

WHY THE SAMSUNG LED LINE IS A GREAT **FIT FOR THE ENTERTAINMENT MARKET**

Powerful new features enable venues to create engaging content that attracts visitors and keeps them coming back.



Samsung Cinema LED Screens leverage a unique Ultra Contrast setting to improve entertainment market viewers' perceptual resolution and deliver on-screen content with greater accuracy.

MUSEUMS AND MOVIE THEATERS are facing more competition than ever from the home entertainment market. With the popularity of video streaming services like Netflix and the advancement of technology in home entertainment systems, fewer people are opting to go out. As a result, museums and movie theaters are seeing a decline in attendance and they're left to grapple with how to compete.

The answer? Technology.

"Digital signage in particular has gained popularity in the entertainment industry as cinema houses are looking for new ways to offer more engaging experiences to attract moviegoers," says Eric Lee, Director, LED Signage Product Planning Group, Samsung Electronics.

Museums are seeing a similar trend

and they're using digital signage to create more interactive and immersive content experiences to attract visitors. The Cleveland Museum of Art, for example, installed an exhibit known as ARTLENS.

It's a combination of interactive, multi-touch displays and an iPad app that allows visitors to learn about art while interacting with it on a tactile level.

Digital signage works well as a solution because it's versatile. Displays can replace posters in box office lobbies. Rather than static advertisements, theatres can play dynamic content such as movie trailers or commercials.

This keeps visitors more engaged even when lines are long. Digital signage can even serve as the cinema screen itself, replacing projectors as the primary display method in theatres.

The new Samsung LED line of displays has emerged as a top choice for business owners in the entertainment market looking to invest in digital signage. Let's explore arenas in which Samsung's LED displays provide powerful impact in the entertainment market.

Advertising, Artwork Pops with Samsung LED in Entertainment Market

Everywhere you look there are video displays, digital signage, billboards, you name it - there's a lot of competition out there for attention. So the stakes are raised when it comes to movie posters, advertising displays and artwork promotions. In many cases, in order to command attention, those businesses turn to digital displays.

It is essential that those digital dis-

plays really stand out. In the case of the fine pixel pitch IF Series Samsung LED displays, color management enables displays to depict a wide array of brilliant colors with greater precision.

"Museums and cinemas require displays with the highest level of color accuracy," Lee says. "Through color management, LED signage can display special content; for example, exhibition posters, images of art work, movie trailers, and promotional programs in the most dynamic contrast and lifelike colors."

While some LED displays still struggle to show colors in their intended form, the Samsung line has solved the issue.

"Samsung's LED color management leverages specialized algorithms to maintain consistent RGB gradation and showcase colors with greater precision, even at low grayscale levels", Lee says.

This means content is depicted the way the artist or director intended.

Then there's Samsung's Scene Adaptive HDR which enables displays to produce optimal contrast, especially for content in darker colors.

The key here is that Samsung LED elevates the impact of the display with elements like Inverse Tone Mapping algorithms which analyze and optimize gradation and brightness levels within individual content scenes.

Samsung manages to do this by analyzing the specifications of displays and the distribution of brightness in different parts of the input content then, in turn, producing the optimal contrast for the content, especially for the parts in low gray scale.

Roughly translated: It will make the colors on digital posters or advertisements pop.

Another aspect of Scene Adaptive HDR is anti-dazzling feature. This feature helps maximize customers' engagement time with the content. This is because the content is delivered at the most comfortable level to human eyes.

"When installed in an indoor environment, LED signage automatically adjusts the brightness of the screen and content to the optimized level the human eye feels most comfortable with," Lee explains.

As a result, visitors or customers will spend more time checking out artwork

Samsung's Scene Adaptive HDR enables displays to produce optimal contrast, especially for content in darker colors.

or being drawn into a digital movie poster, thanks to Samsung's line of LEDs, and businesses can have more success breaking through the clutter and conveying their information.

Redefining the Theater Experience with Samsung LED

Movie theaters are no longer competing with the nearest theater across town. Instead, they're competing with Netflix and with the movie-going public's comfortable living room couches. The new competition has forced cinemas to reposition themselves as a destination for an unparalleled viewing experience.

Samsung's Cinema LED Screen, the world's first LED display for theater is elevating that viewing experience.

The Cinema LED display recently became the first product to achieve full compliance with the highly-esteemed Digital Cinema Initiatives (DCI) theater technology standards, acknowledging the display's ability to showcase the complete color spectrum with unaltered accuracy.

The better viewing experience starts with Samsung Cinema LED Screen's ultra-sharp 4K resolution of 4,096 x 2,160.

Dig a little deeper, however, and it becomes clear that Samsung is taking color accuracy to new levels.

Conventional theater technologies have long struggled to achieve an optimal balance of brightness and color presentation.

While projectors typically can showcase a full range of colors at a maximum brightness level of only 14fL, standard cinema displays conversely lose color quality as they reach higher brightness.

Samsung's Cinema LED Screen delivers both benefits, enabling theater users to express perfect accuracy at peak brightness levels and elevate on-screen content through an impressive range of hues.

Meanwhile, Samsung Cinema LED Screens leverage a unique Ultra Contrast setting to improve viewers' percep-

tual resolution and deliver on-screen content with greater accuracy.

In particular, the Cinema Screens can display true black colors, offering a superior visual experience to the distorted or grayed-black hues commonly offered by legacy theater technologies.

This accurate representation is furthered by 18-bit processing that maintains consistently authentic low-tone grayscale effects, as well as an infinite contrast ratio that maintains visual integrity in darkroom settings.

Another benefit for theaters leveraging Samsung Cinema LED Screens is that by working with Samsung they can centralize other parts of their business. There's potential for a centralized management solution that includes movie screens, self-ticketing signage, digital posters, trailer walls, advertising screens and more.

As a total solutions provider for the theater industry, Samsung is focused on improving the customer experience and driving better operational efficiency for its operator partners.

The benefits compared to traditional film projection go on and on. Consider that Samsung Cinema LED screens produce almost no noise compared to film projector. Add to that the fact that the design of Samsung Cinema LED screens is significantly slimmer and lighter than comparable alternatives, which results in full-front access to signage components and ensures a neat installation free of catwalk space while complementary rear access enables more convenient and quick-turn maintenance.

The Samsung LED display line as a whole offers powerful features that give entertainment market venues the ability to remain competitive in an ever-evolving entertainment market. Superior visuals coupled with a bezelless design create viewing experiences that will draw in eyes and keep them captivated. ■