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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Samsung Electronics Co., Ltd.
416, Maetan 3-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-772, Korea
2018-11
www.samsung.com
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.
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.

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.

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.

Billboard

Vivid outdoor LEDs engage viewers and deliver compelling content. Digital 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

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.

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.

Outdoor signage: OHF series

All-in-one outdoor solution

Samsung's OHF series outdoor signage delivers an all-inclusive engagement solution that is completely equipped for virtually any outdoor environment. Along with the added convenience of an embedded power box, the OHF series displays ensure durability, flexibility and 24/7 performance even in extreme temperatures. Additionally, the OHF displays leverage a filter-less self-cooling system for easy maintenance and reduced TCO.

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.
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 move 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: UHF-E, 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.

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.
**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.

**UHD standalone signage**: QMN, QBN series

**Intelligent picture quality**

Samsung’s UHD standalone displays leverage Intelligent Picture Quality technology to elevate content delivery in any setting. This refined presentation transforms content from any source to UHD-level quality, and optimizes on-screen text and imagery with fine details. With non-glare panels, the QMN and QMH series deliver information with optimized images and crisp edges and fine detail.

**FHD standalone signage**: PHF, PMH series

**Powerful performance and simple usability**

Samsung’s PHF and PMH series are IP5x certified, 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. Additionally, the standalone displays’ integrated centralized infrared receiver (IR) ensures easier and more flexible user control.

**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.

**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.

**High reliability & convenient management**

Samsung’s PMF-BC displays are resilient and require little maintenance, yet are dependable and deliver content effortlessly. This display withstands 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.
**LED signage**

**Project** | **Pixel Pitch** | **Display Type** | **Brightness** | **Contrast Ratio** | **Certification** | **Screen Size** | **Resolution** | **Brightness** | **Haze** | **Operation**
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | ---
**Indoor** | | | | | | | | | | |
PHS-E | 32" | Outdoor Surface Mount Device | 350 nit | 24/7 | Built-in MagicInfo Lite | 1000x600 | 16/7 | Non-Glare | 65" | 85" | 98"
| | | | | | | | | | | |
**Outdoor** | | | | | | | | | | |
OMW-E | 46" | Outdoor Surface Mount Device | 350 nit | 24/7 | Built-in MagicInfo Lite | 1000x600 | 16/7 | Non-Glare | 65" | 85" | 98"

**Video wall display**

**Project** | **Screen Size (in.)** | **Resolution** | **Brightness** | **Operation Mode** | **Connectivity**
--- | --- | --- | --- | --- | ---
**UHD** (UHF-E) | 55" | 350 nit | 24/7 | Analog-D Sub, HDMI, HDCP2.2, RS232, RJ45 | Built-in MagicInfo Lite, SSP2.0
| | 46" | 350 nit | 24/7 | Analog-D Sub, HDMI, HDCP2.2, RS232, RJ45 | Built-in MagicInfo Lite, SSP2.0

**Interactive display**

**Project** | **Screen Size** | **Resolution** | **Brightness** | **Touch Type** | **Forces** | **Certification** | **Remark**
--- | --- | --- | --- | --- | --- | --- | ---
PWF-SC | 52" | 1920x1080 | 350 nit | 24/7 | Built-in MagicInfo Lite, SSP2.0 | Center 8, Grace Cross Visual Quality, PIFS certification | 

**MagicINFO solution**

**Number of displays connecting to MagicINFO Server**

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<th>2GB</th>
<th>5GB</th>
<th>10GB</th>
<th>20GB</th>
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<td><strong>OS</strong></td>
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<tr>
<td><strong>CPU</strong></td>
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<td>Intel Core i3-2400 or better</td>
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<td></td>
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<td><strong>RAM</strong></td>
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<td>8 GB or more</td>
<td>16 GB or more</td>
<td>32 GB or more</td>
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<tr>
<td><strong>HDD</strong></td>
<td>AllAt least 300 GB for basic ERP/operating system and browser application</td>
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**Network Bandwidth**

64 Kbps or better

**Number of Servers**

1 2 3 4 or more, dependent on scenario