



PRODUCT HIGHLIGHTS

- Serif Design by Bouroullec
- Ambient Mode+
- 100% Colour Volume with Quantum Dot
- Simple Connectivity

SIZE CLASS



55LS01T



43LS01T

Make a statement in your home with character, inspiration and design. The stylish Serif TV, designed by the Bouroullec brothers, is powered by Samsung QLED technology, producing over a billion shades of colour for immersive TV viewing. In Ambient Mode, your Serif can display art or photos, including two exclusive designs by the Bouroullec brothers. Offering simple connectivity, you can easily integrate your Serif TV into your existing home systems.

KEY FEATURES

PRODUCT TYPE

- Lifestyle TV

PRIMARY FEATURES

- Serif Design by Bouroullec
- Ambient Mode+²
- 100% Colour Volume with Quantum Dot³
- Simple Connectivity

PICTURE

- Quantum HDR 4X¹
- AI Upscaling⁶
- Quantum Processor 4K
- Adaptive Picture
- Wide Viewing Angle

MULTI-MEDIA EXPERIENCE

- Smart TV Powered by TIZEN™
- Multiple Voice Assistant⁵
(Bixby, Amazon Alexa, Google*)
- SmartThings Dashboard
- TV Plus⁷
- Real Game Enhancer+⁴
- Mobile View⁸

CONNECTIONS

- 4 HDMI Connections
- 2 USB Connections
- Wi-Fi (802.11 AC)
- Bluetooth
- RS-232C Control (EX-Link)
- Optical Audio Out Port
- NFC built-in

AUDIO

- Multi-channel speaker (4.0 CH, 40W)
- Bluetooth Audio
- Active Voice Amplifier
- Adaptive Sound+

INCLUDED ACCESSORIES

- The Serif Standard Smart Remote & Batteries
- Power Cable
- Detachable Stand

KEY FEATURES

SERIF DESIGN BY BOUROULLEC

The distinctive TV designed by the Bouroullec brothers will add unique character and inspiration to your space.

AMBIENT MODE+²

No more black screen. The Serif can mimic the wall pattern behind it, or display art, photos or information in Ambient Mode. Includes two exclusive designs by the Bouroullec brothers.

100% COLOUR VOLUME WITH QUANTUM DOT³

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

SIMPLE CONNECTIVITY

Easily connect your other smart devices to The Serif.

PICTURE QUALITY

QUANTUM HDR 4X¹

Experience a fuller range of detailed colour in every image.

AI UPSCALING⁶

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

QUANTUM PROCESSOR 4K

The AI processor lets you experience the full power of 4K, with 4K upscaling and adaptive sound.

ADAPTIVE PICTURE

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

WIDE VIEWING ANGLE

See brilliant colour from more angles with less colour distortion. It's brilliant colour from every view.

MULTI-MEDIA EXPERIENCE

SMART TV POWERED BY TIZEN™

Access your favourite videos from the internet thanks to the built-in Tizen operating system.

MULTIPLE VOICE ASSISTANT⁵ (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.

¹The range of Quantum HDR claims luminance based on internal testing standards and is subject to change according to viewing environment or specific conditions.

²Background feature accuracy may vary based on TV location, dependent on wall designs, patterns, and/or colors.

³100% color volume measured to DCI-P3 standard, certified by VDE.

⁴Real Game Enhancer+ is available on select game consoles. Please visit www.samsung.com for more details.

⁵Content 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.

⁶4K 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.

⁷Content services may vary by regions and are subject to change without notifications.

⁸Only support Android OS based smartphone.

TV PLUS⁷

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+⁴

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 VIEW⁸

View and control your SmartThings devices through an intuitive dashboard.

ONE REMOTE CONTROL

Control your compatible devices and content with a single remote.

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+

Optimizes sound based on real time scene analysis.

DESIGN

DETACHABLE STAND

The elegant metal stand blends naturally with your room environment – detachable for added flexibility.

SPECIFICATIONS

MODEL: 55LS01T
ORDER CODE: QN55LS01TAFXZC

SCREEN SIZE CLASS: 55"

SCREEN DIAGONAL MEASUREMENT: 54.6"

UPC CODE: 887276405612

COUNTRY OF ORIGIN: VIETNAM

DIMENSIONS (MM W X H X D):

- TV WITHOUT STAND: 1254.9 X 748.3 X 221
- TV WITH STAND: 1254.9 X 1237.4 X 482.8
- SHIPPING: 1403 X 893 X 308
- STAND: 528.5 (LENGTH)

WEIGHT (KG):

- TV WITHOUT STAND: 26.5
- TV WITH STAND: 27.6
- SHIPPING: 35.3

VESA SUPPORT: NO

ACCESSORIES INCLUDED IN BOX:

- THE SERIF STANDARD SMART REMOTE
- POWER CABLE
- DETACHABLE STAND

MODEL: 43LS01T
ORDER CODE: QN43LS01TAFXZC

SCREEN SIZE CLASS: 43"

SCREEN DIAGONAL MEASUREMENT: 42.5

UPC CODE: 887276414232

COUNTRY OF ORIGIN: VIETNAM

DIMENSIONS (MM W X H X D):

- TV WITHOUT STAND: 986.3 X 597.3 X 197
- TV WITH STAND: 986.3 X 1028.4 X 417.2
- SHIPPING: 1123 X 734 X 265
- STAND: 466.6 (LENGTH)

WEIGHT (KG):

- TV WITHOUT STAND: 16.6
- TV WITH STAND: 17.6
- SHIPPING: 22.9

VESA SUPPORT: NO

ACCESSORIES INCLUDED IN BOX:

- THE SERIF STANDARD SMART REMOTE
- POWER CABLE
- DETACHABLE STAND

ASSETS

ACCESS The Serif TV ASSETS ON MICROSOFT TEAMS

[Product Images](#)

[Lifestyle Images](#)

[Feature Images](#)

If you do not have a Teams account, please email teamsaccess@cheil.com for access.