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> SAMSUNG 43-inch Class Serif QLED - 4K UHD Quantum HDR 4X Smart TV with Alexa Built-in (QN43LS01TAFXZA) User Manual

## Samsung QN43LS01TAFXZA

# SAMSUNG 43-inch Class Serif QLED 4K UHD Smart TV User Manual

Model: QN43LS01TAFXZA | Brand: Samsung

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## 1. INTRODUCTION

Welcome to the user manual for your SAMSUNG 43-inch Class Serif QLED 4K UHD Smart TV. This television is designed to seamlessly blend into your living space, offering both cutting-edge technology and a unique aesthetic. It challenges traditional TV design by functioning as a piece of furniture, enhancing your home decor even when turned off.

This manual will guide you through the setup process, explain its various operating modes, highlight its advanced features, and provide essential maintenance and troubleshooting tips to ensure you get the most out of your new television.

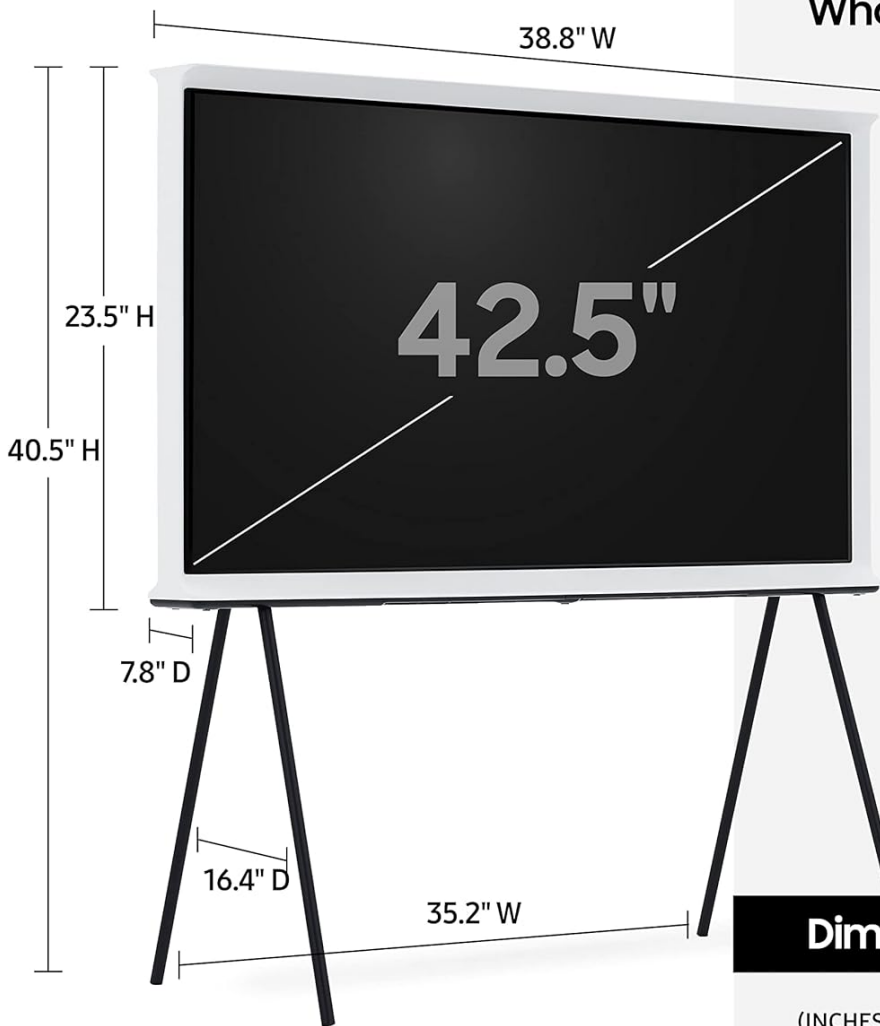


*The Samsung Serif QLED TV, showcasing its unique design and integration into a modern living space.*

## 2. WHAT'S IN THE BOX

Upon unboxing your Samsung Serif TV, please ensure all the following components are present:

- The Serif Standard Smart Remote
- Samsung Smart Control
- User Manual
- E-Manual (digital version)
- Power Cable



## What's in the box:

- 43" TV with Stand
- User Manual
- Power Cable
- OneRemote TM2050A  
with batteries  
(picture below)



## Dimensions:

(INCHES W x H x D):

- TV Without Stand: 38.8 x 23.5 x 7.8
- TV With Stand: 38.8 x 40.5 x 16.4
- Stand Footprint: 35.2 x 18.4 x 16.4

Stand height not shown in visual  
Features and specifications subject to change.

*Illustration of the Samsung Serif TV and its included accessories.*

## 3. SETUP GUIDE

### 3.1 Initial Placement & Connections

1. **Unpack:** Carefully remove the TV and all components from the packaging.
2. **Assemble Stand:** Attach the included easel stand legs to the TV. Ensure they are securely fastened according to the separate assembly instructions provided with the stand.
3. **Position:** Place the TV in your desired location. The Serif's unique design allows for flexible placement, even as a freestanding piece.
4. **Power Connection:** Connect the power cable to the TV's power input and then to a wall outlet.
5. **External Devices:** Connect any external devices (e.g., cable box, gaming console) to the TV's HDMI ports.

## 3.2 Initial Setup & Voice Assistant Registration

When you first power on the TV, you will be guided through an on-screen setup process. This includes connecting to your Wi-Fi network and selecting your preferred voice assistant.

For detailed instructions on registering your Alexa voice assistant, please refer to the video below:

*Video: How to Register Alexa on your Samsung Smart TV. This video demonstrates the step-by-step process of connecting your Amazon account and enabling Alexa for voice control.*

## 4. OPERATING INSTRUCTIONS

### 4.1 Basic TV Operation

- **Power On/Off:** Use the power button on the remote or the TV itself.
- **Input Selection:** Press the 'Source' button on your remote to switch between connected devices (HDMI 1, HDMI 2, etc.).
- **Volume Control:** Use the volume up/down buttons on the remote.
- **Channel Navigation:** Use the channel up/down buttons for broadcast TV or navigate within streaming apps.

### 4.2 Smart TV Features

Your Serif TV is equipped with a powerful Smart TV platform powered by TIZEN, offering access to a wide range of streaming services and smart features.

- **App Access:** Navigate to the Smart Hub (usually a 'Home' button on the remote) to find and launch your favorite apps like Netflix, Amazon Prime Video, Hulu, and YouTube.
- **Voice Control:** Utilize the built-in voice assistants (Alexa, Bixby, Google Assistant) to control your TV hands-free. Simply say the wake word followed by your command (e.g., "Alexa, open YouTube").
- **NFC Sound Mirroring:** For compatible Android devices, simply tap your phone to the TV to mirror sound instantly.
- **Ambient Mode+:** Transform your TV into a dynamic display of art, photos, or useful information when not watching content.

See how multiple voice assistants work on your Samsung TV:

*Video: Multiple Voice Assistants on Samsung Smart TV. This video demonstrates the ease of using Bixby, Alexa, and Google Assistant to control your TV.*

## 5. KEY FEATURES

### 5.1 The Serif Design

The Serif is a collaboration between Samsung and the Bouroullec design duo, blurring the lines between technology and furniture. Its distinctive 'I' shaped profile allows it to stand out as a design piece, whether on its easel stand or placed on a surface. When off, it doesn't just display a black screen; it can transform into a decorative element.



*The Serif TV seamlessly integrates into various home decors, acting as both a television and a design statement.*

## **5.2 100% Color Volume with Quantum Dot**

Experience vibrant and true-to-life colors with Quantum Dot technology. This feature allows the TV to produce over a billion shades of color, maintaining accuracy even in bright scenes, providing an immersive viewing experience.

## **5.3 NFC On TV**

Near Field Communication (NFC) allows for effortless content mirroring. Simply tap your compatible Android mobile device to The Serif to instantly mirror sound, making it easy to share music from your phone directly to the TV's speakers.

## **5.4 The Serif Ambient Mode+**

Beyond being a television, Ambient Mode+ allows The Serif to become an integral part of your living space. Instead of a blank screen, it can display decorative patterns, artwork from the Bouroullec palette, personal photos, or useful information like time and weather, blending into its surroundings.

Explore the unique features of The Serif TV:

*Video: The Serif Feature Demo. This video highlights the design and smart features of the Samsung Serif TV, including Ambient Mode+.*

## **5.5 Quantum Processor 4K**

The powerful Quantum Processor 4K utilizes deep learning AI to analyze and optimize content, transforming everything you watch into stunning 4K resolution, regardless of the original source quality.

## **5.6 Multiple Voice Assistants (Alexa Built-in)**

Your Serif TV comes with multiple voice assistants built-in, including Amazon Alexa, Bixby, and Google Assistant. This allows for hands-free control of your TV and smart home devices. You can change channels, search for movies, play music, get weather updates, and more, simply by using your voice.

## 6. MAINTENANCE

### 6.1 Cleaning Your TV

- **Screen:** Gently wipe the screen with a soft, dry microfiber cloth. For stubborn smudges, lightly dampen the cloth with distilled water. Avoid using harsh chemicals, abrasive materials, or direct spraying of liquids onto the screen.
- **Frame & Stand:** Use a soft, dry cloth to wipe down the TV frame and stand.
- **Ventilation:** Ensure the ventilation openings on the TV are not blocked. Dust can accumulate over time; gently vacuum or brush away any dust from these areas.

### 6.2 Software Updates

To ensure optimal performance and access to the latest features, regularly check for and install software updates. You can usually find this option in the TV's settings menu under 'Support' or 'Software Update'.

## 7. TROUBLESHOOTING

If you encounter any issues with your Samsung Serif TV, please refer to the following common troubleshooting steps before contacting support:

- **No Power:** Ensure the power cable is securely connected to both the TV and the wall outlet. Try plugging another device into the same outlet to confirm it's working.
- **No Picture/Sound:** Verify the correct input source is selected. Check all cable connections (HDMI, audio) between the TV and external devices. Try restarting the external device.
- **Remote Not Working:** Check the batteries in the remote. Ensure there are no obstructions between the remote and the TV.
- **Network Connection Issues:** Restart your Wi-Fi router and modem. Reconnect the TV to the Wi-Fi network through the TV's settings.
- **Picture Quality Issues:** Adjust picture settings (brightness, contrast, color) in the TV's menu. Ensure the content you are watching is of high quality.

For more detailed troubleshooting, please consult the E-Manual accessible through your TV's Smart Hub or the physical User Manual included in the box.

## 8. SPECIFICATIONS

Feature	Detail
Brand	Samsung

Feature	Detail
Model Number	QN43LS01TAFXZA
Screen Size	43 Inches
Display Technology	QLED
Resolution	4K UHD
Refresh Rate	60 Hz
Product Dimensions (with stand)	16.4"D x 38.8"W x 40.5"H
Item Weight	38.8 Pounds
Connectivity Technology	HDMI
Voice Assistants	Alexa Built-in, Bixby, Google Assistant
Special Features	Flat Screen, NFC on TV, Ambient Mode+, Quantum Processor 4K
Included Components	Samsung Smart Control, User Manual, The Serif Standard Smart Remote, E-Manual, Power Cable

## 9. WARRANTY & SUPPORT

Your Samsung Serif QLED TV comes with a standard manufacturer's warranty. Please refer to the warranty card included in your product packaging for specific terms, conditions, and duration. Retain your proof of purchase for warranty claims.

For technical support, service, or additional information, please visit the official Samsung support website or contact their customer service line. You can also refer to the comprehensive E-Manual available on your TV for detailed guides and FAQs.

**Online Support:** [www.samsung.com/us/support/](http://www.samsung.com/us/support/)