

# NU740D TV



## PRODUCT HIGHLIGHTS

- Dynamic Crystal Color™
- Motion Rate 120
- HDR
- Smart TV with Bixby Voice

## SIZE CLASS

- 65" 65NU7
- 55" 55NU7
- 50" 50NU7



Step up from Full HD with the clarity of the NU740D. Get 4X the resolution of Full HD, plus non-4K TV content is upscaled to 4K via a powerful UHD Engine™ This TV is a clear upgrade for your content.

## KEY FEATURES

### Product Type

- Ultra HDTV

### 4K UHD Picture

- Dynamic Crystal Color™
- Essential Contrast
- HDR
- 4K UHD
- Game Mode
- UHD Engine™
- Motion Rate 120
- UHD Dimming
- Contrast Enhancer

### Design

- Clean Cable Solution®
- Slim Design
- Bezel Color: Charcoal Black
- Stand Color: Charcoal Black

### Smart TV with Bixby Voice

- Universal Browse
- Connect & Share
- Samsung OneRemote<sup>1</sup>

### Connections

- 3 HDMI Connections<sup>2</sup>
- 2 USB Connections
- 1 Component Video Input (shared)
- 1 Composite Video Input (shared)
- 802.11AC built-in Wi-Fi
- Bluetooth®
- RS232 Control (requires adaptor)<sup>3</sup>
- Optical Audio Output Port

### Audio

- Dolby® Digital Plus
- 20 Watt 2 Channel

### Included Accessories

- Samsung OneRemote

### Industry Certifications

- CTA 4K Ultra HD Connected

<sup>1</sup>Color may vary by model.

<sup>2</sup>HDMI—CEC (Consumer Electronics Control) facilitates convenient control functions with compatible devices.

<sup>3</sup>Serial control requires USB adaptor provided by participating dealers and distributors.

**SAMSUNG**

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## KEY FEATURES (page 1 of 2)

### 4K UHD Picture

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A quest for clarity beyond the standard was researched and developed, creating an engine that drives breathtaking resolution 4X more than Full HD.

### Dynamic Crystal Color™

Discover an expanded world of colors where millions of shades HDTVs can't replicate make all the difference.<sup>4</sup>

### Essential Contrast

Discern lifelike details in the brightest and dimmest scenes.

### HDR

View stunning high-dynamic-range content with a TV designed to support HDR10+.

### 4K UHD

See what you've been missing on a crisp, clear picture that's 4X the resolution of Full HD.

### Game Mode

Get a leg up on the competition, thanks to an optimized gaming experience with minimal input lag.

### UHD Engine™

A powerful processor optimizes your content for 4K picture quality.

### Motion Rate 120

Smooth action on fast-moving content.

### UHD Dimming

Optimizes color, contrast and image detail for greater enjoyment of action movies and sports.

### Contrast Enhancer

Experience a greater sense of depth with optimized contrast across all areas of the screen.

### HDR Formats Supported

HDR10 (Static MetaData), HDR10+ (Dynamic MetaData), HLG (Hybrid Log Gamma). All Samsung 4K UHD TVs also meet the CTA HDR-Compatible Definition.

### Design

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From finish to function, a thoughtful design that amazes.

### Clean Cable Solution®

Neatly manages cords for a crisp, clean look.

### Slim Design

An elegant, slim design for a modern look you'll admire.

### Smart TV with Bixby Voice

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A revolutionary way to help find streaming and live TV shows with a universal guide, OneRemote and voice assistance.<sup>5</sup>

### Universal Browse

An easy way to find streaming content and live TV shows with a single universal guide.

### Connect & Share

Sync your TV to your compatible smartphone to access and control your content on the big screen.<sup>6</sup>

### Samsung OneRemote

OneRemote automatically detects and controls all your connected devices<sup>7</sup> and content.<sup>1</sup>

<sup>4</sup>Wide Color Gamut capable TV vs. Samsung 2017 FHD TV.

<sup>5</sup>Bixby voice command recognizes English (U.S.), Mandarin Chinese and Korean. Not all accents, dialects and expressions are recognized. The list of features that can be controlled by voice commands via Bixby will continue to expand. Mobile functionality compatible with Samsung Galaxy 8 series or higher with Bixby function. Samsung account log-in and data network (Wi-Fi or internet connection) required to fully operate Bixby features.

<sup>6</sup>Some features vary.

<sup>7</sup>Compatible devices only.

## KEY FEATURES (page 2 of 2)

### Connections

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#### HDMI

Enjoy higher-quality audio and video with an HDMI connection that transmits both signals over a single cable. Compatible with next generation Ultra HD Blu-ray™ players and HDR content decoding. Includes 1 Audio Return Channel (ARC).

#### Wi-Fi

Enjoy your favorite on-demand content seamlessly through your existing network with built-in Wi-Fi (802.11AC).

### Audio

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#### Dolby® Digital Plus

Enjoy the ultimate digital sound quality on all your favorite movies, TV shows and streaming content. Dolby Digital Plus optimizes your entertainment experience with enhanced sound richness and clarity.

### Included Accessories

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#### Samsung OneRemote (TM-1850B)

### Industry Certifications

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#### 4K Ultra HD Connected

All Samsung 2018 4K UHD and QLED televisions comply with the CTA 4K Ultra High-Definition Connected definition requirements. The trade organization known as the Consumer Technology Association (CTA™) is considered an industry authority on engineering standards for consumer electronics in the United States. Visit [www.cta.tech](http://www.cta.tech) for more information.

## MODELS

**MODEL:** UN65NU740D  
**ORDER CODE:** UN65NU740DFXZA

**SCREEN SIZE CLASS:** 65"

**SCREEN DIAGONAL MEASUREMENT:** 64.5"

**UPC CODE:** 887276276045

**COUNTRY OF ORIGIN:** Mexico

**DIMENSIONS (INCHES W x H x D):**

- **TV WITHOUT STAND:** 57.4 x 33 x 2.4
- **TV WITH STAND:** 57.4 x 36.3 x 14.9
- **SHIPPING:** 63.7 x 38.2 x 7.7
- **STAND FOOTPRINT:** 37.1 x 9.8 x 14.9

**WEIGHT (LB):**

- **TV WITHOUT STAND:** 55.3
- **TV WITH STAND:** 61.7
- **SHIPPING:** 79.8

**VESA SUPPORT:** Yes (400mm x 400mm)

**ACCESSORIES INCLUDED IN BOX:**

- **REMOTE MODEL:** TM-1850B

**MODEL:** UN55NU740D  
**ORDER CODE:** UN55NU740DFXZA

**SCREEN SIZE CLASS:** 55"

**SCREEN DIAGONAL MEASUREMENT:** 54.6"

**UPC CODE:** 887276276038

**COUNTRY OF ORIGIN:** Mexico

**DIMENSIONS (INCHES W x H x D):**

- **TV WITHOUT STAND:** 48.8 x 28.1 x 2.4
- **TV WITH STAND:** 48.8 x 31.5 x 13.8
- **SHIPPING:** 54.8 x 33.5 x 6.7
- **STAND FOOTPRINT:** 33.5 x 9.9 x 13.8

**WEIGHT (LB):**

- **TV WITHOUT STAND:** 37.9
- **TV WITH STAND:** 43.4
- **SHIPPING:** 56.2

**VESA SUPPORT:** Yes (400mm x 400mm)

**ACCESSORIES INCLUDED IN BOX:**

- **REMOTE MODEL:** TM-1850B

## MODELS

**MODEL:** UN50NU740D  
**ORDER CODE:** UN50NU740DFXZA

**SCREEN SIZE CLASS:** 50"

**SCREEN DIAGONAL MEASUREMENT:** 49.5"

**UPC CODE:** 887276276021

**COUNTRY OF ORIGIN:** Mexico

**DIMENSIONS (INCHES W x H x D):**

- **TV WITHOUT STAND:** 44.3 x 25.6 x 2.4
- **TV WITH STAND:** 44.3 x 29 x 13.2
- **SHIPPING:** 51.5 x 31.1 x 6.7
- **STAND FOOTPRINT:** 33.5 x 9.9 x 13.2

**WEIGHT (LB):**

- **TV WITHOUT STAND:** 30.4
- **TV WITH STAND:** 36.4
- **SHIPPING:** 46.3

**VESA SUPPORT:** Yes (200mm x 200mm)

**ACCESSORIES INCLUDED IN BOX:**

- **REMOTE MODEL:** TM-1850B