

WHY SAMSUNG LED DISPLAYS ARE A GREAT **FIT FOR THE CORPORATE MARKET**

Powerful new features of Samsung SMART LED Signage Fine Pixel Pitch IF Series help companies increase operational efficiency while saving money.



Samsung line of LED displays helps business owners make the most of their investments.

THE WORKPLACE HAS CHANGED

dramatically in the last decade. As the economy becomes increasingly global, business owners are facing new and different challenges. They must contend with a far more diverse, less centralized workforce as well as growing corporate market competition.

As the corporate landscape continues to evolve, so too does the technology required to support it.

Business owners are increasingly looking to replace traditional analog display screens and projectors with newer, more modern digital signage and LED displays, which can increase operational efficiency while lowering total cost of ownership.

"Digital signage also helps upgrade the working environment, enhance meeting efficiency and maintain audience attention due to consistent brightness and visibility under any condition of ambient lighting," explains Eric Lee, Director, LED Signage Product Planning Group, Samsung Electronics.

The Samsung line of LED displays, in particular, has emerged as a front-runner for the corporate market due in large part to three areas in which its elevated features help business owners make the most of their investment.

Capitalizing on Corporate Lobbies
You only have one chance to make a first

impression. This adage now applies to how companies greet customers, employees and partners in their lobby spaces. Increasingly, companies rely on digital signage or video walls to convey messages to an audience that is either rushing by or sitting and waiting to be seen.

Obviously, it's essential that digital signage in a company's lobby grab people's attention, delivering the right branding message and securing return on investment. Samsung SMART LED Signage Fine Pixel Pitch IF Series commands audience's attention.

The IF Series boasts Dynamic Peaking that enables displays to reach peak brightness levels nearly twice as

high as the standard of LED signage. Dynamic Peaking technology increases the brightness of the entire content on the display.

"For content with a full white background, [it] makes the content highly visible and vivid despite the high brightness of the ambient light," Lee says. "It sends the power consumption from the dark [part] to the bright part. For content with low gray scale level, peak brightness increases sharply."

That's a good thing for a company investing in lobby signage because it ensures that the content will stand out in persistent brightness and visibility regardless of ambient light condition. This feature is particularly beneficial since many corporate lobbies also strive to allow in as much natural light as possible.

Samsung's IF Series also leverages LED High Dynamic Range (HDR) scene adaptation technology. Displays with HDR technology are able to display content with better contrast, greater brightness and a wider range of colors. It all adds up to a detailed and realistic picture that's difficult to ignore.

Corporate lobbies' digital signage or video walls are all about branding. As such, perfect replication of colors in logos becomes vital. Samsung's IF Series delivers outstanding color accuracy through a unique grayscale management algorithm that maintains consistent R/G/B gradation. As a result, content is displayed at optimal quality with uniform and precise color expression in low-brightness indoor environments.

In addition, Samsung's color management feature offers users the flexibility to reset and change the colors in the preset mode.

Maximizing Corporate Market Meeting Spaces

It goes without saying that the role of the digital signage in conference rooms, huddle rooms and all meeting spaces has evolved. As mentioned, companies are focused on creating an environment in which a non-centralized workforce can excel. This necessitates better video display resources for sharing content both locally and remotely.

Samsung's IF Series consists of fine

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pixel pitch LED signage that results in crisp, clear text and numbers, especially on a white background; and also includes preset text and video modes so users can optimize their presentation based on their specific needs.

That feature, combined with what Samsung calls Scene Adaptive HDR, enables industry-leading accuracy when it comes to displaying meeting room technology.

As mentioned, Samsung's IF Series boasts HDR technology. Samsung has taken HDR a step further with a bezel-less design and Scene Adaptive HDR in its LED display line with optimal contrast and dazzling minimization to reduce distraction and increase viewers' focus. Scene Adaptive HDR includes Dazzling Minimization.

Displays with Dazzling Minimization possess preset values that are optimized for the human eye. "When installed in an indoor environment, LED signage automatically adjusts the brightness of the screen and content to the optimized level the human eye feels most comfortable with," Lee explains.

Meanwhile, color management is just as important in the meeting room as it is in the lobby. "Through color management, colors can be customized to meet the needs of the company and produce the best content whether the display is used as a meeting room display or an information display in the lobby," Lee says.

Samsung's color management technology allows video conferences to be conducted smoothly as if participants were in the same room. Thanks to Samsung's IF Series, gone are the days of participants with blurry faces and reddish or discolored skin pigment color. "Samsung's LED color management leverages specialized algorithms to maintain consistent R/G/B gradation and showcase colors with greater

precision, even at low grayscale levels," Lee says.

Rethinking Roles, Benefits of Eye-Catching LED Displays

Regardless of the application - corporate lobby, meeting room or beyond - Samsung's Fine Pixel Pitch IF Series offers corporate market customers very quantifiable benefits over past (and existing) display options.

Projectors still have their place, of course, but corporate market customers are increasingly opting for high-quality LED displays for applications that were once projectors' domain.

In Samsung's case, LED displays help corporate customers avoid the dreaded image-shaking, misalignment and shadows of projection solutions. The key is that it does so while reducing the total cost of ownership (TCO).

With features such as integrated temperature- and ventilation-control, Samsung's IF Series helps customers prevent overheating, which helps reduce energy costs and extends the display's lifespan. Consider that an LED signage's lifespan is 100,000 hours versus the projector's average lifespan of 6,000 hours.

The projector is basically inadequate for quiet rooms due to the noisy internal fan. Meanwhile, the IF Series helps solve this noise problem.

There's also the fact that projectors normally require users to turn off the in-room lights for the content to be clearly visible on the screen. Meanwhile, with LED Signage, viewers can see the images vividly and clearly without turning off the lights, leading to a more natural meeting environment.

Overall, the Samsung LED line does more than improve content quality. This lowers energy consumption and extends the life of the display while helping companies slash overhead. ■