Samsung QSR Display Solutions

Deliver clear, compelling content for QSRs with integrated digital signage

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

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For Quick Service Restaurants (QSRs), standing out from the competition is harder than it sounds. That’s why restaurants are relying on Samsung’s QSR display solutions to highlight products and services, creating a modern customer experience.

With increasing competition and the growing trend of mobile food ordering and food delivery, the QSR industry has had to make rapid changes in how they present information to customers. More than ever, these restaurants must be presenting menu items with vivid images, accurate information and ensure orders are being prepared correctly and promptly.

Samsung’s QSR displays not only help these businesses meet those expectations, they also help deliver on the most important values to the industry — speed and accuracy, maximizing profits and a premier brand experience. For QSRs looking to take advantage of the digitization and modernization happening across the QSR industry, Samsung is the perfect partner.

**Speed and accuracy**

One of the keys to success for any QSR is the ability to provide customers with their food quickly and correctly. In the modern QSR setting, customers can now order their food via a self-service kiosk, mobile ordering or a drive-through. Samsung’s QSR digital displays create an improved customer experience by offering multiple ways to order food that fits customers’ needs.

**maximizing profits**

Samsung’s digital displays create a great customer experience, but they can also increase the QSRs revenue by recommending premium or high-value items first. The digital displays can also impact revenue by allowing restaurants to offer customers customized appetizers, sides and meal orders.

**a premier brand experience**

Customer experience inside a restaurant is a key factor in driving return visitors. It’s not just about presenting menu items, but creating a strong brand identity and positive brand experience. Samsung’s digital displays create a modern and sophisticated interior at QSRs, increasing customer’s perception of the brand.
What Samsung offers

Samsung’s industry-leading visual display technology is reinventing the QSR industry. Samsung’s full line-up of digital displays allow QSRs to revitalize stores and create a modern, attractive in-restaurant experience. Whether the signage is used indoors or outdoors, consumer-facing or employee-facing, digital signage makes an impressive statement, and commands attention from consumers and competitors alike.
Outdoor digital menuboard

Deliver clear information and content in all conditions

Samsung’s outdoor signage series provide the most clear, bright and realistic images to attract and engage audiences, as well as increase in-store visits. Regardless of weather conditions, consumers can approach the menu board to easily recognize the contents thanks to the display’s high visibility.

Outdoor signage: OHN / OHN-D series

Unsurpassable visibility

Samsung’s OHN series allows for exceptional, consistent content delivery with 3,000 nit brightness and 24/7 performance for outdoor digital menubards. With a built-in dimming sensor, the display automatically adjusts the brightness based on the external lighting environment, saving operating expenses and power consumption.

Resistant to outdoor elements

The OHN series is verified to perform in outdoor settings. IP56-rated protection* ensures the OHN series will withstand physical impact as well as dust**, humidity or other outdoor elements that could affect the display.

* Ratings based on Samsung’s test methods
** Ingress of dust is not entirely prevented, but will not accumulate in sufficient quantities to interfere with the satisfactory operation of the equipment.

Window display

Catch the eye of potential customers

Designed for storefront windows, Samsung’s semi-outdoor displays not only deliver an image with flawless clarity, but are also designed to maintain superior picture quality and visibility even when exposed to direct sunlight – a common challenge for conventional in-window displays.

Semi-outdoor signage: OMN / OMN-D series

Brilliant presentation for all

Unlike 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.

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

**Video wall display: VMR-U series**

- **PC-less Solution**
- **Content Take Over**
- **Simple Configuration**
- **All-in-one Solution**
- **Flexible Content Operation**
- **TCO Saving**
- **Seamless Viewing Experience**

**Dynamic content options with powerful SoC (System-on-chip)**

Samsung’s VMR-U is a powerful solution to display dynamic content with visual impact to grab customer’s attention and provide them with key information. QSRs easily transform screens from displaying standalone content to operating as one cohesive unit, without the need for additional hardware.

**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 QSRs, even with lower resolution content. This “future-proof” solution ensures best-in-class picture quality regardless of the original content resolution.

* “Conventional” refers to the models that do not adopt UHD upscaling function.

**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 ensures a display that will stand the test of time.

**Indoor digital menuboard**

Entice customers with highlighted menu items through dynamic content options

Samsung’s outdoor and semi-outdoor signage series provide the most clear, bright and realistic images to attract and engage audiences, as well as, increase in-store visits. Regardless of weather conditions, consumers can approach the menu board to easily recognize the contents thanks to the display’s high visibility.

**Outdoor signage**

- **Intelligent UHD engine**
- **Intelligent UHD upscaling**
- **Dynamic content options with powerful SoC**
- **HDMI Loop Out**
- **LAN Connection**
- **MagicINFO S Player**
- **Powerful SoC**
- **MagicINFO S Player**
- **Simple Configuration**
- **All-in-one Solution**
- **Flexible Content Operation**
- **TCO Saving**
- **Seamless Viewing Experience**
- **Content Take Over**
- **PC-less Solution**
- **Narrow bezel**
- **Long Life Cycle**
- **Symmetric**
- **Slim Depth**
- **High brightness**
- **Long Life Cycle**
**Standing digital menu board**

Promote special offers with dynamic content options in front of customers

Samsung Flip, an interactive, moveable display provides QSRs with another option to show menu items and special offers. Show dynamic content while customers wait.

**Interactive display: Flip**

**Immediate writing and drawing**

A QSR store manager can quickly add an idea or content to the display while continuously showing pre-loaded content. This ensures every store can respond to local, individual needs and changes while also being able to show centralized content across a number of stores at once.

**Versatile usage**

Samsung Flip can showcase content in portrait or landscape mode thanks to convenient pivot functionality. This versatile display can also be easily moved with its 4-wheel design and provides a screen-locking function to prevent any unintended modification of content.

**Self-order kiosk**

Accelerate the ordering and checkout process with digital signage

Self-ordering kiosks in QSRs allow customers to place their own order instead of waiting in line, increasing customer satisfaction. With vivid imagery displayed on the menu, customers can choose and customize their order with ease requiring minimal engagement with staff.

**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 up to 10 unique touch points while maintaining the smooth, familiar feel of analog board or pen-and-paper writing, and without interference from dust, sunlight or other natural variables.

*The number of available touch points varies depending on configuration. Samsung PMF-BC provides up to 10 touch points, while the integrated operating system supports two additional touch points.

**Interactive display: PMF-BC series**

**Conventional**

**PMF-BC**

**Flexible erasing**

**Fast response time**

**Multi-writing up to 4**

**Intuitive UI**

**Passive pen**

**Seamless Touch**

**Pivot**

**Dust Resistant**

**Sunlight Resistant**

**High Reliability**

**Central IR**

**Take control with Samsung’s self-service kiosks**

Samsung’s impressive digital display includes a robust glare-free panel that is not only dependable, but also built with a dust-resistant design. The display was developed to be resilient and powerful with consistent, 24/7 performance. The durable design does not allow dust in the display and includes an anti-glare panel to function in any environment.
Flexible Configuration
Samsung’s ergonomic, customizable business monitors feature height-adjustable stands and pivot, swivel, and tilt options that allow users to adjust positioning and place screens at the most comfortable position. If necessary, these displays also can be removed and attached to VESA-supported wall mounts for added visibility.

Safe. Stress-Free Extended Use
During extended periods of monitor use, blue light wavelengths can fatigue or strain users’ eyes. Samsung monitors utilize a specialized Eye Saver Mode that reduces blue light emissions, helping ensure long-term productivity for users. Samsung’s Flicker Free technology also helps to eliminate common discomforts from monitor use.

Management solution
Intuitive management solutions to control digital displays throughout QSRs, allowing users to create and update information easily and as needed. At the same time, crews can easily control individual situations with a versatile business monitor.

Samsung’s comprehensive MagicINFO platform can remotely manage both hardware and software through one single-point management system. With this solution, QSRs can conveniently create, schedule and deploy content and menu items across an entire digital menu board. The platform is compatible with a host of display types, ensuring the delivery of compelling content regardless of the operational framework.

The Samsung Smart Signage Platform (SSSP) is an open-source, all-in-one solution that is embedded in Samsung’s SMART signage and doesn’t require any additional devices to communicate with the server and play digital media. SSSP provides an integrated media player by giving partners the freedom to create software directly on their Samsung displays.

MagicINFO solution
SSSP solution
Thanks to Samsung MagicINFO Remote Management Solution, an SSSP Partner that has its own CMS solution can perform in-depth remote monitoring of digital devices and eliminate the need for site visits or service calls.

Remote management solution
Thanks to Samsung MagicINFO Remote Management Solution, an SSSP Partner that has its own CMS solution can perform in-depth remote monitoring of digital devices and eliminate the need for site visits or service calls.
## Specification

### Outdoor signage

<table>
<thead>
<tr>
<th>Project</th>
<th>Screen Size</th>
<th>Resolution</th>
<th>Brightness</th>
<th>Contrast</th>
<th>Operation</th>
<th>Panel Type</th>
<th>Connectivity</th>
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### Video wall display

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### Flip

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### MagicINFO solution

Number of displays connecting to MagicINFO Server:

- G9300: Intel Xeon E5-2630 v4 or better
- G5408: Intel Xeon E5-2660 v4 or better
- G5060: Intel Xeon E5-2640 v2 or better

HDD

- At least 100 GB for basic setup (operating system and server application)
- Hard disk capacity depends on the amount of data to be stored on the server

Network Environment

- 10/100/1000BASE-T Ethernet

About MagicINFO solution

- MagicINFO Lite: 64 kbps or better
- MagicINFO Player S2: 0.55mm(R/B)
- MagicINFO Player S4: 1.2mm(R/B)
- MagicINFO Player S6: 3.5mm(R/B)
- MagicINFO Player S7: 3.5mm(R/B)
- MagicINFO S5: 3.5mm(R/B)
- MagicINFO S4: 3.5mm(R/B)
- MagicINFO S2: 3.5mm(R/B)
- MagicINFO S6: 3.5mm(R/B)
- MagicINFO S7: 3.5mm(R/B)

*Specifications are a summary only; for more detailed specifications please refer to the respective individual product catalog.*