Engage customers with lifelike images through ultra high-definition resolution

Deliver UHD-level picture quality even with lower resolution content through innovative UHD upscaling technology and unique picture-enhancing features

Dynamic Crystal Color allows viewers to enjoy a wider spectrum of colors, up to one billion shades

New symmetrical, slim design simplifies wall mounting and ensures seamless installation.

Secure, PC-free operation through Knox and rigid three-layer protection

Through intelligent UHD upscaling technology, Samsung’s QBR series performs edge restoration and noise reduction to deliver UHD picture quality even with lower resolution content. Backed by Tizen 4.0, the QBR series also provides reinforced capability with multiple web formats and secured protection. Additionally, its new slim design simplifies wall mounting and ensures seamless installation.

Highlights

- Engage customers with lifelike images through ultra high-definition resolution
- Deliver UHD-level picture quality even with lower resolution content through innovative UHD upscaling technology and unique picture-enhancing features
- Dynamic Crystal Color allows viewers to enjoy a wider spectrum of colors, up to one billion shades
- New symmetrical, slim design simplifies installation and complements any environment.
- Secure, PC-free operation through Knox and rigid three-layer protection

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

For more information about Samsung SMART Signage QBR Series Displays, visit www.samsung.com/business or www.samsung.com/displaysolutions

Copyright © 2019 Samsung Electronics Co. Ltd. All rights reserved. Samsung is a registered trademark of Samsung Electronics Co. Ltd. Specifications and designs are subject to change without notice. Non-metric weights and measurements are approximate. All data were deemed correct at time of creation. Samsung is not liable for errors or omissions. All brand, product, service names and logos are trademarks and/or registered trademarks of their respective owners and are hereby recognized and acknowledged.
With visual display technology improving across devices, viewers have developed an ever-growing expectation for better picture quality. Additionally, the market has been flooded with a wide variety of color technologies and it’s becoming increasingly important for businesses to have rich and vivid display capabilities. As UHD resolution continues to grow in popularity, it is essential for businesses to deliver superb picture quality for their customers. Low quality displays and signage can create negative perceptions of a business. While much content is still being produced at a lower resolution, through Intelligent UHD upscaling technology, Samsung’s QBR series is able to upscale even the lowest resolution content to UHD picture quality standards.

**Industry trend**

Samsung’s superior visual display technology has positioned them as the industry leader in the digital signage market for a decade and in the TV market for 12 years. As an expert in picture quality in the display industry, Samsung is able to deliver best-in-class picture quality through their new QBR series. The signage provides rich and flawless colors, sleek and durable design, powerful performance through Tizen 4.0 and secured protection. Samsung’s QBR series is also able to upscale even the lowest resolution content to UHD picture quality. For commercial displays, this technology advancement means highly visible signage with unmatched accuracy to help capture the attention of potential customers. It also means savings both in cost and time for businesses who can produce content more inexpensively at a lower resolution and still display it in stunning UHD quality.

**Why Samsung’s QBR series?**

Samsung’s superior visual display technology has positioned them as the industry leader in the digital signage market for a decade and in the TV market for 12 years. As an expert in picture quality in the display industry, Samsung is able to deliver best-in-class picture quality through their new QBR series. The signage provides rich and flawless colors, sleek and durable design, powerful performance through Tizen 4.0 and secured protection. Samsung’s QBR series is also able to upscale even the lowest resolution content to UHD picture quality. For commercial displays, this technology advancement means highly visible signage with unmatched accuracy to help capture the attention of potential customers. It also means savings both in cost and time for businesses who can produce content more inexpensively at a lower resolution and still display it in stunning UHD quality.

**Key features**

**Incredible 4K picture quality**

Samsung’s new QBR series is able to capture customer attention by providing an incredibly clear picture, showcasing lifelike images and intricate details better than ever before thanks to ultra high-definition 4K resolution.

**Intelligent UHD upscaling**

Samsung’s global leadership in display technology and picture quality spans more than a decade. Thanks to superior semi-conductor technology, Samsung has developed the most powerful video processor available. Additionally, intelligent UHD upscaling technology is a cutting-edge solution based on Samsung’s proprietary intelligent UHD engine that allows content developed at a lower resolution to be elevated to UHD-level quality. It also performs edge restoration and noise reduction to optimize on-screen text and imagery with crisp edges and fine detail.

**Dynamic crystal color**

Dynamic Crystal Color is what brings the incredible, lifelike color to Samsung displays. Using 10-bit processing, the displays are able to showcase a wider spectrum of colors — up to a billion different shades — capturing subtle differences for flawless color expression, critical to businesses in ensuring brand consistency across communication channels. The QBR series also features HDR10+ functionality that converts standard definition (SDR) content to HDR quality for sharper contrast and more vivid colors.
Wi-Fi and Bluetooth built-in

The Samsung SMART Signage Platform (SSSP) is an open-source, all-in-one solution embedded in Samsung SMART signage that simplifies installation and maintenance. With SSSP there is no need for any external devices to communicate with the server or play digital media enjoying easy development, reinforced capability with multi-user management, and secured protection.

Clean cable management

In a corporate or retail environment, the back of a display is often visible to customers. With the QBR series’ new cable guide feature retailers can tuck messy cables away from view. This allows for a clean and professional appearance keeping the shopping experience top-notch.

Key features

- Slim and symmetrical design
- Clean cable management
- Wi-Fi and Bluetooth built-in
- Powerful, all-in-one solution
- Easy Development
- Reinforced Compatibility
- High Expandability
- Secured Protection

Specifications

- Model: QBR-4K
  - Panel: Direct LED
  - Resolution: 3840 x 2160
  - Brightness: 400 nits
  - Contrast Ratio: 5,000,000:1
  - Response Time: 7ms
  - Speakers: Built-in (10W + 10W)
  - Inputs: HDMI, DVI, USB 2.0
  - Power Supply: Standard 100-240V
  - Operating Temperature: 0°C to 40°C
  - Humidity: 20% to 80%

- Model: QBR-55
  - Panel: Direct LED
  - Resolution: 3840 x 2160
  - Brightness: 400 nits
  - Contrast Ratio: 5,000,000:1
  - Response Time: 7ms
  - Speakers: Built-in (10W + 10W)
  - Inputs: HDMI, DVI, USB 2.0
  - Power Supply: Standard 100-240V
  - Operating Temperature: 0°C to 40°C
  - Humidity: 20% to 80%

- Model: QBR-75
  - Panel: Direct LED
  - Resolution: 3840 x 2160
  - Brightness: 400 nits
  - Contrast Ratio: 5,000,000:1
  - Response Time: 7ms
  - Speakers: Built-in (10W + 10W)
  - Inputs: HDMI, DVI, USB 2.0
  - Power Supply: Standard 100-240V
  - Operating Temperature: 0°C to 40°C
  - Humidity: 20% to 80%