Horse racing is a global leisure sport with a long history and tradition. At the center of Korea’s horse racing industry stands the Korea Racing Authority (KRA). A 95-year-old organization, KRA has developed various leisure and tourism content in order to establish the horse racing and horse riding as national leports (leisure + sports). One of the things that visitors see first when they enter the lounge of LetsRun Park in Busan & Gyeongnam is the giant video wall, which is 13m wide. This in particular catches visitor attention. It is the Samsung SMART Signage that makes the horse racing more pleasant to watch through vivid images with the great immersion level.

Before the installation of “Samsung SMART Signage,” there were a total of eight 81cm-wide televisions. Its low-definition reduced the visibility, and the individually displayed screens lowered the immersion level. KRA wanted to increase the visibility of content and made the broadcasting livelier to deliver the lively feeling of the horse racing held in another area, making spectators feel as if they were watching the horse racing in the flesh.
With Samsung SMART Signage, the horse racing industry led by KRA is becoming a national sport. The Korean horse racing industry is rapidly growing to the extent that it is exporting the broadcasting and ticketing systems. The LetsRun Park in Busan & Gyeongnam has taken a step closer to customers with Samsung SMART Signage, emerging as as the best horse theme park in the region with the popularization of horse racing.

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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 about Samsung SMART Signage, visit www.samsung.com/business or www.samsung.com/displaysolutions

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