	1	Q Picture	Turn light into perfect color	QUANTUM DOT / 100% COLOR VOLUME	
			Q Color		All shades of colors brought to life
			Q Contrast		Bold contrast, night and day
			Q HDR		Ultimate details as directors intended
			Q Viewing Angle	Every seat is a great seat	
	2	Q Style	Design your space		INVISIBLE CONNECTION
3	Q Smart	Control all of your devices & contents		ONE REMOTE CONTROL	
Premium UHD TV (MU9/8/7)	Total	Innovation is in the Details			
	1	HDR 1000	See every luminous detail	HDR	
	2	360° Design	Beautiful from every angle	360° DESIGN	
	3	One Remote Control	Control all of your devices and contents with one remote		ONE REMOTE CONTROL

# POP Communication Feature Pillars & Taglines (UHD TV / Full HD TV / HD TV)

	Product Category		Tagline		RTB
UHD TV (MU6500, 6400 MU6300, 6100 )	UHD TV	Total	The Ultimate Picture Quality		
		1	UHD Resolution	4 times more details and sharpness than Full HD	UHD Resolution / UHD Up scaling
		2	360° Design	Beautiful from every angle	360° Design /Ultra Slim
		3	One Remote Control	Control all of your devices and contents with one remote	One Remote Control
	Curved UHD TV	Total	The Ultimate Immersive Experience		
		1	UHD Resolution	4 times more details and sharpness than Full HD	UHD Resolution / UHD Up scaling
		2	Curved Screen	Beautiful everywhere with optimal curvature	Curved Screen
		3	One Remote Control	Control all of your devices and contents with one remote	One Remote Control
Full HD TV (6300/M5500 )	Full HD TV	Total	Feel the sensation of true Full HD picture quality		
		1	Picture Quality	Superior depth & Contrast with enhanced details	Ultra Clean View /Contrast Enhancer
		2	Slim Design	Slim design for stylish space	
		3	One Remote Control	Control all of your devices and contents with one remote	
	Curved TV	Total	View through the Art of Curve		
		1	Picture Quality	Superior depth & Contrast with enhanced details	Ultra Clean View / Auto Depth Enhancer
		2	Curved Screen	Beautifully curved	
		3	One Remote Control	Control all of your devices and contents with one remote	One Remote Control
HDTV	Total	Amazing HD picture, Now for everyone			
	1	Picture Quality	With our HD picture quality, you will get strikingly clear images		
	2	Slim Design	Slim and neat design for your home		

# POP

## Design Approach

- Applying new Visual Identity
- A simple and inviting tone of voice
- Benefit of features clearly highlighted
- Constant application of messaging and graphic style

### POP Design Example



### VIS Color Information



# POP

## QLED TV Highlight POP

### Q Picture (1<sup>st</sup> Priority)

Full Comparison Wall

Mini Comparison Wall  
Island and End Cap

### Q Style (2<sup>nd</sup> Priority)

### Q Smart (3<sup>rd</sup> Priority)

### Standard Wall Zoning Title Text

**Q PICTURE**  
Quantum Dot

**Q STYLE**  
Invisible Connection

**Q SMART**  
One Remote

### Q Picture Story Wall Zoning Title Text Guide

**Q COLOR**  
Real 4K True RGB

**Q CONTRAST**  
Real Black

**Q HDR**  
True Details

**Q VIEWING ANGLE**  
Consistent Color

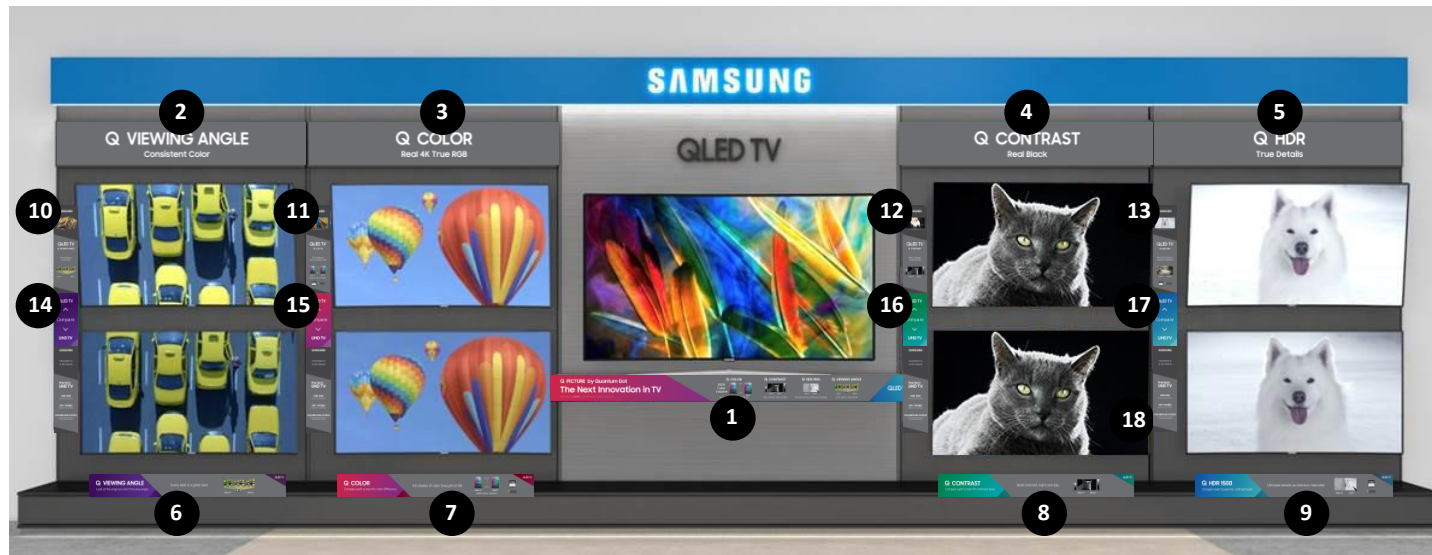
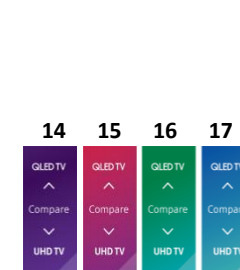
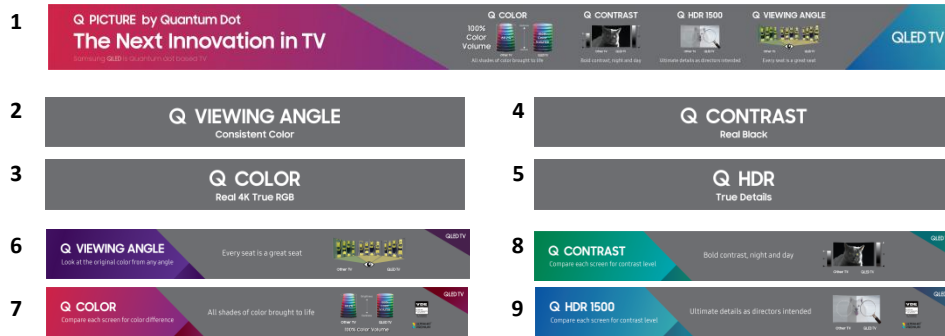
# POP

Size  
min. 160mm(W), max. 550mm(W)

Material  
Direct print to magnetic substrate

[\[POP DOWNLOAD LINK\]](#)

## POP for Premium Wall (Q Hero in the center)





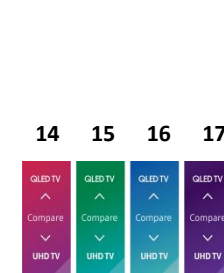
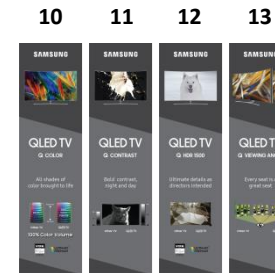
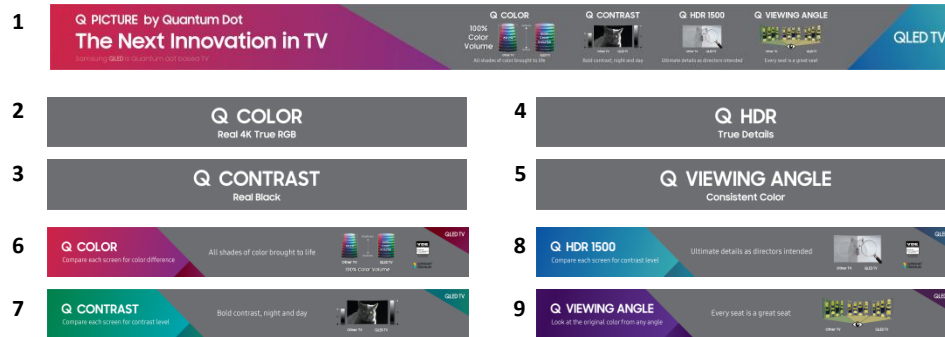
# POP

## POP for Premium Wall (Q Monument)

Size  
min. 160mm(W), max. 550mm(W)

Material  
Direct print to magnetic substrate

[\[POP DOWNLOAD LINK\]](#)



# POP

## Totem POP for Island

Size  
min. 160mm(W), max. 550mm(W)

Material  
Direct print to magnetic substrate

[\[POP DOWNLOAD LINK\]](#)

**6** **7**

**Q SMART**  
One Remote Control  
Smart View  
Smart Hub  
QLED TV

**SMART TV**  
One Remote Control  
Smart View  
Smart Hub  
QLED TV

**3** **4**

**Hear the Difference**  
Hear the differences in sound quality  
Best Sound Bar Ultimate Quality Sound  
Better Sound Bar Excellent Quality Sound  
Good Sound Bar High Quality Sound

**AV Total Solution**  
Simultaneously feel the cinematic sound and picture quality of AV  
Jenova Sound+  
The new sound bar concept  
Ultra-HD Blu-ray Player  
Network Streaming with Quality Movies

**8**

**Q SMART**  
Control all of your devices & contents  
One Remote Control  
Smart View  
Smart Hub  
QLED TV

**9** **10**

**QLED TV**  
Q PICTURE  
100% Color Volume  
Q STYLE  
Invisible Connection  
SMART  
One Remote Control

**Premium UHD TV**  
Innovation is in the Details  
HDR 1000  
360° Design  
One Remote Control

**1** **2** **3**

**Q STYLE**  
Invisible Connection  
No Gap Wall-Mount  
Boundless 360° Design  
QLED TV

**Various Stand**  
Basic Stand  
Studio Stand  
Samsung Gravity stand  
QLED TV

**Q STYLE**  
Invisible Connection  
No Gap Wall-Mount  
Boundless 360° Design  
QLED TV

# POP

## Horizontal POP

Size  
min. 1300mm(W), max. 1500mm(W)

Material  
Direct print to magnetic substrate

[\[POP DOWNLOAD LINK\]](#)

	QLED TV POP				LINE UP POP					
<b>Q PICTURE</b>	<b>Q PICTURE</b> Turn light into perfect color	<b>Q COLOR</b> 100% Color Volume All shades of color brought to life	<b>Q CONTRAST</b> Bold contrast, night and day	<b>Q HDR 1500</b> Ultimate details as directors intended	<b>Q VIEWING ANGLE</b> Every seat is a great seat	<b>Premium UHD TV</b> Innovation is in the Details	<b>HDR 1000</b> See every luminous detail	<b>360° Design</b> Beautiful from every angle	<b>One Remote Control</b> Control all of your devices and contents with one remote	Premium UHD TV POP
<b>Q STYLE</b>	<b>Q STYLE</b> Design your space	<b>Invisible Connection</b> Design your space with one single vertical cable	<b>No Gap Wall-Mount</b> No gap with mount reflecting the your living room	<b>Boundless 360° Design</b> Gorgeous minimalist design from every angle		<b>UHD TV</b> The Ultimate Picture Quality	<b>UHD Resolution</b> 4 times more details and sharpness than Full HD	<b>360° Design</b> Beautiful from every angle	<b>One Remote Control</b> Control all of your devices and contents with one remote	UHD TV POP
<b>Q SMART</b>	<b>Q SMART</b> Control all of your devices & contents	<b>One Remote Control</b> Control all of your devices and contents with one remote	<b>Smart View</b> Easy browse and control your TV from mobile	<b>Smart Hub</b> Easy access to all content and connected devices from one place		<b>Curved UHD TV</b> The Ultimate Immersive Experience	<b>UHD Resolution</b> 4 times more details and sharpness than Full HD	<b>Curved Screen</b> Beautifully curved with optimal curvature	<b>One Remote Control</b> Control all of your devices and contents with one remote	
<b>Q PICTURES</b>	<b>Q COLOR</b> Compare each screen for color difference	All shades of color brought to life				<b>Full HD TV</b> Feel the sensation of true Full HD picture quality	<b>Picture Quality</b> Superior depth & Contrast with enhanced details	<b>Slim Design</b> Slim design for stylish space	<b>One Remote Control</b> Control all of your devices and contents with one remote	Full HD TV POP
	<b>Q CONTRAST</b> Compare each screen for contrast level	Bold contrast, night and day				<b>Curved TV</b> View through the Art of Curve	<b>Picture Quality</b> Superior depth & Contrast with enhanced details	<b>Curved Screen</b> Beautifully curved	<b>One Remote Control</b> Control all of your devices and contents with one remote	
	<b>Q HDR 1500</b> Compare each screen for contrast level	Ultimate details as directors intended				<b>HDTV</b> Amazing HD picture, Now for everyone	<b>Picture Quality</b> With our HD picture quality, you will get strikingly clear images	<b>Slim Design</b> Slim and neat design for your home		HD TV POP
	<b>Q VIEWING ANGLE</b> Look at the original color from any angle	Every seat is a great seat				<b>SMART TV</b> Enjoy a unified discovery experience across TV and mobile		<b>One Remote Control</b> Control all of your devices and contents with one remote	<b>Smart View</b> Easy browse and control your TV from mobile	<b>Smart Hub</b> Easy access to all content and connected devices from one place
	Key Feature	Call to Action	Sales Talk based Customer Benefit	key Image						

※ Picture quality attributes associated with color are red colors Q Color(Red)/ Q Viewing Angle (Purple)  
Picture quality attributes associated with detail are blue colors (Q Contrast (Green)/ Q HDR (Blue)  
Apply VIS blue color to QLED TV functions other than Q Picture attributes

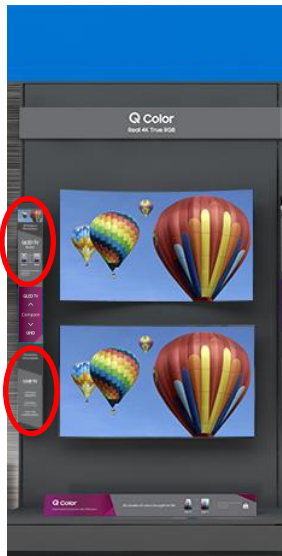
# POP

## Vertical POP

Size  
min. 100mm(W), max. 150mm(W)

Material  
Direct print to magnetic substrate

[\[POP DOWNLOAD LINK\]](#)



### QLED TV POP

### LINE UP POP

QLED TV POP					LINE UP POP					
<p><b>SAMSUNG</b></p> <p><b>QLED TV</b> Turn light into perfect color</p> <p>Other TV QLED TV <b>100% Color Volume</b></p> <ul style="list-style-type: none"> <li>Q COLOR All shades of color brought to life</li> <li>Q CONTRAST Bold contrast, night and day</li> <li>Q HDR 1500 Ultimate details as directors intended</li> <li>Q VIEWING ANGLE Every seat is a great seat</li> </ul>	<p><b>SAMSUNG</b></p> <p><b>QLED TV</b> Q COLOR</p> <p>All shades of color brought to life</p> <p>Other TV QLED TV <b>100% Color Volume</b></p> <p>VESA ULTRAVIEW PREMIUM</p>	<p><b>SAMSUNG</b></p> <p><b>QLED TV</b> Q CONTRAST</p> <p>Bold contrast, night and day</p> <p>Other TV QLED TV</p>	<p><b>SAMSUNG</b></p> <p><b>QLED TV</b> Q HDR 1500</p> <p>Ultimate details as directors intended</p> <p>Other TV QLED TV</p> <p>VESA ULTRAVIEW PREMIUM</p>	<p><b>SAMSUNG</b></p> <p><b>QLED TV</b> Q VIEWING ANGLE</p> <p>Every seat is a great seat</p> <p>Other TV QLED TV</p>	<p><b>SAMSUNG</b></p> <p>Innovation is in the Details</p> <p><b>Premium UHD TV</b></p> <p>HDR 1000 See every luminous detail</p> <p>360° Design Beautiful from every angle</p> <p>One Remote Control Control all of your devices and contents with one remote</p>	<p><b>SAMSUNG</b></p> <p>Innovation is in the Details</p> <p><b>UHD TV</b></p> <p>UHD Resolution 4 times more details and sharpness than Full HD</p> <p>360° Design Beautiful from every angle</p> <p>One Remote Control Control all of your devices and contents with one remote</p>	<p><b>SAMSUNG</b></p> <p>The Ultimate Immersive Experience</p> <p><b>Curved UHD TV</b></p> <p>UHD Resolution 4 times more details and sharpness than Full HD</p> <p>Curved Screen Beautiful every where with optimal curvature</p> <p>One Remote Control Control all of your devices and contents with one remote</p>	<p><b>SAMSUNG</b></p> <p>Feel the sensation of true Full HD picture quality</p> <p><b>Full HD TV</b></p> <p>Picture Quality Superior depth &amp; contrast with enhanced details</p> <p>Slim Design Slim designed digital space</p> <p>One Remote Control Control all of your devices and contents with one remote</p>	<p><b>SAMSUNG</b></p> <p>View through the Art of Curve</p> <p><b>Curved TV</b></p> <p>Picture Quality Superior depth &amp; contrast with enhanced details</p> <p>Curved Screen Beautifully curved</p> <p>One Remote Control Control all of your devices and contents with one remote</p>	<p><b>SAMSUNG</b></p> <p>Amazing HD picture, Now for everyone</p> <p><b>HDTV</b></p> <p>Picture Quality With our HD picture quality, you will get 3x energy clear images</p> <p>Slim Design Slim and neat design fit your home</p>

QLED TV  
Total POP

Q Picture POP

Premium  
UHD TV  
POP

UHD TV POP

Full HD TV POP

HDTV  
POP

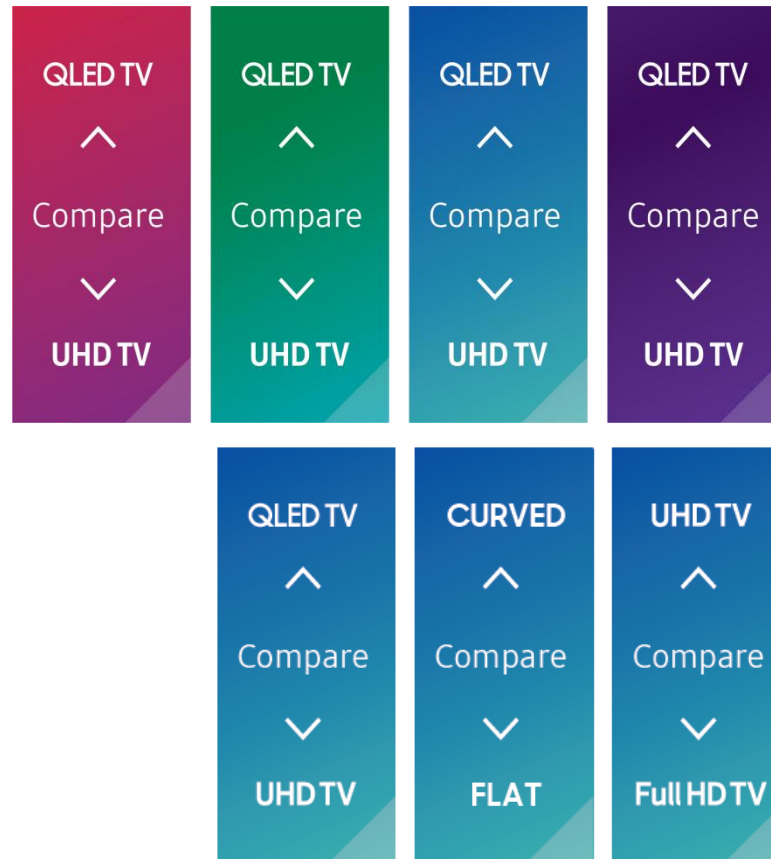
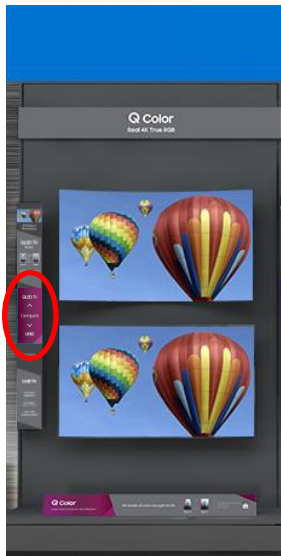
# POP

## Vertical POP – Up selling POP

Size  
Vary by fixtures , min. 100mm(W) , max. 150mm(W)

Material  
PET with magnetic or double sticker tape

[\[POP DOWNLOAD LINK\]](#)



※ UP-selling POP is positioned at exactly the middle height of the TV display, either left or right

# POP

## Totem POP

Size  
min. 260mm(W), max. 300mm(W)

Material  
Direct print to magnetic substrate

[\[POP DOWNLOAD LINK\]](#)

### QLED TV

### Premium UHD TV

### Smart

### Style

### AV

#### QLED TV

**Q PICTURE**  
Turn light into perfect color



100% Color Volume

**Q STYLE**  
Design your space



Invisible Connection

**SMART**  
Control all of your devices & content



One Remote Control

#### Premium UHD TV

Innovation is in the Details

**HDR 1000**  
See every luminous detail



**360° Design**  
Beautiful from every angle



**One Remote Control**  
Control all of your devices and content with one remote



#### Q SMART

**One Remote Control**  
Control all of your devices and content with one remote



**Smart View**  
Easily browse and control your TV from mobile



**Smart Hub**  
Easy access to all content and connected devices from one place



QLED TV

#### SMART TV

**One Remote Control**  
Control all of your devices and content with one remote



**Smart View**  
Easily browse and control your TV from mobile




**Smart Hub**  
Easy access to all content and connected devices from one place




#### Q STYLE


**Invisible Connection**  
Design your space with one single optical cable



**No Gap Wall-Mount**  
perfectly fits your living room



**Boundless 360° Design**  
Gorgeous minimalist design from every angle




QLED TV

#### Various Stand


**Basic Stand**  
Basic stand fits well in to any modern interior space.



**Studio Stand**  
Studio stand for a creative atmosphere as if placed in an art studio.




**Samsung Gravity Stand**  
Gravity stand's curved design provides a cozy and elegant space.



QLED TV

#### Hear the Difference

Hear the differences in sound quality



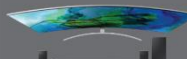
Best Sound Bar  
Ultimate Quality Sound

Better Sound Bar  
Excellent Quality Sound

Good Sound Bar  
High Quality Sound

#### AV Total Solution

Simultaneously feel the cinematic sound and picture quality of AV



Soundbar **Sound+**  
The way sound should sound

**Ultra-HD Blu-ray Player**  
Wireless Soundbar With Dolby Atmos

# POP

## Additional POP - Inside door for Q Style

Size  
min. 1000mm(W), max. 1200mm(W)

Material  
Direct print to magnetic substrate

[\[POP DOWNLOAD LINK\]](#)



**Q STYLE**

**Invisible Connection**

Design your space with one single optical cable

**No Gap Wall-Mount**

perfectly fits your living room

**Boundless 360° Design**

Gorgeous minimalist design from every angle

**15min. installation**

Horizontally adjustable by hand

**Various Stand Design**

Basic Stand, Studio Stand, Samsung Gravity Stand

Marvelous One Connect that hides every connected devices

Anyone can do the installation without trial and error

**QLED TV**

# POP

## Additional POP - Q Style Island POP

Size  
min. 500mm(W), max. 600mm(W)

Material  
Direct print to magnetic substrate

[\[POP DOWNLOAD LINK\]](#)



1

**Invisible Connection**



Design your space with one single optical cable



One Connect Invisible Optical Cable

Marvelous One Connect that hides every connected devices

QLED TV

2

QLED TV

No Gap Wall-Mount




>




<

3


**Boundless 360° Design**




Gorgeous minimalist design from every angle



Various Stand Option



Basic Stand Studio Stand Samsung Gravity Stand



QLED TV



# POP

## Additional POP - ACC (Stand)

Size  
min. 700mm(W), max. 1000mm(W)

Material  
Direct print to magnetic substrate

[\[POP DOWNLOAD LINK\]](#)



# POP

[\[POP DOWNLOAD LINK\]](#)

## Topper POP

### NEW Topper for SIS and Brand Shop

Use only when SAMSUNG logo is [already used and easily seen](#)

Size : Min. 300(W) x 70(H) , Max. 500(W) x 120(H)

Material : PET with SCAPA tape

**NEW** QLED TV

**NEW  
2017** QLED TV

**NEW** Premium  
UHD TV

**NEW  
2017** Premium  
UHD TV

**NEW** UHD TV

**NEW  
2017** UHD TV

**NEW** Curved UHDTV

**NEW  
2017** Curved UHDTV

**NEW** Full HD TV

**NEW  
2017** Full HD TV

**NEW** Curved TV

**NEW  
2017** Curved TV

### SAMSUNG Topper for multi brand and club retailer

Use only when [there is not any Samsung brand sign](#)

Size : Min. 300(W) x 70(H), Max. 500(W) x 120(H)

Material : PET with SCAPA tape

**SAMSUNG** QLED TV

**SAMSUNG** Premium  
UHD TV

**SAMSUNG** UHD TV

**SAMSUNG** Curved UHDTV

**SAMSUNG** Full HD TV

**SAMSUNG** Curved TV

# POP Usage Guide

## Basic Principles for POP



Always include clear and effective advertising appeal points in POPs of each display zone

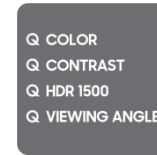


Follow the guidelines on taglines, images, layout & copy styles



Reserve \*VIS colors only for QLED TV products

\*Visual Identity System



Use the following feature names in English



Allow using different POP types and placement to emphasize highlighted local features



Transliterate POP messages to local languages whenever necessary



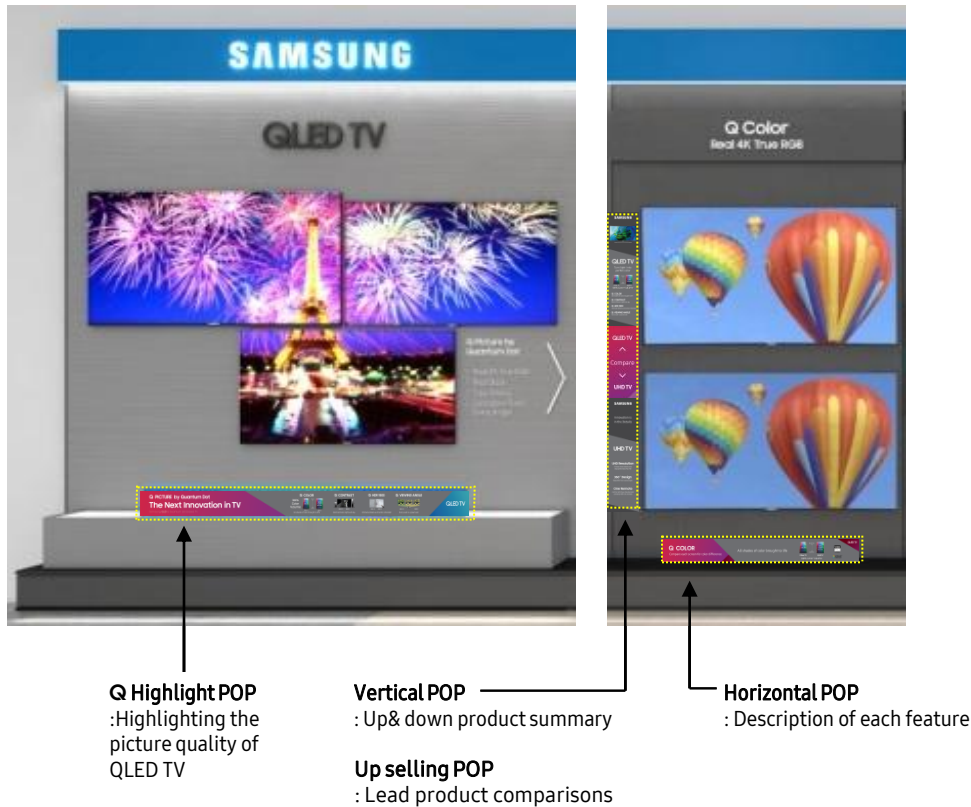
Always confirm and record legal \*disclaimers

\*Disclaimer should be confirm by local legal team and add to POP accordingly.

# POP Usage Guide

## Principles of Premium Wall POP

[Communication Scheme in each section]



[3 POP Principles for Premium wall]

1. Keep the distinct colors for each picture quality feature

<b>Q COLOR</b>	Picture quality attributes associated with color are <b>Red colors</b> Q Color(Red)/ Q Viewing Angle (Purple)
<b>Q CONTRAST</b>	Picture quality attributes associated with detail are <b>Blue colors</b> Q Contrast (Green)/ Q HDR (Blue)
<b>Q HDR 1500</b>	
<b>Q VIEWING ANGLE</b>	

Apply VIS blue color to QLED TV functions other than Q Picture attributes

2. Order of POP priority in each Picture Quality Comparison zone

Up selling POP → Vertical POP → Horizontal POP

3. UP-selling POP is positioned at exactly the middle height of the TV display, either left or right

# POP Usage Guide

## Principle of Topper POP

Don't use the topper in case of

1. The category logo (QLED TV) already had been used in the same fixtures
2. If the topper blocks the SAMSUNG logo of category logo
3. TVs in the vertical display (should remove toppers in Vertical Display)



1



2



3

# POP Usage Guide

## Check Points during launching period

- keep in mind when transiting the launch of Old/New models
- '16 POPS should ONLY be applied to '16 new models to avoid confusion



Topper

Info Panel (horizontal)

Info Panel (vertical)

# POP Usage Guide

## How to Attach POP

Size  
min. 160mm(W), max. 550mm(W)

Material  
Direct print to magnetic substrate

[\[POP DOWNLOAD LINK\]](#)

Slotted into upright on back wall



'L' shaped form



Magnetic material fixes to metal panel

