Samsung DooH Display Solutions
Discovering new opportunities for advertisement through state-of-the-art-technology

LED Signage | Outdoor Signage | SMART Signage | Interactive Display | MagicINFO Solution
Merchandising: At retail stores, banks and even restaurants, Samsung DooH Display Solution highlight goods and services to increase sales and build brand awareness. Many popular clothing stores feature immersive branded videos with music, text and interviews in their retail locations.

Advertising: Across transportation venues, theaters and high-traffic public spaces, Samsung DooH Display Solutions deliver interactive advertising content for multiple brands, increasing advertising revenue. Travelers waiting at airports view diverse advertising content, supplied by a network operator, delivering visually engaging ad content to captive audiences.

Informational: For hospitality venues, healthcare facilities and educational campuses, Samsung DooH Display Solutions deliver rich digital informational and entertainment content that enhance customer experiences. An example of these immersive viewing experiences is the digital signage and content in hospital waiting rooms that feature health news and diet tips.
Entrance & Moving walk

Indoor LEDs video walls encourage consumers to enter and browse. Retailers can display sale items, new product lines and provide incentives for pedestrians to come in and shop. The displays also help travelers quickly learn about top destinations or get a flavor for the region’s culture. Service providers can direct passengers to transportation options, and theme parks can inform families of must-visit locations.

Way-finding

High-impact displays assist and guide guests and enhance the customer experience. Standalone signage and interactive displays can be placed in high-traffic areas with easy-to-find information to make shopping experiences more enjoyable and airports easier to navigate.

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What Samsung offers

Samsung, the #1 global digital signage solution provider, offers a comprehensive portfolio of display solutions for a wide array of indoor and outdoor applications including billboards, street furniture, entrance & moving walk displays and ad-case solutions.

Billboard

Vivid outdoor LEDs engage viewers and deliver compelling content. DooH displays reinvent the billboard experience for consumers with state-of-the-art technology, while brands gain a more absorbing connection with their customers.

Street furniture / Bus shelter

Vibrant outdoor signage entertains and informs with dynamic ads. Waiting passengers are delivered visually engaging content from multiple brands, compelling brand interactions and purchases.

Ad-case

Standalone signage entice visitors to watch, learn and interact anywhere — whether in a mall, airport or other venue. Compelling ad content can drive customers to a specific store or restaurant, or encourage visitor to scan a QR code and buy online.
Billboard

Delivering highly engaging advertising content

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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 refresh 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 and extends shelf-life. Complementary Climate and Humidity and Salt Fog Chamber exposure additionally ensures performance in variable weather conditions and wet and corrosive elements. In addition to enhanced durability, from inception to installation, Samsung makes the easy outdoor signage experience easy, providing round-the-clock service.

Street furniture / Bus shelter

Capturing viewers and increasing advertising revenue

Vibrant outdoor signage entertains and informs with dynamic ads. Waiting passengers are delivered visually engaging content from multiple brands, compelling brand interactions and purchases.

Outdoor signage: OHF / OHN / OHN-D series

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.

Resistant to outdoor elements

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

* Brightness varies by model.
** 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.
Securely stabilized in any configuration
Building a visually appealing video wall that is customizable to any malls, terminals, airports and stores and gives the 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.

Entrance & Moving walk
Enhancing customer experiences with rich digital content
Indoor LEDs video walls encourage consumers to enter and browse. Retailers can display sale items, new product lines and provide incentives for pedestrians to come in and shop. The displays also help travelers quickly learn about top destinations or get a flavor for the region’s culture. Service providers can direct passengers to transportation options, and theme parks can inform families of must-visit locations.

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 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 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, UHF5 series
Deeper visual impact with thin bezel
Samsung created the extreme narrow bezel video wall to be a robust display that is impactful to pedestrians moving through a mall, airport or other venue. The video wall’s ultra slim bezel that yields a seamless picture across multiple screens. Samsung’s video wall is a non-glare display that distributes light through the screen, while preserving the vivid pictures and original information.

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LED HDR  Dynamic Peaking  Color Management  Fine-tune Uniformity

Enhanced Uniformity  High Contrast Ratio  Dynamic Peaking  Narrow Bezel  Non-Glare  LED HDR  Earthquake Durability

Direct Mount Kit  Enhanced Uniformity  Fine-tune Uniformity  Narrow Bezel  Non-Glare  LED HDR  Earthquake Durability

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Ad-case
Driving customer engagement and purchases
Standalone signage entice visitors to watch, learn and interact anywhere – whether in a mall, airport or other venue. Compelling ad content can drive customers to a specific store or restaurant, or encourage visitor to scan a QR code and buy online.

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.

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

Way-finding
Informing and entertaining customers with interactive content
High-impact displays assist and guide guests and enhance the customer experience. Standalone signage and interactive displays can be placed in high-traffic areas with easy-to-find information to make shopping experiences more enjoyable and airports easier to navigate.

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.

High reliability & convenient management
Samsung’s PMF-BC displays are resilient and require little maintenance, yet are dependable and deliver content effortlessly. This display withstood extensive testing to validate its durability against dust, dirt, vandalism and other factors as these displays are typically used at transportation stations. Users are able to control the display, no matter their location, using infrared receivers, for continuous content.
Samsung’s solutions and services

Manage your display devices and contents comprehensively

Along with partners, Samsung provides intuitive management solutions that allow the users to have a great ability to manage and control all of the devices, creating and updating information easily and as needed.

Management solution: MagicINFO, SSSP solution

MagicINFO solution
Samsung’s comprehensive MagicINFO platform can remotely manage both hardware and software through one single-point management system. With this solution, users can conveniently create, schedule and deploy content across its entire digital signage network. MagicINFO enables content teams to update informational or advertising contents from any location at any time that creates greater user control from one central location. The platform also is compatible with a host of display types, ensuring the delivery of compelling content regardless of the operational framework.

SSSP solution
For a Samsung Smart Signage Platform (SSSP) partner that has its own CMS solution, Samsung MagicINFO Remote Management Solution is a perfect fit for advanced needs. Samsung Remote Management Solution allows in-depth remote monitoring of the digital devices and eliminates the need for site visits or service calls. The Remote Management Solution platform synchronizes with users’ CRM and provides a complete review of hardware and display content. Though its install package is the same with MagicINFO Server, there is a separate license key for Samsung’s Remote Management Solution.

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

- Ongoing content design
- Content management system
- Data integration
- Programming
- Network design & integration
- Network monitoring
## Specifcation

### LED signage

<table>
<thead>
<tr>
<th>Project</th>
<th>Pixel Pitch</th>
<th>Display Type</th>
<th>Brightness (cd/m²)</th>
<th>Contrast Ratio</th>
<th>Cabinet Size (L x H x D, per cabinet)</th>
<th>Weight</th>
<th>Service</th>
<th>IP Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1L1</td>
<td>1L2</td>
<td>Surface Mount Device</td>
<td>1,200 nit</td>
<td>4,000:1</td>
<td>24/7 x 3840 x 2160</td>
<td>2.5</td>
<td>Front and Rear</td>
<td>IP20</td>
</tr>
<tr>
<td>1L2</td>
<td>1L3</td>
<td>Surface Mount Device</td>
<td>1,200 nit</td>
<td>4,000:1</td>
<td>24/7 x 3840 x 2160</td>
<td>2.5</td>
<td>Front and Rear</td>
<td>IP20</td>
</tr>
<tr>
<td>1L3</td>
<td>1L4</td>
<td>Surface Mount Device</td>
<td>1,200 nit</td>
<td>4,000:1</td>
<td>24/7 x 3840 x 2160</td>
<td>2.5</td>
<td>Front and Rear</td>
<td>IP20</td>
</tr>
</tbody>
</table>

### Outdoor signage

<table>
<thead>
<tr>
<th>Project</th>
<th>Screen Size</th>
<th>Resolution</th>
<th>Brightness</th>
<th>Contrast Ratio</th>
<th>Cabinet Size</th>
<th>Weight</th>
<th>Service</th>
<th>IP Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>OHN</td>
<td>80”</td>
<td>3840 x 2160</td>
<td>2,000 nit</td>
<td>850:1</td>
<td>24/7 x 3840 x 2160</td>
<td>2.5</td>
<td>Front and Rear</td>
<td>IP20</td>
</tr>
<tr>
<td>OHM (Dual Display)</td>
<td>80”</td>
<td>3840 x 2160</td>
<td>2,000 nit</td>
<td>850:1</td>
<td>24/7 x 3840 x 2160</td>
<td>2.5</td>
<td>Front and Rear</td>
<td>IP20</td>
</tr>
<tr>
<td>OHF</td>
<td>46”, 55”</td>
<td>1920 x 1080</td>
<td>4,000 nit</td>
<td>850:1</td>
<td>24/7 x 3840 x 2160</td>
<td>2.5</td>
<td>Front and Rear</td>
<td>IP20</td>
</tr>
</tbody>
</table>

### Video wall display

<table>
<thead>
<tr>
<th>Project</th>
<th>Screen Size</th>
<th>Resolution</th>
<th>Brightness</th>
<th>Cabinet Size</th>
<th>Weight</th>
<th>Service</th>
<th>IP Rating</th>
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</thead>
<tbody>
<tr>
<td>UW-16L</td>
<td>32” (4x4)</td>
<td>3840 x 2160</td>
<td>2,000 nit</td>
<td>850:1</td>
<td>24/7 x 3840 x 2160</td>
<td>2.5</td>
<td>Front and Rear</td>
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<tr>
<td>UW-24L</td>
<td>55” (4x4)</td>
<td>3840 x 2160</td>
<td>2,000 nit</td>
<td>850:1</td>
<td>24/7 x 3840 x 2160</td>
<td>2.5</td>
<td>Front and Rear</td>
</tr>
<tr>
<td>VM-84</td>
<td>84” (4x4)</td>
<td>3840 x 2160</td>
<td>2,000 nit</td>
<td>850:1</td>
<td>24/7 x 3840 x 2160</td>
<td>2.5</td>
<td>Front and Rear</td>
</tr>
</tbody>
</table>

### QLED 8K signage

<table>
<thead>
<tr>
<th>Project</th>
<th>Screen Size</th>
<th>Resolution</th>
<th>Brightness</th>
<th>Operation Year</th>
<th>Connectivity</th>
<th>Security</th>
<th>S/W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q8M</td>
<td>82”</td>
<td>7680 x 4320</td>
<td>5000 nit</td>
<td>24/7 (Including 60 Hz input support)</td>
<td>HDMI 2.0, USB 3.1</td>
<td>S3SD</td>
<td>MagicInfo S7</td>
</tr>
</tbody>
</table>

### UHD signage

<table>
<thead>
<tr>
<th>Project</th>
<th>Screen Size</th>
<th>Resolution</th>
<th>Brightness</th>
<th>Operation Year</th>
<th>Connectivity</th>
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<tr>
<td>Q8M</td>
<td>82”</td>
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<td>24/7</td>
<td>HDMI 2.0, USB 3.1</td>
<td>S3SD</td>
<td>MagicInfo S7</td>
</tr>
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### FHD signage

<table>
<thead>
<tr>
<th>Project</th>
<th>Screen Size</th>
<th>Resolution</th>
<th>Brightness</th>
<th>Operation Year</th>
<th>Connectivity</th>
<th>Security</th>
<th>S/W</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMF</td>
<td>32”</td>
<td>1920 x 1080</td>
<td>650 nit</td>
<td>24/7</td>
<td>HDMI 2.0, USB 3.1</td>
<td>S1SD</td>
<td>MagicInfo Player Lite</td>
</tr>
<tr>
<td>DCE</td>
<td>43”</td>
<td>1920 x 1080</td>
<td>650 nit</td>
<td>24/7</td>
<td>HDMI 2.0, USB 3.1</td>
<td>S1SD</td>
<td>MagicInfo Player Lite</td>
</tr>
</tbody>
</table>

### Interactive display

<table>
<thead>
<tr>
<th>Project</th>
<th>Screen Size</th>
<th>Resolution</th>
<th>Brightness</th>
<th>Operation Year</th>
<th>Touch Type</th>
<th>Number of Displays Connecting to MagicInfo Server</th>
<th>Security</th>
<th>S/W</th>
</tr>
</thead>
<tbody>
<tr>
<td>PN6-DC</td>
<td>32” 4x3</td>
<td>1920 x 1080</td>
<td>5000 nit</td>
<td>24/7</td>
<td>Capacitive touch</td>
<td>MagicInfo</td>
<td>S3SD</td>
<td>MagicInfo 64-bit</td>
</tr>
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</table>

### MagicInfo solution

<table>
<thead>
<tr>
<th>OS</th>
<th>Windows Server 2008 / 2012 / 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPU</td>
<td>Intel Core i3-550 or better</td>
</tr>
<tr>
<td>RAM</td>
<td>4 GB or more</td>
</tr>
<tr>
<td>HDD</td>
<td>At least 100 GB for basic setup; operating systems and server software</td>
</tr>
</tbody>
</table>

Number of displays connecting to MagicInfo Server:
- **IE60**: 1
- **IE600**: 2
- **IE6000**: 3
- **IE6600**: 4

Numbers of Servers:
- 1
- 2
- 3
- 5 or more, dependent on scenario