



## PRODUCT HIGHLIGHTS

- Rotating Screen
- Mobile Optimized Screen
- 100% Colour Volume with Quantum Dot
- 4.1 Ch Powerful Sound

## SIZE CLASS

43"

LS05T

Complete your digital lifestyle with The Sero. A TV with a mobile optimized display that rotates from horizontal to vertical, bringing your content to life in its native orientation with 4.1 Channels of powerful sound and over a billion vibrant colours thanks to Quantum Dot technology.

## KEY FEATURES

### PRODUCT TYPE

- Lifestyle TV

### PRIMARY FEATURES

- Rotating Screen
- Mobile Optimized Screen
- 100% Colour Volume with Quantum Dot<sup>3</sup>
- 4.1 Ch Powerful Sound

### PICTURE

- Quantum HDR 4X<sup>2</sup>
- AI Upscaling<sup>1</sup>
- Quantum Processor 4K
- Adaptive Picture

### CONNECTIONS

- 3 HDMI Connections
- 2 USB Connections
- Bluetooth

### AUDIO

- Multi-channel speaker (4.1Ch, 60W)
- Active Voice Amplifier
- Adaptive Sound+
- Wi-Fi (802.11 AC)

### MULTI-MEDIA EXPERIENCE

- TV to Mobile Mirroring
- Remote Access
- Multiple Voice Assistant<sup>4</sup>  
(Bixby, Alexa, Google)
- TV Plus<sup>5</sup>
- Smart TV Powered by TIZEN™
- SmartThings Dashboard
- Real Game Enhancer+<sup>7</sup>
- Mobile View<sup>6</sup>
- Ambient Mode+<sup>8</sup>
- Vertical Slim & Pop Design
- Music Visualizer

### INCLUDED ACCESSORIES

- The Sero Standard Smart Remote
- Power Cable

## KEY FEATURES

### ROTATING SCREEN

The Sero's screen rotates so you can watch your favorite content whether it's in portrait or landscape mode. Whether vertical for mobile content and apps or horizontal for movies and TV shows, you'll always have the best viewing perspective.

### MOBILE OPTIMIZED SCREEN<sup>6</sup>

Simply tap your phone to your TV to seamlessly start casting content. It's never been easier to watch mobile content on the big screen. No more black bars when you play a mobile video on your TV. The Sero displays an optimized aspect ratio so you can enjoy content, apps, and social media on the entire screen.

### 100% COLOUR VOLUME WITH QUANTUM DOT<sup>3</sup>

Quantum dots express over a billion colours at 100% colour volume, resulting in accurate, rich and brilliant colours in any light.

### 4.1 CH POWERFUL SOUND

Whether you're playing your favorite videos or streaming the latest playlist, The Sero's powerful 4.1ch 60-watt audio system packs a real punch so all your content sounds as great as it looks. Dolby Digital Plus gives you premium sound throughout the room with plenty of bass.

## PICTURE

### QUANTUM HDR 4X<sup>9</sup>

Quantum HDR 4x brings out the detail and contrast, so you can experience the full power in every image. Going beyond leading standards, the dynamic tone mapping of HDR10+ creates deeper blacks, more vibrant imagery, and detail that always shines through.

### AI UPSCALING<sup>1</sup>

Our Quantum Processor upscales content through machine learning for ultimate realism.

### QUANTUM PROCESSOR 4K

Samsung's powerful quantum processor creates the most adaptive experience ever. Scene-by-scene, the processor optimizes to any viewing condition and improves all your content. Powerful 4K upscaling ensures you always get full 4K resolution, no matter the source.

### ADAPTIVE PICTURE

TV brightness automatically adjusts so the content you are watching stays perfect even in different lighting conditions.

## MULTI-MEDIA EXPERIENCE

### PORTRAIT MODE

The Sero blends seamlessly into your space even when you're not watching content. Match or redefine any room's ambience with one of five modes - poster, clock, photo, sound wall, or Cinemagraph.

### AMBIENT MODE+<sup>8</sup>

Watch your TV virtually disappear into the walls of your home. Ambient Mode + mimics the wall behind it and elevates your space by turning the screen into décor, artwork, the weather, today's headlines, and more.

### SMART TV POWERED BY TIZEN™

Access your favourite content from the Internet thanks to the built-in TIZEN operating system.

### MULTIPLE VOICE ASSISTANT<sup>4</sup> (Bixby, Amazon Alexa, Google)

Choose from your favourite voice assistants like Bixby, Amazon Alexa, Google Assistant to quickly access your favorite TV shows, movies, get answers, and control your TV and other connected devices around your home, all using just your voice.

### TV PLUS<sup>5</sup>

Enjoy live TV content for free with Samsung TV Plus. Choose from a variety of channels offering a range of content for everyone.

### SMARTTHINGS DASHBOARD

Easily view and control your Smart devices through an intuitive dashboard.

### REAL GAME ENHANCER+<sup>7</sup>

A step up from Real Game Enhancer, Real Game Enhancer+ brings extra motion clarity and reduced halo and blur in fast moving game scenes without ever having to make an adjustment. Experience enhanced visibility even in dark scenes, and 3D Sound that best syncs by game scene. AMD FreeSync reduces tearing and stuttering so you can win every time.

### MOBILE VIEW<sup>6</sup>

Just with a touch you can use screen mirroring and have your smartphone screen on a big and wide screen of The Sero. You'll get impressed by the scale and sound of The Sero without constrained in a small mobile screen.

## SOUND

### ACTIVE VOICE AMPLIFIER

Reduce noise disruption from around you. AVA analyzes the different sounds in your room to deliver clear dialogue so you don't miss a word, even in a noisy environment.

### ADAPTIVE SOUND+

Adaptive sound has audio scenic intelligence that optimizes sound based on real time scene analysis. Also there's audio spatial intelligence recognizes its surrounding space and installation type (Wall mount or Stand) and fine-tunes the sound accordingly.

## DESIGN

### VERTICAL DESIGN

Elegantly minimal with a navy blue stand, The Sero is beautiful from any angle. No matter how you use it, it's a space-saving and stylish addition to any room's design.

### ONE REMOTE CONTROL

Control your compatible devices and content with a single remote.

### THE SERO WHEEL ACCESSORY<sup>9</sup>

The optional Sero Wheels allow you to easily move your TV so you can enjoy it in any room of the house.

<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.

<sup>2</sup>The range of Quantum HDR claims luminance based on internal testing standards and is subject to change according to viewing environment or specific conditions.

<sup>3</sup>100% color volume measured to DCI-P3 standard, certified by VDE.

<sup>4</sup>Content services may vary by regions and are subject to change without notifications. Voice commands recognize English (US/UK), French, Spanish, German, Italian, Chinese and Korean. Not all accents, dialects and expressions recognized.

<sup>5</sup>Content services may vary by regions and are subject to change without notifications.

<sup>6</sup>Tap View is only available for Galaxy models. For devices not from Samsung, portrait or landscape mode mirroring are available. For Android devices not using iOS or Galaxy, SmartThings application is needed to use portrait mode. For devices before Galaxy S6 or non Galaxy and iOS users, SmartThings application is needed to use portrait mode, and the compatibility of SmartThings may vary depending on the region. iOS devices support landscape mode mirroring via Airplay2. Auto rotation is not supported. Landscape mode mirroring is controlled by the remote control button.

<sup>7</sup>Real Game Enhancer+ is available on select game consoles. Please visit [www.samsung.com](http://www.samsung.com) for more details.

<sup>8</sup>Background feature accuracy may vary based on TV location, dependent on wall designs, patterns, and/or colors.

<sup>9</sup>Item sold separately.

## SPECIFICATIONS

MODEL: 43LS05T  
ORDER CODE: QN43LS05TAFXZC

SCREEN SIZE CLASS: 43"

SCREEN DIAGONAL MEASUREMENT: 42.5"

UPC CODE: 887276411880

COUNTRY OF ORIGIN: VIETNAM

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

- TV IN PORTRAIT MODE: 564.7 X 1200 X 327
- TV IN LANDSCAPE MODE: 972.9 X 1002 X 327
- SHIPPING: 738 X 272 X 1365

### WEIGHT (KG):

- TV WITHOUT STAND: N/A
- TV WITH STAND: 33.3
- SHIPPING: 40.5

VESA SUPPORT: NO

### ACCESSORIES INCLUDED IN BOX:

- THE SERO STANDARD SMART REMOTE
- POWER CABLE

## ASSETS

ACCESS The Sero TV ASSETS ON MICROSOFT TEAMS

[Product Images](#)

[Lifestyle Images](#)

[Feature Images](#)

[Logos](#)

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