



Samsung Vision AI



UP TO 144Hz¹



SIZE CLASS

98"	QN98LS03HEFXZA

The original art TV that matches your style, with 5,000+ true-to-life curated works of art, including iconic artists and galleries exclusively available on the Samsung Art Store.* The glare-free display and included Slim Fit Wall Mount make it blend seamlessly into your décor like a real picture frame.

TOP 10 KEY FEATURES

1. Glare Free with QLED
2. Modern Frame Design with Built-in Connections
3. Art Mode / Art Store²
4. Slim Fit Wall Mount Included
5. Supersize Picture Enhancer
6. Pantone® Validated ArtfulColor
7. Customizable Frame⁵
8. Motion + Brightness Sensor⁶
9. Endless Free Content / One UI Tizen⁷
10. Motion Xcelerator 144Hz + DLG 240Hz⁸

PICTURE (PANEL)

- Display Type: QLED
- Refresh Rate: 144Hz (VRR Support)
- Lighting Technology: Dual LED
- Display Resolution: 4K (3,840 x 2,160)
- Anti Reflection: Glare Free
- Viewing Angle: Wide Viewing Angle
- Dimming Technology: Supreme UHD Dimming¹⁰

PICTURE (PROCESSING)

- Processor: NQ4 AI Gen2 Processor⁹
- Upscaling: 4K AI Upscaling⁹
- Variable Refresh Rate (VRR): Yes
- Motion Handling: Motion Xcelerator 144Hz¹
- DLG (Dual Line Gate): 240Hz¹¹
- Contrast Enhancer: Real Depth Enhancer
- Contrast Booster: Yes
- AI Motion Enhancer: N/A
- Color Booster: Pro
- HDR (High Dynamic Range): Quantum HDR
- HDR10+: Yes (Adaptive/Gaming)
- Auto HDR Remastering: Yes
- Adaptive Picture: AI Optimized / AI Customization
- Supersize Picture Enhancer: Yes

AUDIO

- Speaker Type: 2.0.2CH
- Output Power (W): 40W
- Dolby Atmos: Yes
- Object Tracking Sound (OTS): OTS
- Q-Symphony: Yes¹²
- Active Voice Amplifier (AVA): AVA Pro⁹
- Adaptive Sound: Pro⁹
- Bluetooth Audio: Yes
- 360 Audio: Yes

DESIGN

- TV Design: Frame Design
- Bezel Type: VNB
- Front Color: Black
- Stand Type: Round Feet
- Stand Color: Black
- Adjustable Stand: Yes

CONNECTIVITY

- Wi-Fi: Yes (Wi-Fi 6E)
- Bluetooth: Yes (BT5.3)
- One Connect Box: N/A
- HDMI Inputs¹³: 4 Ports
- HDMI Maximum Input Rate: 4K 144Hz (for HDMI 1/2/3/4)
- HDMI Audio Return Channel: eARC
- HDMI-CEC: Yes
- USB Ports: 2 x USB-A
- Ethernet (LAN): Yes
- Digital Audio Out (Optical): Yes
- RF Connection: Yes
- RS-232C Input: Yes

Samsung Vision AI⁴

- Vision AI Companion: Yes^{14,9}
- AI Soccer Mode: Yes^{15,9}
- AI Sound Controller: Yes¹⁶
- Live Translate: Yes
- Generative Wallpaper: Yes
- Multi AI Agents (Copilot & Perplexity): Yes
- Pet & Family Care: Yes
- Home Insight: Yes

TV ART FEATURES¹⁷

- Art Mode: Yes
- Art Store: Yes¹⁸

SMART TV FEATURES²⁸

- Operating System: One UI Tizen
- Free Ad Support TV: Samsung TV Plus
- Smart Home Connectivity: SmartThings,¹⁹ Matter, IoT-Sensor Functionality, Quick Remote
- Smart Assistants (Built-In): Bixby, Alexa
- Smart Assistants (Works with): Google Assistant
- Far-Field Voice Interactions: N/A
- Web Browser: Yes
- Smart Health: Yes²⁰
- Multi Device Experience: Mobile to TV, TV initiate mirroring, Sound Mirroring, Wireless TV On
- Multi-View: Up to 2 videos
- Buds Auto Switch: Yes
- Works with Apple Airplay: Yes
- Works with Google Cast: Yes
- Daily+: Yes
- Now Brief: N/A
- Workout Tracker: Yes
- Karaoke Mic: Yes
- Multi-Control: Yes
- Storage Share: Yes

GAMING

- Gaming Hub: Yes²¹
- Cloud Gaming: Yes - Xbox, NVIDIA GeForce Now, Luna, Blacknut, Antstream, Boosteroid
- Auto Game Mode: AI Auto Game Mode
- ALLM (Auto Low Latency Mode): Yes
- Game Motion Plus: Yes
- Super Ultra Wide Game View: Yes²²
- Game Bar: Yes
- Mini Map Zoom: Yes
- AMD FreeSync: FreeSync™ Premium
- NVIDIA G-SYNC: N/A
- HGiG: Yes
- Hue Sync: Yes

SECURITY

- Knox Vault: N/A
- Knox Security: Yes

POWER

- Power Supply (V): AC110-120V ~ 50/60Hz
- Stand-by Power Consumption (W): 0.5
- Eco Sensor: Yes
- Auto Power Saving: Yes
- Auto Power Off: Yes

INCLUDED ACCESSORIES

- Remote Control: BT SolarCell™ Remote TM2661H
- Power Cable: Yes
- Slim Fit Wall Mount Support: Included
- Simple Stand: Included
- Amber Brown Bezel: Included

MODELS

MODEL: QN98LS03HE
ORDER CODE: QN98LS03HEFXZA

SCREEN SIZE CLASS: 98"

SCREEN DIAGONAL MEASUREMENT: 97.5"

UPC CODE: 198957282058

COUNTRY OF ORIGIN: MEXICO

DIMENSIONS (INCHES W X H X D):

- TV without Stand: 86.4 x 49.2 x 1.2
- TV with Stand (Highest): 86.4 x 51.3 x 17
- TV with Stand (Lowest): 86.4 x 51.2 x 17
- Distance between stand (Default): 70.9"
- Shipping: 93.3 x 55.9 x 8.3
- Stand Footprint: 2.4 x 12.6 x 17

WEIGHT (LB):

- TV without Stand: 124.3
- TV with Stand: 127.6
- Shipping: 178.6

VESA SUPPORT: YES (600 X 400)

ACCESSORIES INCLUDED IN BOX:

- Remote Model: BT SolarCell™ Remote TM2661H
- Slim Fit Wall Mount: Included
- One Connect Box: Wireless
- Simple Stand: Included
- Power Cable
- USER Manual
- Amber Brown Bezel

WARRANTY: [CLICK HERE](#)

*Includes 30 free refreshed artworks monthly, paid subscription required to enjoy all the art from the Art Store. Samsung Account log-in and Wi-Fi connection are required.

¹4K 144Hz is only available with PC-connected games that support such specifications (PC graphic card required). Performance may vary.

²Samsung Account log-in and Wi-Fi connection are required. Includes free 30 refreshed artworks monthly through Art Store Streams and over 70 ambient content supported complimentary throughout the year. Paid subscription required to enjoy all the art from the Art Store.

³Wireless One Connect must be connected to the TV wirelessly for full TV functionality. Wireless connection may be affected by surrounding environment, may not connect when enclosed or blocked by metal (e.g., from inside a metal cabinet) or by other physical objects such as walls. TV and Wireless One Connect require separate power cord connections. ⁴Samsung 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. Channels may vary by location and are subject to change. UI is subject to change without prior notice.

⁵Samsung Vision AI features vary by model; see individual model for more info.

⁶Bezels sold separately.

⁷Motion sensor is activated after turning it on in Settings and only operates in Art Mode.

⁸Samsung Account and internet connection required for network-based smart services, including streaming apps and other smart features. Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available. Channels may vary by location and are subject to change. UI is subject to change without prior notice. Automatic OS updates based on model year; requires internet connection.

⁹DLG 240 is only available with PC-connected games that support such specifications (PC graphic card required). Performance may vary. DLG 240Hz will reduce image resolution. Visual quality and results vary by title and system configuration.

¹⁰Utilizes AI-Based formulas to upscale to 4K resolution. Resulting picture may vary based on source content.

¹¹Supreme Dimming is Software-based (not full-array hardware-based) technology.

¹²DLG 240Hz can be enabled in settings and will reduce image resolution. Up to 240Hz only available with PC connected games that support such specifications (PC graphics card required). Visual quality and results vary by title and system configuration.

¹³Q-Symphony requires a compatible 2020-2026 Samsung TV. Please refer to Samsung.com for more information.

¹⁴HDMI-CEC (Consumer Electronics Control) facilitates convenient control functions with compatible devices.

¹⁵All inputs and queries may be recorded and shared with 3rd party providers. Requires Samsung account and consent to Viewing Information Service; must be 18 years or older. Accuracy not guaranteed. Check results.

¹⁶AI Soccer Mode must be turned on in settings. Utilizes AI-based formulas.

¹⁷Feature availability varies by input source/app. Utilizes AI-based formulas; results vary. Samsung account and internet access required.

¹⁸Samsung Account required for network-based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log into Samsung Account (free to download and create). Without Account login, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.

¹⁹Fees apply to subscription service.

²⁰SmartThings require compatible devices only. SmartThings app download may be required.

²¹Subscriptions may be required for some services. Smart Trainer support devices may vary by country.

²²High speed internet connection, additional gaming service subscriptions and compatible controller required.

²³Super Ultrawide Game View is supported for PC games only. This is feature is only available for ultra wide supported games. Some game titles may not support this function or may be limited to use this feature. Screen resolution change from external device may be required.