Samsung
Retail Display Solutions

Reinventing the shopping experience through state-of-the-art technology

SMART Signage | LED Signage | MagicINFO Solution

SAMSUNG

Improving the Modern Shopping Experience

The shopping experience has evolved through the years, becoming mostly online transactions as opposed to in-store shopping. Although buying online is convenient, the instant satisfaction of purchasing something in the store is missing, as well as the face-to-face interactions with store associates. To make the most of this customer experience, Samsung has created digital signage to further the buying experience by engaging customers visually and providing additional information to the customer. This new technology will enhance the customer's satisfaction during their in-store shopping journey, bringing the customers back to the store for future shopping.

SMART Attraction

A store's external signage must be inviting, distinctive and interesting for shoppers to engage in a shopping experience at their store. Stores are assured of unique digital signage by utilizing Samsung's displays customization features. Digital signage also sets the tone of the store, allowing customers to understand the type of store they are entering before walking in.

SMART Promotion

Retailers are continually trying to find ways to provide customers with information while they are in-store as well as offering them promotions they can use while shopping. Samsung's outdoor or semi-outdoor display and QLED signage have the ability to deliver a wide-range of information to customers during a shopping experience.

SMART Information

Delivering product information to customers, increasing their knowledge of products and services while shopping, is something retailers struggle with often. Samsung's digital signage is a perfect way to increase shoppers' knowledge of products and provide helpful reviews to use during the buying process. Digital signage also helps shoppers navigate easily throughout the shopping mall.

SMART Management

Creating and updating content across an entire network or a single display are tasks that retail owners oversee. Samsung's MagicINFO Solution is a hardware content management platform that gives users the ability to connect to their signage at all times, regardless of their location. Users can also monitor displays remotely and adjust security settings based on the company's policy.

SMART
Attraction

SMART
Promotion

SMART
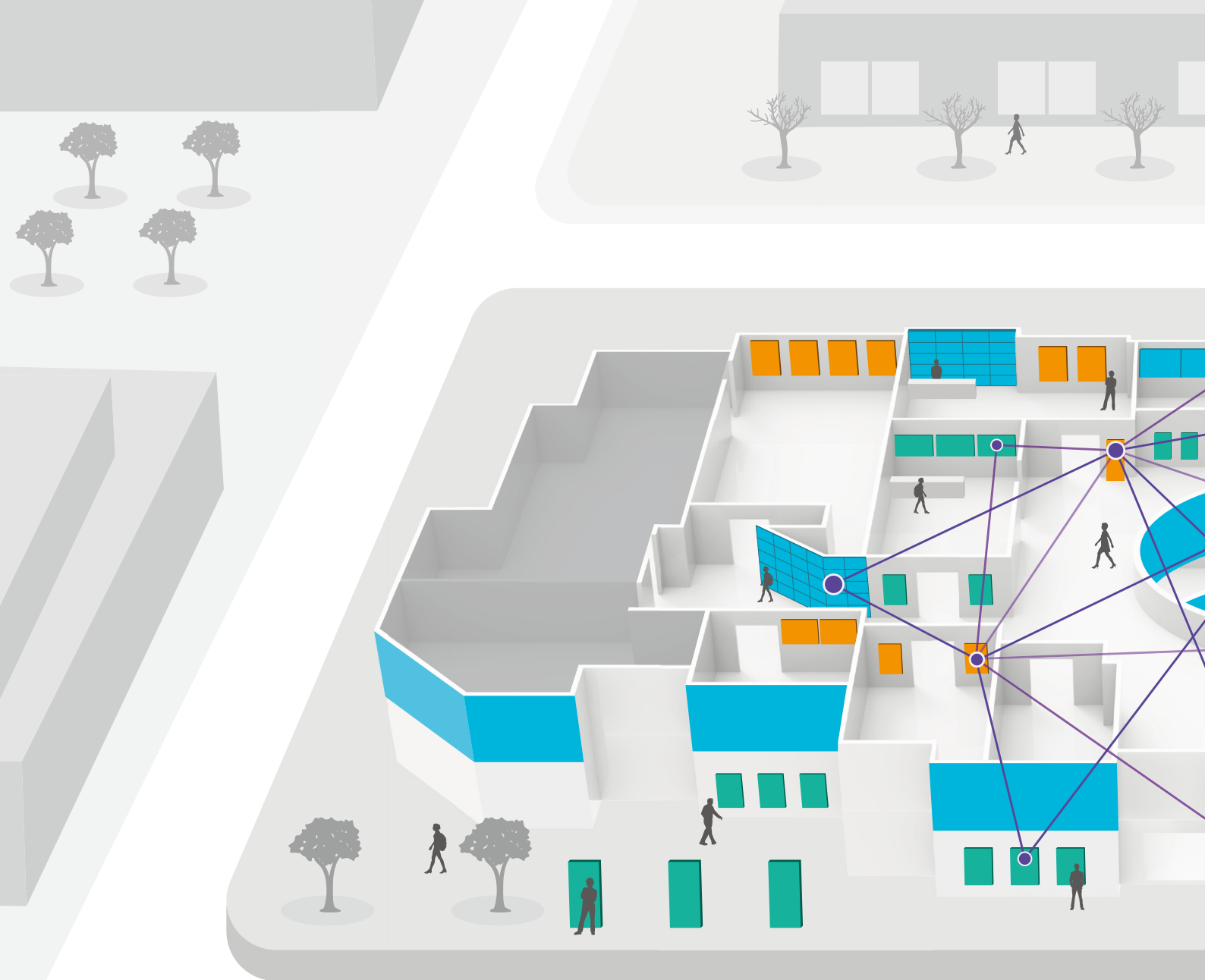Information

SMART
Management

Consumer
Satisfaction

What Samsung Offers

Samsung used their expertise to create a way for businesses to display their content in an easy to use, state-of-the-art manner. Looking at lifestyle displays, Samsung identified four ways for identifying these needs with their SMART technology. Recognizing that consumers want to be visually stimulated as well as educated during a shopping experience, Samsung created SMART Attraction, SMART Promotion and SMART Information displays. To meet business's needs, Samsung created or SMART Management technology that allows a user to connect to a display at all times.

SMART Attraction

Outdoor LED Signage

Indoor LED Signage
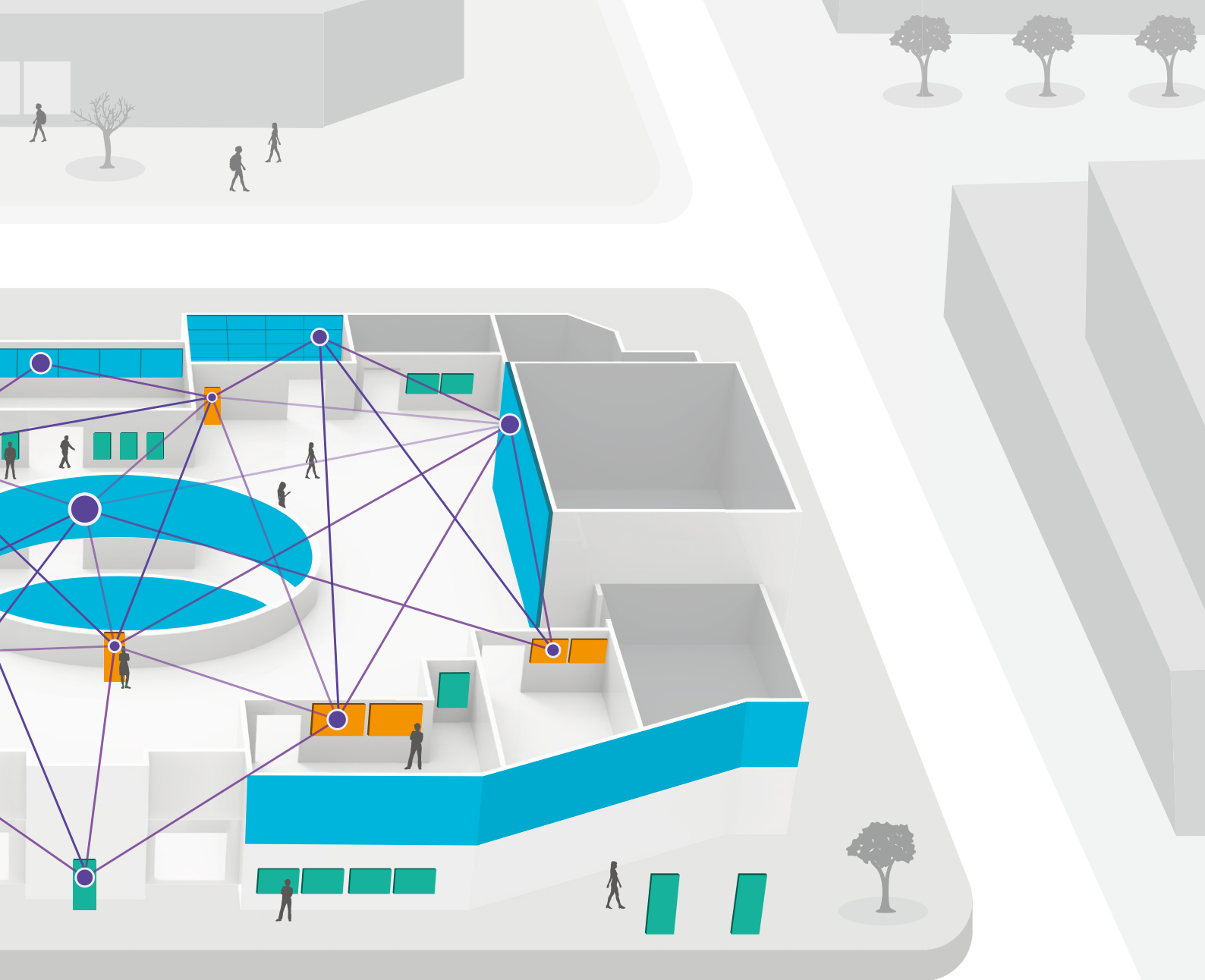
Video Wall Display

SMART Promotion

QLED Signage

Outdoor Signage

Semi-Outdoor Signage

SMART Information

Interactive Display

UHD UHD Signage

FHD FHD Signage

SMART Management

MagicINFO Solution

Look with GLAN
Fresh eyewear

MAKE YOUR NEW

SMART Attraction

Automatically Captivating a Shopper's Attention with Unforgettable Messaging

Outdoor LED Signage

Clear picture with customized design

Samsung's XAF series displays provide content with brilliant visibility no matter the weather or lighting. The displays have a high refresh rate that allows for video streaming without distortion or interruption. Light interference is prevented by retaining the displays brightness at all times. From inception to installation, Samsung makes the outdoor signage experience easy for brands, providing round-the-clock service.

2400 Hz refresh rate	High Brightness	Dedicated Design	Business friendly

Safe & reliable outdoor alternative

Samsung did extensive testing to validate the durability of the XAF series. They included exposure to high temperature and humidity chambers, package vibration and drop testing for shipping. Its reinforced design has corrosion-proof painting and deformation-proof housing ensuring shelf life. Integrated tools protect the display from electrical surges and currents of electricity.

Anti Over-voltage	IP65/45	Corrosion Proof	Deformation Proof & Anti UV Housing

Indoor LED Signage

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 all the displays content brilliantly. The IF series contains dynamic peaking technology that elevates images while removing interference from natural lightening.

| HDR | Dynamic Peaking | Color Management | Fine-tune Uniformity |

A Clean, hassle-free installation

A hook-based design allows IF Series users to mount screens in a single, smooth motion. This seamless installation eliminates gaps and catwalk space 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.

| Direct Mount Kit | Catwalk Space free | Advanced Design | Earthquake Durability |

Video Wall Display

Deeper visual impact with thin bezel

Samsung created the extreme narrow bezel video wall to be a robust display that is impactful but not intrusive. The wall has a 1.7mm bezel-to-bezel width that yields a seamless picture across multiple screens, and is configured to the user's needs without being bulky. Samsung's video wall is a non-glare display that distributes light through the screen, while preserving the vivid pictures and original information.

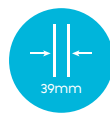| Narrow Bezel | Non Glare | Enhanced Uniformity | High Contrast Ratio |

Securely stabilized in any configuration

Building a visually appealing video wall that is customizable allows users 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. User-friendly design and wall mounts allow for more precision video wall that performs.
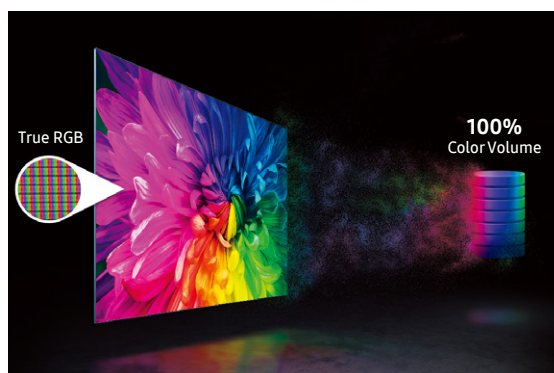
| Fine adjustment | Slim depth | Easy Installation | 24/7 |

SMART Promotion

Delivering Exciting Content Consumers Will Remember

QLED Signage

True RGB

100%
Color Volume

Showcase one billion colors with optimal precision

Samsung's QHH series achieves perfect color volume with high reliability in any indoor environment, yielding a more realistic display experience. HDR picture refinement is used, delivering static and motion content without compromising the images. Utilizing HDR10 technology, businesses are assured their content meets the ultra-HDR guidelines and exceeds industry standards.
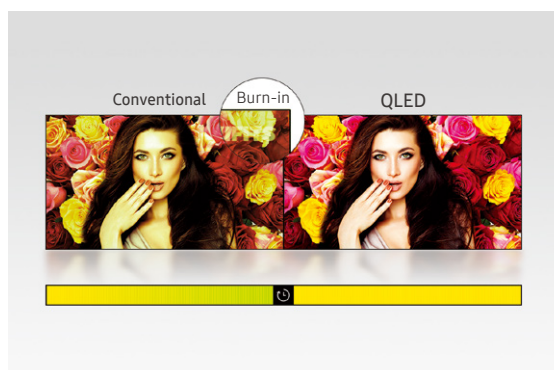
QD QLED

100% Color Volume

UHD UHD

HDR 10 HDR10

Conventional   Burn-in   QLED

Increased immersion, long durations

Samsung's QHH series display will bring a chic look to any modern space with its frameless design allowing viewers to stay focused on content. This display is a perfect fit for indoor settings due to the unique operational demands requiring continuous content delivery with maximum performance while maintaining color integrity. These maintenance-free displays provide performance and quality at all times.
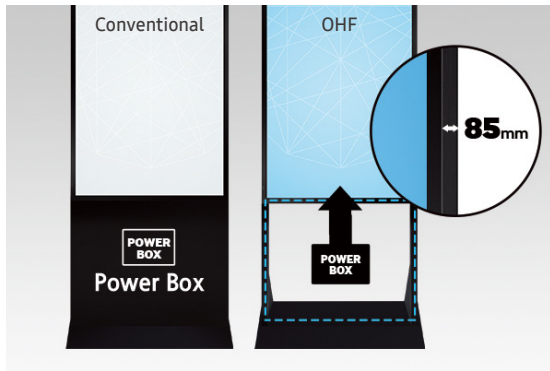
TIZEN Tizen 3.0

FEATURE No Burn in

Frameless Design

No Gap Wall mount

Outdoor Signage

All-in-one outdoor-ready

The OHF series from Samsung is preconfigured for a stress-free installation and includes HDR+ technology that provides brilliant images and content. Powered by equipment and technology that fits in its ultra-slim (855 mm) frame, the OHF series maintains its performance while providing static and motion content with ease.

All in One Design	Power box embedded	Cooling System	24/7 Operation

Captivating visibility & superior durability

Samsung's OHF series displays have a screen that made from Magic Glass, which makes for a resilient display that can withstand elements inside or outside. If the glass were damaged, a gap between the Magic Glass and the LCD panels eliminate substantial disruption for the display. Incorporated in its design is an auto brightness sensor optimizes brightness for viewers.

High Brightness	Auto Brightness Sensor	Superior Durability	Magic Protection Glass

Semi-Outdoor Signage

Brilliant presentation in any environment

OMD Series SMART Signage features 2,500-nit high brightness and 5000:1 contrast ratio for superb visibility in various lighting environments. Even better, you can customize the brightness within a range of 350nit to 2,500nit brightness to complement any environment and manage power consumption expenses with an automatic brightness sensor.
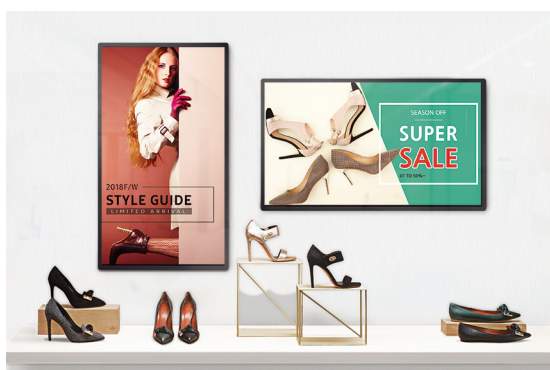
High Brightness	High Contrast Ratio	Polarized Sunglasses	Anti Blackening

Advanced usability with operational efficiency

In-window digital displays with high brightness tend to generate more noise than ordinary displays and, because the displays are typically installed inside the store's front window, this noise can detract from the store's image. OMD Series signage controls noise at 30 dBA at a 1-meter distance, the equivalent of a whisper in a quiet library. Also, small semi-outdoor model, OMH even has a fan-less design to ensure minimal noise emission.

Noiseless Solution	Energy Efficient Technology	Superior Durability	Built-in Wifi

SMART Information
Customized, detailed content delivered clear and effectively

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, and without interference from dust, sunlight or other natural variables.

*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.

| Seamless Touch | Multi Touch | Fast Response time | Intuitive UI |

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. Users are able to control the display, no matter their location, using infrared receivers, for continuous content.

| Dust Resistant | Sunlight Resistant | High Reliability | Central IR |

UHD Signage : QMN / QBN Series

Intelligent picture quality

When a retailer is promoting sales, clear and concise information is vital. Samsung's QMN Series helps businesses achieve these goals with its Intelligent Picture Quality technology. This technology transforms content from any source to UHD-level quality with optimized on-screen images, deploying content on signage that it will perform continuously.
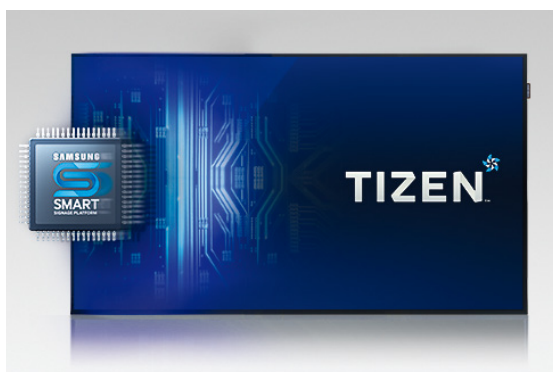
Intelligent UHD	Intelligent HDR+	Intelligent Picture Mode	Anti Glare

Enjoy powerful operation

Remote management for users is a key feature for Samsung's MagicINFO S Player 6 that is included in the QMN series. Users have the ability to create and share content among multiple users over several displays as well control, monitor and troubleshoot users remotely when using MagicINFO 6. In addition, the Tizen 4.0 operating system allows MagicINFO 6 to be compatible with all of Samsung displays.
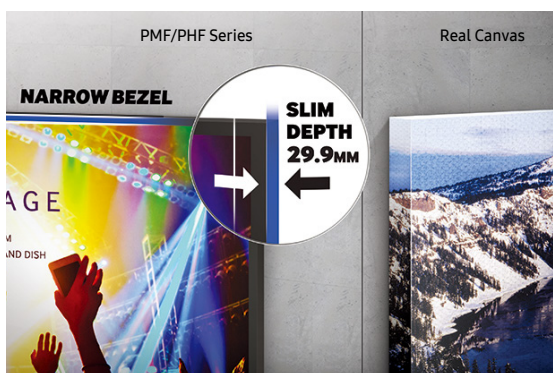
Powerful Performance	Easy Development	Business Expandability	24/7

FHD Signage : PHF / PMH Series

PMF/PHF Series   Real Canvas

NARROW BEZEL

SLIM DEPTH 29.9MM

Clear content delivery with slim design

Samsung's TIZEN-powered PMH series is not only powerful but is also a sleek and sophisticated display. For use in any business setting, the PMH series' robust picture guarantees brilliant images, no matter the material being presented. Built to be reliable and long-lasting, this display performs with continuous pictures enabling consumers to be assured their messages will be delivered as expected.

FHD	Slim Depth	SoC	Embedded Solution

Powerful performance and simple usability

Samsung's next great display is user-friendly and capable of supporting up to three movies at the same time with 3D graphics. Equipped with a touch screen, the display eliminates the need for a computer with TIZEN OS technology. Superior security technology with three layers of authentication is also included in the display. Easy development tools and simple usability make this a one-of-a-kind display.
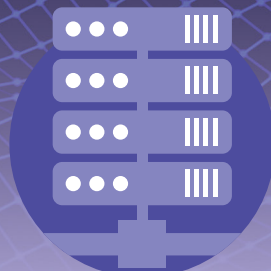
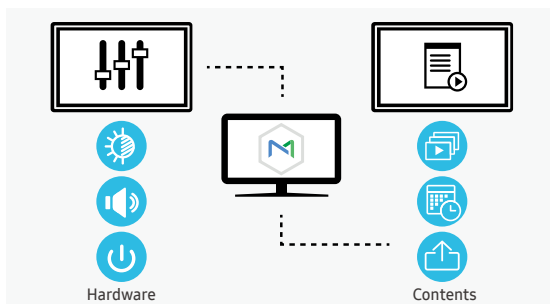| Seamless Playback	Centralized Management	IP5X	Central IR

MagicINFO Author

MagicINFO Server

MagicINFO Player

SMART Management
Consolidated management of content and devices
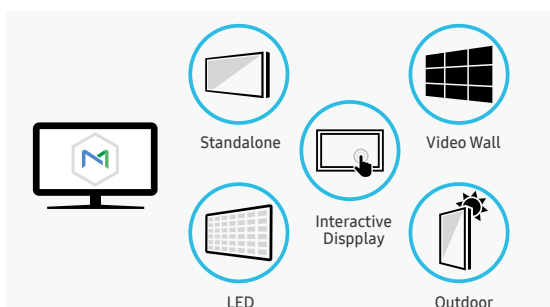
MagicINFO Solution

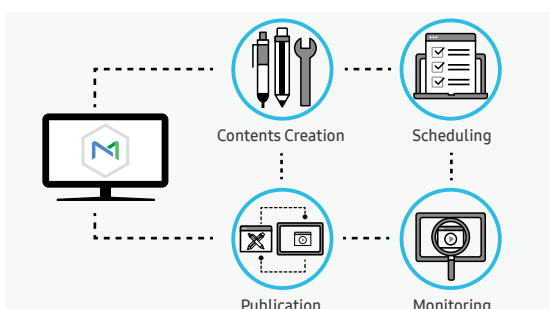### Three-Step Content & Device Management Solution

Single-point management

Samsung's MagicINFO is the industry leading platform to offer seamless remote hardware and software management, allowing teams to make changes to schedules and device settings, no matter the location or time of day. Regardless of the operational network, the MagicINFO solution is compatible with several display types, browsers and devices, ensuring the delivery of compelling, high-quality content regardless of the operational framework.

Versatile device compatibility

Samsung's MagicINFO solution controls and manages all types of displays such as indoor, outdoor signages and LED display. With its innovative technology, users are assured their content is managed with a state-of-the-art hardware solution.
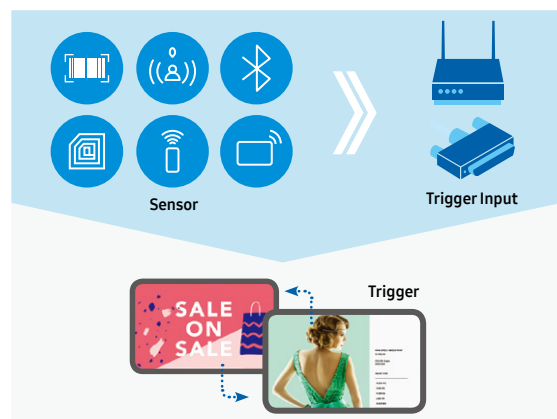

All-in-one message optimization

MagicINFO's technology allows businesses in any environment to conveniently create, schedule and deploy content across an entire digital signage network. Furthermore, MagicINFO lets users to remotely monitor and troubleshoot single displays or an entire network for device control.
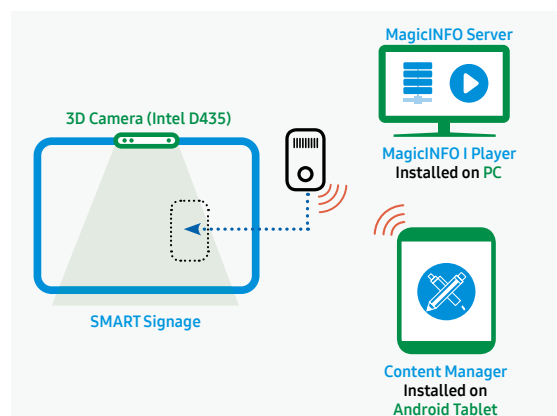
Enhanced Interactivity and Extended Engagement

Event Trigger & Spot Solution

Tailored content delivery

Samsung's MagicINFO encourages audience interface with sensors that trigger customer centric content based on behaviors. This Event Trigger feature is compatible with IR, NFC, Barcode and RFID indicators and allows managers to program content that appears after a customer action, ranging from a personalized welcome message to sales or promotional content connected to a certain product or service. Through real-time engagement, MagicINFO helps businesses boost purchase intent and build stronger connections with new and recurring audiences.

Respond to consumers' motions in 3D

Samsung's MagicINFO platform features Spot solution technology that offers real-time messaging that meets customers' needs. A 3D camera captures customers' motions and activities in order to place relevant content to customers in a visible location. This is done via a content manager app and MagicINFO I Player. This Spot solution intellect enables businesses to better create and deliver messages that will inspire customer activity.

Specification

LED Signage

	Project	Pixel Pitch	Diode Type	Max Brightness (※ Dynamic Peaking applied)	Contrast Ratio	Certification	Cabinet Size	Weight	Service	IP Rating
Indoor	IFJ	P1.2	Surface Mount Device	1200 nit	4,000:1	EMC Class B, Safety 60950-1	806.4x453.6x76.7mm (LxHxD, per cabinet)	11.8kg/cabinet	Front Service and Part Rear Service	IP20
Indoor	IFH	P1.5, 2.0, 2.5	Surface Mount Device	1600 nit(P1.5) 2400 nit(P2.0, 2.5)	5000:1	EMC Class A, Safety 60950-1	480x540x65mm (LxHxD, per cabinet)	5.8kg/cabinet	Front Service and/ or Rear Service	IP20
Indoor	IFH-D	P2.5, 4.0, 6.0	Surface Mount Device	2400 nit (P2.5) 1700 nit (P4.0) 1800 nit (P6.0)	5000:1	EMC Class A, Safety 60950-1	480x720x65mm (LxHxD, per cabinet)	7.4kg/cabinet	Front Service and/ or Rear Service	IP20
Outdoor	XAF	P6, P8, P10, P16	Surface Mount Device (P6, P8, P10) DIP type (P16)	6300 nit (P6, P8) 6750 nit (P10) 7700 nit (P16)	3000:1	EMC Class A, Safety 60950-1	960x960x142mm (LxHxD, per cabinet) (P6, P8, P10) 960x960x154mm (LxHxD, per cabinet) (P16)	56kg/cabinet (P6, P8) 56kg/cabinet (P10) 55kg/cabinet (P16)	Rear Service	IP65/45

Outdoor Signage

	Project	Screen Size	Resolution	Brightness	Contrast Ratio	Operation Hour	Certification	Connectivity	S/W
Outdoor	OHF	46"	1920 x 1080	3000nit	5000:1	24/7	IP56 Certified	2 HDMI, HDBaseT(LAN Common), HDCP 2.2, USB 2.0, Stereo Mini Jack(out), RS232C (In/Out), RJ45 (In/Out), HDBaseT	Built-in MagicInfo Player S4, SSSP 4.0
Outdoor	OHF	55"	1920 x 1080	2500nit	4000:1	24/7	IP56 Certified	2 HDMI, HDBaseT(LAN Common), HDCP 2.2, USB 2.0, Stereo Mini Jack(out), RS232C (In/Out), RJ45 (In/Out), HDBaseT	Built-in MagicInfo Player S4, SSSP 4.0
Outdoor	OHF	75"	1920 x 1080	2500nit	5000:1	24/7	IP56 Certified	2 HDMI, HDBaseT(LAN Common), HDCP 2.2, USB 2.0, Stereo Mini Jack(out), RS232C (In), RJ45 (In), HDBaseT	Built-in MagicInfo Player S4, SSSP 4.0
Outdoor	OHF	85"	3840x2160	2500nit	3000:1	24/7	IP56 Certified	2 DP1.2 @UHD 60Hz, 2 HDMI 1.4 @UHD 30Hz, HDBaseT, HDCP1.4, USB 2.0, Stereo Mini Jack(out), RS232C (In), RJ45 (In), HDBaseT	-
Semi Outdoor	OMH	32"	1920 x 1080	1000nit	3000:1	16/7	-	1 DP, 2 HDMI, HDCP1.4, USB 2.0, Stereo Mini Jack(out), RS232C (In/Out), RJ45 (In/Out), HDBaseT	Built-in MagicInfo Player S4, SSSP 4.0
Semi Outdoor	OMD-W	46", 55", 75"	1920 x 1080	2500nit	5000:1	24/7	-	Analog D-SUB, DVI-D, Display Port 1.2, 2 HDMI, Component(CVBS Common), HDCP1.4, USB 2.0, Stereo Mini Jack, RS232C (In/Out), RJ45	Built-in MagicInfo Player S2, SSSP 2.0

Video Wall Display

Project	Screen Size	B-to-B(mm)	Bezel Width	Resolution	Brightness	Haze	Operation Hour	Connectivity
UHF-E, UMF-E	55"	1.7mm	1.15 mm(U/L), 0.55 mm(R/B)	1920 x 1080	700 nit(UHF-E), 500 nit(UMF-E)	25%	24/7	Analog D-SUB, DVI-D, Display Port 1.2, 2 HDMI, Stereo mini Jack(in/out), DP1.2(Loop-out), RS232C(in/out), RJ45, Detachable type external sensor (IR, Ambient)
UDE-A, UDE-B	46", 55"	3.5mm	2.3 mm(U/L), 1.2 mm(R/B)	1920 x 1080	700 nit(UDE-A), 500 nit(UDE-B)	25%	24/7	Analog D-SUB, DVI-D, Display Port 1.2, 2 HDMI, Stereo mini Jack(in/out), DP1.2(Loop-out), RS232C(in/out), RJ45, Detachable type external sensor (IR, Ambient)
UHF5	46"	5.5mm	3.4 mm(U/L), 2.0 mm(R/B)	1920 x 1080	700nit	11%	24/7	DVI-D, Display Port 1.2, 2 HDMI, Stereo mini Jack(in/out), DP1.2(Loop-out), RS232C(in/out), RJ45, Detachable type external sensor (IR)

Interactive Display

Project	Screen Size	Resolution	Brightness	Touch Type	Touch	Connectivity	Operating System	S/W	Remark
PMF-BC	32" 43" 55"	FHD	300 nit (32") 350 nit (43") 400 nit (55")	Capacitive touch	10 touch	In : DVI-I(1), DP1.2(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : DP1.2(1), RS232C	Tizen 3.0	Built-in MagicInfo S4, SSSP 4.0	Center IR, Glare-Free Visual Quality, IP5x certification

QLED Signage

Project	Screen Size	Resolution	Brightness	Haze	Operation Hour	Connectivity	Operating System	S/W	IP5x Certification
QHH	55", 65"	3840 x 2160	Landscape:600nit (peak 1,500nit), Portrait: 500nit (peak 1,000nit)	Glare	16/7	In : DVI-D(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : RS232C	Tizen 3.0	Built-in MagicInfo S5, SSSP 5.0	X

Standalone Signage

	Project	Screen Size	Resolution	Brightness	Haze	Operation Hour	Connectivity	Operating System	S/W	IP5x Certification
UHD	QMN	43", 49", 55", 65", 75"	3840 x 2160	500 nit	Non-Glare	24/7	In : DVI-D(1), DP1.2(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : HDMI 2.0(1), RS232C	Tizen 4.0	Built-in MagicInfo S6, SSSP 6.0	O
	QBN	43", 49", 55", 65", 75"	3840 x 2160	350 nit	Glare	16/7	In : DVI-D(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : RS232C	Tizen 4.0	Built-in MagicInfo S6, SSSP 6.0	O
	QMH	49", 55", 65"	3840 x 2160	500 nit	Non-Glare	24/7	In : DVI-D(1), DP1.2(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : HDMI 2.0(1), RS232C	Tizen 3.0	Built-in MagicInfo S5, SSSP 5.0	O
	QMF	75", 85", 98"	3840 x 2160	500 nit	Non-Glare	24/7	In : DVI-I(1), DP1.2(2), HDMI 1.4(4), USB 2.0(1), RS232C, RJ45 Out : RS232C	Non-SoC	-	X
	QBH	65", 75"	3840 x 2160	300 nit	Glare	16/7	In : DVI-D(1), DP1.2(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : RS232C	Tizen 3.0	Built-in MagicInfo S5, SSSP 5.0	X
FHD	PHF	43", 49", 55"	1920 x 1080	700 nit	Non-Glare	24/7	In : DVI-I(1), DP1.2(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : DP1.2(1), RS232C	Tizen 2.4	Built-in MagicInfo S4, SSSP 4.0	O
	PMF	32"	1920 x 1080	400 nit	Glare	16/7	In : DVI-I(1), DP1.2(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : DP1.2(1), RS232C	Tizen 2.4	Built-in MagicInfo S4, SSSP 4.0	X
	PMH	43", 49", 55"	1920 x 1080	500 nit	Non-Glare	24/7	In : DVI-I(1), DP1.2(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : DP1.2(1), RS232C	Tizen 2.4	Built-in MagicInfo S4, SSSP 4.0	O
	DBE	32", 55"	1920 x 1080	350 nit	Glare	16/7	In : DVI-D(1), HDMI 1.4(1), D-Sub(1), CVBS(1), USB 2.0(1), RS232C, RJ45 Out : HDMI 2.0(1), RS232C	Orsay	Built-in MagicInfo S3, SSSP 3.0	X
	DBJ	43", 49"	1920 x 1080	300 nit	Glare	16/7	In : DVI-D(1), HDMI 1.4(2), USB 2.0(1), RS232C, RJ45 Out : HDMI 2.0(1), RS232C	Tizen 3.0	Built-in MagicInfo S5, SSSP 5.0	X
	DCE	32", 55"	1920 x 1080	350 nit	Glare	16/7	In : DVI-I(1), HDMI 1.4(1), CVBS(1), USB 2.0(1), RS232C, RJ45 Out :	Simple SoC	Built-in MagicInfo Lite	X
	DCJ	43", 49"	1920 x 1080	300 nit	Glare	16/7	In : DVI-I(1), HDMI1.4(1), CVBS(1), USB 2.0(1), RS232C, RJ45 Out :	Simple SoC	Built-in MagicInfo Lite	X

MagicINFO Solution

	Number of displays connecting to MagicINFO Server			
	<200	<2000	<5000	>5000
OS	Windows Server® 2008 / 2012 / 2016			
CPU	Intel Xeon E3-1200 or better	Intel Xeon E5-2400 or better	Intel Xeon E5-2600 or better	Intel Xeon E5-4600 or better
RAM	4 GB or more	8 GB or more	16 GB or more	32 GB or more
HDD	At least 100 GB for basic setup (operating system and server application) *Heavily dependent on the amount of content data to be stored on the server			
Network Bandwidth	64 kbps or better			
Number of Servers	1	2	3	3 or more; dependent on scenario

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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