

Micro RGB



Pictured: R95



Quick Pitch

Introducing the next leap in display innovation...

Indulge in color with the world's first Micro RGB TV*. Revolutionary color light technology delivers hyper-real hues covering 100% of the UHD spectrum with 100% accuracy**.

Separate red, green & blue backlights generate ultra-pure colors, while Glare-Free tech helps ensure the phenomenal picture shines through without distracting reflections.



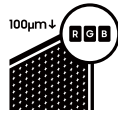
Omdia, Jan 2024. Results are not an endorsement of Samsung. Any reliance on these results is at the third party's own risk.

* Each R, G and B is the smallest available in any RGB LED TV

** VDE's verification evaluates products based on the test criteria established by the International Telecommunication Union (ITU) for UHD (4K) color standards, BT2020, and certifies Micro RGB Precision Color.

SAMSUNG

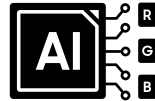
Top 3 Unique Selling Points



Micro RGB Technology

Get lost in a world of brilliant brightness and hyper-real hues with the world's first micro-sized red, green and blue (RGB) color backlight*.

* Each R, G and B is the smallest available in any RGB LED TV.



Micro RGB AI Engine

Dive into an intensely vivid picture, powered by a next-gen AI processor that finely controls the red, green and blue backlight.

* Utilizes AI-based formulas.



Micro RGB Precision Color

Become captivated by content with an astoundingly accurate spectrum of hues, pulling you into the action with pinpoint detail.

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Go Big Without the Blur

115" Class Size



Supersize Picture Enhancer

Bigger screens mean bigger pixels. With groundbreaking enhancements exclusively on our largest screens, get improved clarity with dramatic contrast and reduced noise. Your content will look huge, sharp and clear — just like you want it.

How is Micro RGB Different?

115QN90F Neo QLED TV

Between the two, Micro RGB is clearly the next big thing in TV while the 115QN90F offers a quality picture at a more accessible price point. Micro RGB uses independent RGB light sources to create colors directly, resulting in exceptionally pure and accurate color reproduction. Neo QLED works on a Mini LED backlight combined with a Quantum Dot layer to convert light into precise colors.

Samsung Vision AI ✨

Click to Search¹ Explore AI-driven content recommendations on select content with just a click.

Micro RGB Color Booster Pro AI recognizes scenes with dull color tones and enhances them, providing a vivid color experience that feels as real as seeing it in person.

AI Customization Mode² optimizes picture setting adaptive to customer's preference for each genre.

and many more

Universal Gestures⁴
4K AI Upscaling Pro³
AI Motion Enhancer Pro²

Adaptive Sound Pro²
Q-Symphony

¹Click to Search Who's On feature only works with terrestrial, cable TV and Samsung TV Plus; Click to Search Watch Next feature utilizes AI based algorithms ² Utilizes AI-Based formulas ³ Utilizes AI-Based formulas to upscale to 4K resolution. Resulting picture may vary based on source content ⁴ Requires Galaxy Watch 4 and higher / Wear OS 5 and higher.

Additional Benefits



Glare Free Virtually no glare so all you see is the content on screen, even in bright rooms.

Free OS Updates 7-years free OS updates*

* Samsung Account required for network-based smart services, including streaming apps and other smart features. Computer, mobile or other device may be necessary to create/ log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g. via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.

Micro RGB HDR+ Brighter brights and darker darks create enhanced realism and remarkable contrast.

* As compared to Micro RGB HDR

Attachment Selling



HW-Q990F

Our best sound to pair with our new Micro RGB TV 11.1.4ch of powerful audio supporting Q-Symphony and Wireless Dolby Atmos.



WMN-D90EB - Included in Box

Our Slim Fit Wall Mount delivers a distraction-free mounting solution and viewing experience.