About Samsung

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at http://news.samsung.com.

For more information

For more information about Samsung Interactive Display, SMART LED Signage, SMART Signage, and Business Monitor, visit www.samsung.com/business or www.samsung.com/displaysolutions
The shopping experience has evolved through the years, becoming mostly online transactions as opposed to in-store shopping. Although buying online is convenient, the instant satisfaction of purchasing something in the store is missing, as well as the face-to-face interactions with store associates. To make the most of this customer experience, Samsung has created digital signage to further the buying experience by engaging customers visually and providing additional information to the customer. This new technology will enhance the customer’s satisfaction during their in-store shopping journey, bringing the customers back to the store for future shopping.

**SMART Attraction**
A store's external signage must be inviting, distinctive and interesting for shoppers to engage in a shopping experience at their store. Stores are assured of unique digital signage by utilizing Samsung's displays customization features. Digital signage also sets the tone of the store, allowing customers to understand the type of store they are entering before walking in.

**SMART Promotion**
Retailers are continually trying to find ways to provide customers with information while they are in-store as well as offering them promotions they can use while shopping. Samsung’s outdoor or semi-outdoor display and QLED signage have the ability to deliver a wide-range of information to customers during a shopping experience.

**SMART Information**
Delivering product information to customers, increasing their knowledge of products and services while shopping, is something retailers struggle with often. Samsung's digital signage is a perfect way to increase shoppers' knowledge of products and provide helpful reviews to use during the buying process. Digital signage also helps shoppers navigate easily throughout the shopping mall.

**SMART Management**
Creating and updating content across an entire network or a single display are tasks that retail owners oversee. Samsung's MagicINFO Solution is a hardware content management platform that gives users the ability to connect to their signage at all times, regardless of their location. Users can also monitor displays remotely and adjust security settings based on the company’s policy.
Samsung used their expertise to create a way for businesses to display their content in an easy to use, state-of-the-art manner. Looking at lifestyle displays, Samsung identified four ways for identifying these needs with their SMART technology. Recognizing that consumers want to be visually stimulated as well as educated during a shopping experience, Samsung created SMART Attraction, SMART Promotion and SMART Information displays. To meet business’s needs, Samsung created or SMART Management technology that allows a user to connect to a display at all times.
SMART Attraction
Automatically captivating a shopper’s attention with unforgettable messaging

Outdoor LED signage: XPE series

Superior image quality regardless of conditions
Samsung’s XPE series LED signage delivers excellent image quality that captures audience eyes even in challenging environments. Through two-step in-depth calibration, enhanced image processing and an industry-best contrast ratio, the displays deliver accurate and consistent color quality content with a high rate. The XPE series also is equipped to deter light interference, and produce bright images regardless of conditions.

High reliability with proactive expert support
Each XPE series signage undergoes rigorous environmental testing to ensure uninterrupted performance. C3 Contamination and Ionograph testing deters circuit contamination. Complementary Climate and Humidity and Salt Fog Chamber exposure additionally ensures performance in variable weather conditions and wet and corrosive elements. Samsung makes the easy outdoor signage experience, providing round-the-clock service.

Indoor LED signage: IF series

Showcase brilliant true-to-life imagery
Through in-depth color management, Samsung’s IF series has the ability to preserve constant graduation of images, ensuring pictures are true-to-life. The display uses technology that is nearly twice as high as the standard LED, showcasing brand information and advertisement brilliantly. The IF series contains dynamic peaking technology that elevates images while removing interference from natural lighting.

A clean, hassle-free installation
A hook-based design allows IF Series to be mount screens in a single, smooth motion. This seamless installation eliminates gaps while keeping all front and rear components visible and accessible for quick-turn maintenance. The IF Series’ compact, durable design also can withstand damage from natural events as strong as a Level 4 earthquake, while also meeting Americans with Disabilities Act (ADA) protrusion regulations.

Video wall display: signage: UHF-E, VMR-U, UHFS series

Deeper visual impact with thin bezel
Samsung created the extreme narrow bezel video wall to be a robust display that is impactful but not intrusive. The wall has a 1.7mm bezel-to-bezel width that yields a seamless picture across multiple screens, and is configured to the user’s needs without being bulky. Samsung’s video wall is a non-glare display that distributes light through the screen, while preserving the vivid pictures and original information.

Securely stabilized in any configuration
Building a visually appealing video wall that is customizable allows users freedom to design a distinctive display that is exclusive to them. The video wall attaches to a surface with wall mounts sized to dimensions of the video and hidden with no distractions. An easy to understand installation guide elevates steps during installation. User-friendly design and wall mounts allow for more precision video wall that performs.
Through innovative design, the OMN Series delivers real-to-life pictures with a remarkably slim 54.5mm depth. Its compact size makes the display a natural extension of the store, as opposed to an addition that ties up valuable space. It also gives retailers greater flexibility in storefront design. Meanwhile, customers remain focused on rich, engaging content on a sleek, sophisticated display and won’t be distracted by a bulky display.

Unsurpassable visibility
Samsung’s outdoor signage allows for exceptional, consistent content delivery with maximum 3,300 nit brightness* and 24/7 performance for outdoor display at airport. With a built-in dimming sensor, the display automatically adjusts the brightness based on the external lighting environment, saving operating expenses and power consumption.

* Brightness varies by model.

Resistant to outdoor elements
Samsung outdoor signage is verified to perform in outdoor settings. IP56-ranked protection** ensures the signage will withstand physical impact as well as dust***, humidity or other outdoor elements that could affect the display.

** Additional glass needed for kit type.
*** Ingress of dust is not entirely prevented, but will not accumulate in sufficient quantities to interfere with the satisfactory operation of the equipment.

Modernize space with slim design
Through innovative design, the OMN Series delivers real-to-life pictures with a remarkably slim 54.5mm depth. Its compact size makes the display a natural extension of the store, as opposed to an addition that ties up valuable space. It also gives retailers greater flexibility in storefront design. Meanwhile, customers remain focused on rich, engaging content on a sleek, sophisticated display and won’t be distracted by a bulky display.

* “Conventional” refers to Samsung’s OMD-W series.

QLED 8K signage: QPR-8K series

Spectacular 33-million-pixel resolution
Samsung QLED 8K offers ground-breaking, super-high resolution, 4 times higher than 4K UHD content and 16 times higher than FHD. With more than 33 million pixels, QLED 8K provides exceptional depth and detail, resulting in a spectacularly immersive viewing experience in any business environment.

8K AI upscaling
QLED’s Quantum processor 8K uses AI-powered machine learning to compare data from millions of images to reduce noise and refine details, delivering a clearer picture, improved resolution and a memorable viewing experience in stunning detail, regardless of the original source quality or format.

Outdoor signage: OHF / OHN / OHN-D series

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Semi-outdoor signage: OMN / OMN-D series

Brilliant presentation for oil
Unlile conventional digital signage, the OMN Series delivers content that stands out, regardless of outdoor elements. Featuring 4,000 nit brightness and a high contrast ratio up to 5,000:1*, the OMN Series’ display remains bright and clear, delivering an uncompromised picture that will capture the attention of potential customers - even in direct sunlight.

* Contrast ratio varies by model.

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SMART Information
Customized, detailed content delivered clear and effectively

Interactive display: PMF-BC series

Comfortable, multi-point capacitive touch communication
Through capacitive touch technology and a user-friendly design, Samsung’s PMF-BC displays foster a comfortable, easy-to-navigate digital writing experience. The interactive displays can accommodate 10 unique touch points* while maintaining the smooth, familiar feel of analog board or pen-and-paper writing.

*The number of available touch points varies depending on configuration. Connected external PCs provide the PMF-BC display with 10 touch points, while the integrated operating system supports two additional touch points.

High reliability & convenient management
Samsung’s PMF-BC displays are resilient and require little maintenance, yet are dependable and deliver content effortlessly, allowing airport to inform travelers of terminal maps. This display withstood extensive testing to validate its durability against dust, dirt, vandalism and other factors. Airport staffs are able to control the display, no matter their location, using infrared receivers, for continuous content.

UHD signage: QMR / QBR series

Intelligent UHD upscaling
Samsung’s cutting-edge intelligent UHD upscaling technology performs edge restoration and noise reduction to deliver perfect UHD picture quality for retailers, even with lower resolution content. This “future-proof” solution ensures best-in-class picture quality regardless of the original content resolution.

Slim and symmetrical design
The QMR / QBR series features an all-new symmetric design simplifying wall mounting and ensuring installation is seamless. The flat back and slim depth ensure a display that will stand the test of time.

FHD signage: PHF-P series

Clear content delivery with slim design
Samsung’s TIZEN-powered FHD standalone displays achieve peak performance all while maintaining a stylish and captivating design. The PHF and PMH series leverage elevated brightness and refined image sharpness to ensure a consistently clear presentation even in settings with variable lighting. Uninterrupted, reliable content delivery is always assured regardless of surrounding conditions.

Powerful performance and simple usability
Samsung’s PHF and PMH series are IP5x validated*, signifying their dust-resistant design and ability to withstand a range of environmental conditions. Equipped with a non-glare frontal panel, the PHF and PMH series discover heightened image visibility and information readability under light.

*IP5x validation ensures satisfactory operation even with a certain level of dust inside the product. However, product operation is not guaranteed when exposed to particular types of dust such as metal dust.
Tailored content delivery
Samsung’s MagicINFO encourages audience interface with sensors that trigger customer centric content based on behaviors. This Event Trigger feature is compatible with IR, NFC, Barcode and RFID indicators and allows managers to program content that appears after a customer action, ranging from a personalized welcome message to sales or promotional content connected to a certain product or service. Through real-time engagement, MagicINFO helps businesses boost purchase intent and build stronger connections with new and recurring audiences.

Samsung’s MagicINFO platform features Spot solution technology that offers real-time messaging that meets customers’ needs. A 3D camera captures customers’ motions and activities in order to place relevant content to customers in a visible location. This Spot solution intellect enables businesses to better create and deliver messages that will inspire customer activity.

SMART Management
Consolidated management of content and devices

**MagicINFO solution**
Three-step content & device management solution

**Single-point management**
Samsung’s MagicINFO is the industry leading platform to offer seamless remote hardware and software management, allowing teams to make changes to schedules and device settings, no matter the location or time of day. Regardless of the operational network, the MagicINFO solution is compatible with several display types, browsers and devices, ensuring the delivery of compelling, high-quality content regardless of the operational framework.

**Versatile device compatibility**
Samsung’s MagicINFO solution controls and manages all types of displays such as indoor, outdoor signage and LED display. With its innovative technology, users are assured their content is managed with a state-of-the-art hardware solution.

**All-in-one message optimization**
MagicINFO’s technology allows businesses in any environment to conveniently create, schedule and deploy content across an entire digital signage network. Furthermore, MagicINFO lets users to remotely monitor and troubleshoot single displays or an entire network for device control.

**Enhanced interactivity and extended engagement**
Event trigger & spot solution

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**Respond to consumers’ motions in 3D**
Samsung’s MagicINFO platform features Spot solution technology that offers real-time messaging that meets customers’ needs. A 3D camera captures customers’ motions and activities in order to place relevant content to customers in a visible location. This is done via a content manager app and MagicINFO i Player. This Spot solution intellect enables businesses to better create and deliver messages that will inspire customer activity.
### LED signage

#### Outdoor signage

<table>
<thead>
<tr>
<th>Project</th>
<th>Screen Size</th>
<th>Resolution</th>
<th>Brightness</th>
<th>Contrast Ratio</th>
<th>IP Rating</th>
<th>SoC</th>
<th>S/W</th>
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<tbody>
<tr>
<td>QM8</td>
<td>87”</td>
<td>3840 x 2160</td>
<td>5000 nit</td>
<td>8,500:1</td>
<td>-</td>
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#### UHD signage

<table>
<thead>
<tr>
<th>Project</th>
<th>Screen Size</th>
<th>Resolution</th>
<th>Brightness</th>
<th>Operation Time</th>
<th>SoC</th>
<th>S/W</th>
</tr>
</thead>
<tbody>
<tr>
<td>QHH</td>
<td>47”, 55”</td>
<td>3840 x 2160</td>
<td>600 nit</td>
<td>6,000:1 (47”, 55”)</td>
<td>Intel Xeon E3-1200 or better</td>
<td>SSDP 4 MagicINFO Player S4</td>
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#### FHD signage

<table>
<thead>
<tr>
<th>Project</th>
<th>Screen Size</th>
<th>Resolution</th>
<th>Brightness</th>
<th>Operation Time</th>
<th>SoC</th>
<th>S/W</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHF-P</td>
<td>43”, 49”, 55”</td>
<td>1920 x 1080</td>
<td>300 nit</td>
<td>5,000:1 (43”</td>
<td>Intel Xeon E3-1200 or better</td>
<td>SSDP 4 MagicINFO Player S4</td>
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### Interactive display

<table>
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<tr>
<th>Project</th>
<th>Screen Size</th>
<th>Resolution</th>
<th>Brightness</th>
<th>Contrast Ratio</th>
<th>Operation Time</th>
<th>Touch Type</th>
<th># of Touch</th>
<th>S/W</th>
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<tbody>
<tr>
<td>PVE-SC</td>
<td>47”* 55”</td>
<td>3840 x 2160</td>
<td>3000 nit</td>
<td>5000:1</td>
<td>24/7</td>
<td>Capacitive Touch</td>
<td>10 Touch</td>
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### MagicINFO solution

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<thead>
<tr>
<th>Number of displays connecting to MagicINFO Server</th>
<th>SSDP</th>
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<th>5500</th>
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<tbody>
<tr>
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<td>Windows Server 2008 / 2012 / 2016</td>
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<td></td>
</tr>
<tr>
<td>CPU</td>
<td>Intel Xeon E5-2600 or better</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RAM</td>
<td>16 GB or more</td>
<td></td>
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</tr>
<tr>
<td>HDD</td>
<td>32 GB or more</td>
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</tr>
<tr>
<td>Network Bandwidth</td>
<td>64 Mbps or better</td>
<td></td>
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</tr>
<tr>
<td>Number of Servers</td>
<td>1</td>
<td>2</td>
<td>3</td>
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