SIGNAGELIVE SOLUTIONS

For Samsung Smart Signage Displays

- **Company :** SignageLive
- **Website :** http://www.signagelive.com
- **Country or Region :** Americas, EMEA, APAC
- **Size :** Over 4,000 SSSP Devices running globally
- **Industry :** Hospitality
- **Company Profile**

Signagelive is a Content Management System (CMS) designed for use with digital signage networks. Their primary markets include Retail, Food Service (QSR) and Corporate Communications and secondary markets consist of Education and Healthcare.

signagelive
delivering media to your screens

ABOUT SIGNAGELIVE

Samsung and Signagelive have streamlined efforts to overcome the biggest challenge facing the digital signage industry: how to create a fully-managed, secure, powerful solution that is flexible, secure and inherently scalable while remaining affordable for customers. The answer is through innovative use of both Samsung's industry-leading System on Chip (SoC) technology on the Smart Signage Platform (SSSP) and the Signagelive Cloud Content Management Platform (CMP). From any web browser in the world, using any SSSP-enabled display, users are able to connect to the internet, install Signagelive, update firmware and start playing content in a matter of minutes.
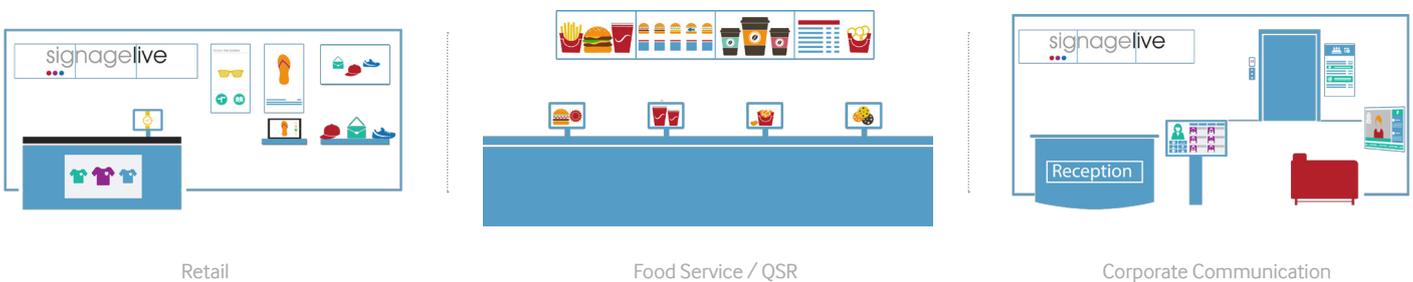

SAMSUNG

BUSINESS NEEDS

- **Retail**

  Digital signage in retail is no longer optional for most brands and Signagelive's integrated Samsung solution is a perfect fit. Running the content directly on the SoC ensures the highest picture quality and the ability for Signagelive to dynamically change content on the SSP opens up the possibility for mobile engagement.

- **Food Service/QSR**

  Digital menu boards are the most popular application as they have a proven business impact - they drive revenue through increased customer interest, save on cost by eliminating paper production and ensure compliance with government regulations. The advent of small screens is also being deployed for individualized communication throughout the entire ordering and dining experience.

- **Corporate Communacations**

  As employees continue to become bombarded with emails and distracted by social media, traditional means of communicating vital information such as business metrics, HR deadlines and employee safety are experiencing diminished effectiveness. Employers have found a better medium on digital signage: presenting live sales statistics, providing "infotainment" in break rooms and shipping data in warehouses, to highlight just a few examples.

Retail

Food Service / QSR

Corporate Communication

SOLUTION

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- **Drag and Drop**

  The Signagelive interface allows for simple importing and content scheduling, but also features a suite of tools for advanced users. Dayparting, Media RSS (MRSS) scheduling and metadata based delivery are key components of the platform.

- **Device Management**

  Samsung's SSSP is a System on Chip (SoC) design built directly into the screens, allowing for greater access to device control. This advancement replaces and improves upon RS232 control, allowing Signagelive to monitor data points and proactively alert customers on any problems that may arise.

- **Power of the Cloud**

  With no servers to install and maintain, all Signagelive customers can rapidly deploy a digital signage network with minimal investment. They also benefit from regular, system-wide platform improvements at no extra charge.
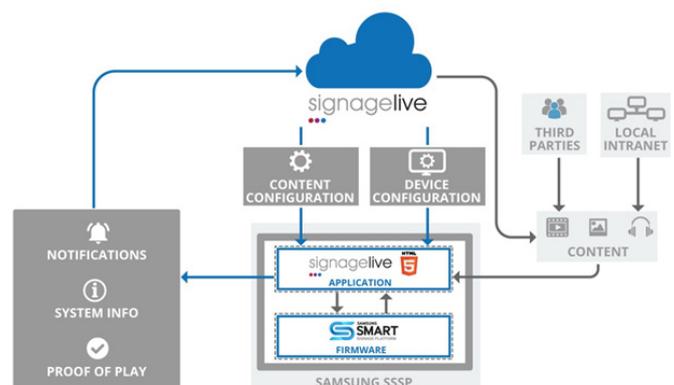
BENEFITS

● General Benefit

Lowest Industry TCO - Without the need for an external media player, users simply connect the panel to the internet, enter in the Signagelive URL and start sending content. Users are able to realize cost-savings for media players, but also on installation and mounting.

Live TV Support - Signagelive supports both HDMI and IPTV directly on the SSSP, at whatever size that customers wish. Combine this with a quality layout with zones for messaging and tickers for a perfect solution in corporate communications, education and stadiums

Cloud-Based & All-Inclusive - As the platform is 100% immersed in the Cloud, customers are able to obtain everything for an all-inclusive price: free software updates 2-3 times per quarter, unlimited content storage, free online support and unlimited users

Full Device Management - Signagelive manages the full lifecycle of the Samsung SSP displays, including power control, firmware updates, content playback logging, temperature monitoring and proactive alerting for any data that is collected

Content Partnerships - Signagelive features an extensive ecosystem of partnerships for vertical specific applications such as social media visualization, interactive (touch) applications, menu boards and more

Flexible Licensing- Customers can sign up for free 30-day trials and have the ability to purchase Signagelive licenses that range from 1-5 years, allowing for short-term testing and a time commitment that suits their needs and budgets. We also feature a "floating license structure", so customers can deploy hybrid licenses of SSP and media players, and once the players go End of Life, they are able to deactivate and reactivate them on new SSSP screens

● Leading Reliability

Industry Leading Warranty -Samsung's industry-leading, 3-year standard commercial warranty with Signagelive's device lifecycle management allows for customers to own one of the most robust products in the industry - all for far less than competitive solutions

Free Customer Support - With thousands of Samsung SSP devices running all across the world, Signagelive works with our global customers on an ongoing basis through our free live chat service. Avoiding the risks associated with placing your care in the hands of third-party support, our very own technical support team can help customers install our application, educate on content guidelines and troubleshoot problematic networks.

Automated Application Updates - We are constantly working on testing and updating both the Signagelive application and the Samsung firmware on the panel. These updates are created, tested and distributed all through the cloud, eliminating the need for customers to involve themselves in the tediousness of manual update processes.

About Samsung

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space through, among others, our Smart Home and Digital Health initiatives. We employ 307,000 people across 84 countries with annual sales of US $196 billion. To discover more, please visit our official website at www.samsung.com and our official blog at global.samsungtomorrow.com

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