

Digital Solutions

Indoor Display • Semi-Outdoor • Full-Outdoor • Video Wall • Touch



DIGITAL SOLUTIONS

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Creative

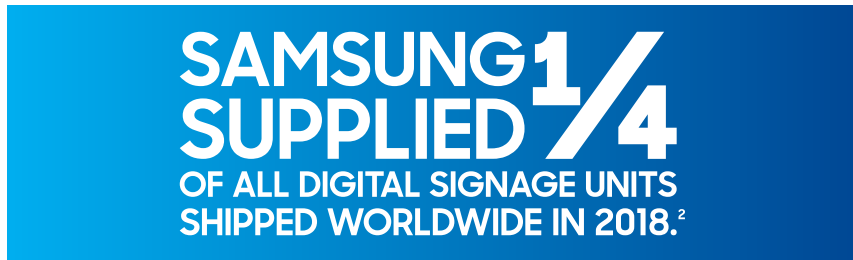
MEETS TECH

Today our world is undergoing another quantum shift from Radio, TV, Print, Static signage, Posters, Flyers and the like. Building signage is still alive and well but we see the evolving digital market as the way forward for market share dominance, survival and continual growth of ourselves but more importantly our clients.

Worldwide Digital Market ¹.

A New industry report affirms 10 years of industry-leading innovation, positioning Samsung at the forefront of the digital signage industry.

The Digital Signage market was valued at \$20.8 Billion in 2019, and is estimated to reach \$30 Billion by 2024 - and that is just the US.

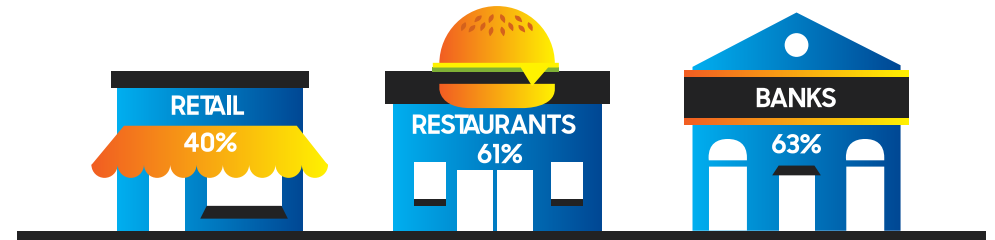


PARTNER WITH A BRAND YOU CAN RELY ON AND A TRUSTED COMPANY WITH OVER 36 YEARS EXPERIENCE IN THE SIGN AND DISPLAY MARKETS.

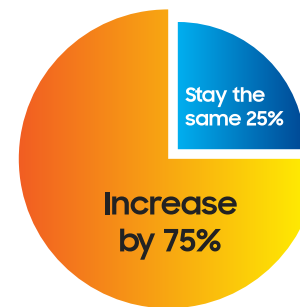


Digital Signage Survey Respondents.³

- **40% of retail brands** plan to incorporate digital signage in 2019,
- **61% of restaurant brands** plan to deploy in the next 12 months,
- **63% of banks/financial institutions** have already deployed digital signage.

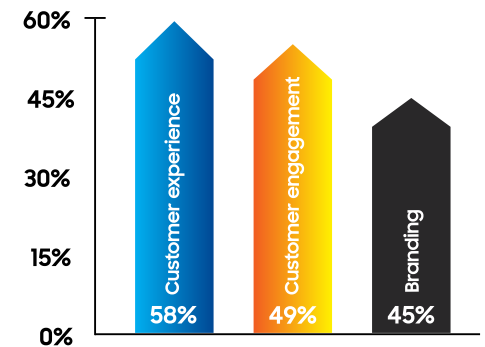


How is worldwide digital signage anticipated to change in the next two years?^{*4}



*Examples given on digital signage in Advertising Agencies only.

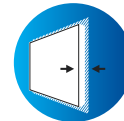
What will be the primary reason that companies invest in digital signage over the next two years?⁵



INDOOR DISPLAY

Samsung's large-format digital display provides high image quality with superior contrast ratio and the industry's best brightness and colour uniformity.

Cut through the noise and tell your story through high-impact visual messaging across a range of indoor-purpose displays.



No-Gap Wall Mount*
Eliminate visual distraction and conserve valuable space.



QLED Picture Quality & HDR with High Contrast
Deliver any content at HDR & QLED quality with sharp contrast.



Embedded Media Player
Boost overall display performance.



No Burn-in
Provide a vibrant picture even after long periods of time.

*Measured from rear end to the TV, the gap may differ based on the installation and the wall type.

Upgrade to 4K UHD - Deliver lifelike impossible-to-ignore messages around the clock with four times the resolution of full HD. Samsung commercial-quality UHD digital signage and displays offer 24/7 durability and reliability, head-turning visual impact and fine detail for exceptional legibility.



QLED 8K signage was named **Winner of the AV News Award** in the Digital Signage Innovation of the Year category and Best of Show award at Integrated Systems Europe 2019 given by Installation, an industry publication.



High Visibility
Amplify any type of content with high brightness and contrast ratio.



Energy Efficiency
Consume less power and prevent overheating.



IP5X Rating
Withstand a range of environmental conditions, such as dust*.



Built-in Wi-Fi
Support easier content management.

*Ingress of dust is not entirely prevented, but it must not enter in sufficient quantity to interfere with the satisfactory operation of the equipment.

SEMI-OUTDOOR

Samsung's Semi-Outdoor range is designed with a storefront window display in mind.



The OMN/OMN-D Series was also recognized as a winner of the **2019 Top New Technology (TNT) Award** for All-Weather Displays.

Rich, digital content is the new norm.

Retail organisations have a very narrow window to impress, so it is critical that a customer's first impression is immediately dazzling. Retailers need digital displays with high visibility and easy-to-manage software to deliver highly impactful content that remains bright and crisp even in the face of direct sunlight – a challenge many stores face – but not anymore.

Outshine the competition with exceptional clarity in-window digital signage with Samsung's superior high brightness technology. As retailers are trying to win the attention of the consumer, it is vital to stand out amongst the competition. That is why a growing trend in the retail industry is the introduction of digital signage into window storefronts.



FULL-OUTDOOR

Samsung's Full outdoor range delivers an impressive all-inclusive solution that is completely equipped for virtually any outdoor environment.



With 24/7 performance along with built in vandalism defence and a highly-efficient cooling system, businesses can ensure their messages are showcased almost anywhere at anytime.

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.



High Visibility
Amplify any type of content with high brightness and contrast ratio.



Cooling System
Include non-filter cooling system for 24/7 energy efficient operation.



High Durability
Endure external impacts through IK10-rated Magic Protection Glass.

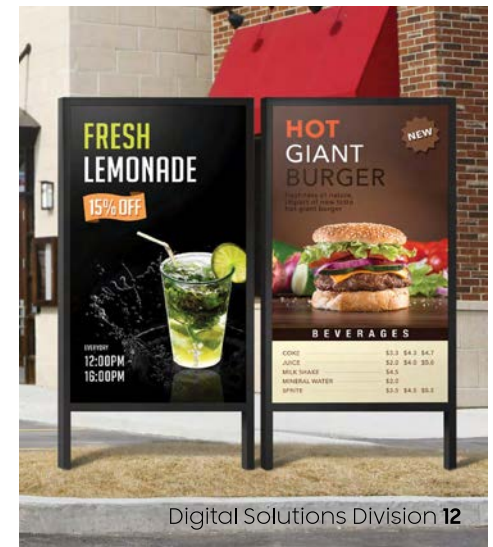


All-In-One Design
Designed with a sleek and strong built-in control box and network core.



IP56 Rating
Performs in any outdoor setting, including dust* and humidity.

*Ingress of dust is not entirely prevented, but it must not enter in sufficient quantity to interfere with the satisfactory operation of the equipment.



Digital Solutions Division 12

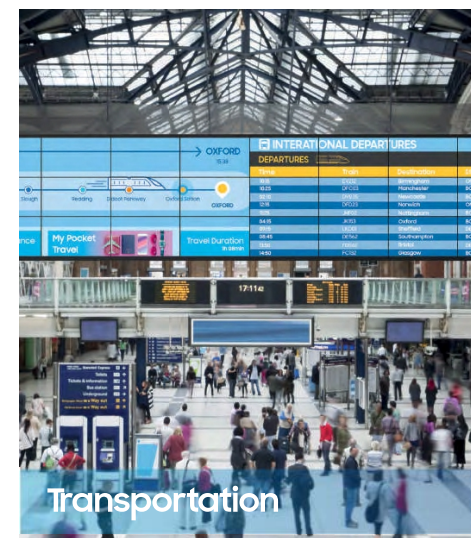
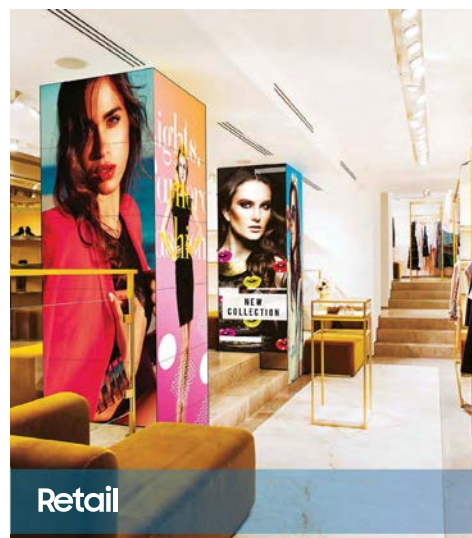


VIDEO WALL

Create life-like, easy to install large-format viewing experiences.

In today's world, everywhere you look there are more things demanding your attention. In order to cut through the noise, businesses have had to adjust their signage to better capture consumers' attention.

Eye-catching video walls have become the go-to solution, allowing businesses across markets to make a big impression on their target audience. Whether these walls are conveying important information like transportation times or allowing retailers to showcase new products in an amazing way, video walls are a powerful solution for cutting-edge information delivery.



Retail

Transportation



Narrow Bezel
Seamless picture across multiple screens.



Non-Glare
Discover heightened image & content visibility under light.



Enhanced Uniformity
High-performing uniform brightness and colour through multiple displays.



Easy Installation
Ensure easy installation with user-friendly special wall mounts.



Mobile Calibration
Provide quick and easy calibration through a mobile camera.

TOUCH

Deliver rich, dynamic and entertaining content in academic or business settings with our high-impact interactive digital displays.

Interactive touch screens revolutionised smart phones and tablets with their ability to simplify navigation and share information instantly. Samsung – the market leader in consumer displays and touch screens – also offers a complete interactive display solution for business, retail and education. This solution enables whole new ways to drive employee productivity, engage retail shoppers and accelerate student learning.



Seamless Touch
Easy digital writing experience & accommodate 10 unique touch points.



Non-Glare
Discover heightened image & content visibility under light.



High Reliability
Uninterrupted message delivery, resistant to dust and sunlight.



Embedded Media Player
Boost overall display performance.



Center IR
Ensure easier and more flexible user control.



FLIP



UHD Resolution
Maintain brilliant UHD picture quality.



Touch
Foster a smooth, natural writing experience.



Connectivity
Share via email, network server or connect with personal devices.



Design
Wheel-based stand & portrait/landscape positions.



Capture
Save ideas for later use direct from the Flip.

Incorporate Samsung Flip into your next whiteboard installation.

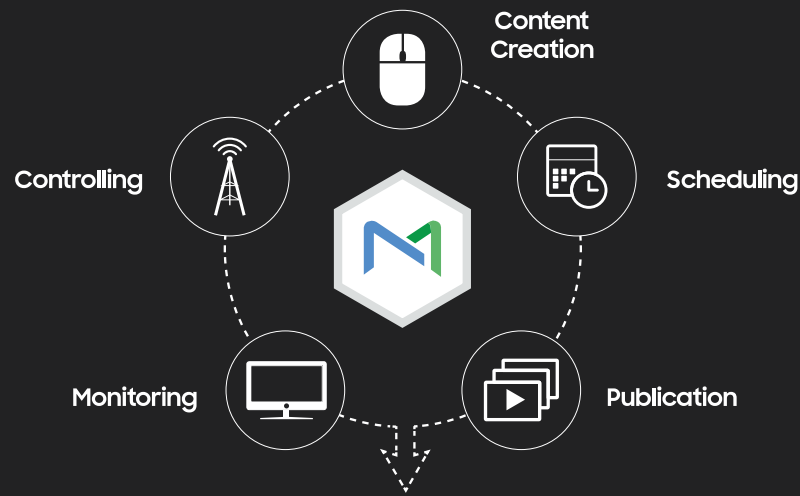
Or take your traditional meeting to the next level.

Through the Samsung Flip's mobile connectivity, you can introduce images, charts or other essential files directly from your personal devices... all in a clear, easy-to-read format. Better yet, the Samsung Flip expands creativity without sacrificing comfort, providing the same familiar writing experience as that of a standard analog board or piece of paper.

MAKING IT EASIER

MagicINFO™

A smart, intuitive solution platform available on a variety of our commercial displays, MagicINFO provides businesses in any environment with a powerful platform where you can create, schedule and deploy content across your entire digital signage network.



Upload and control content and display settings across multiple modules with a push of a button.

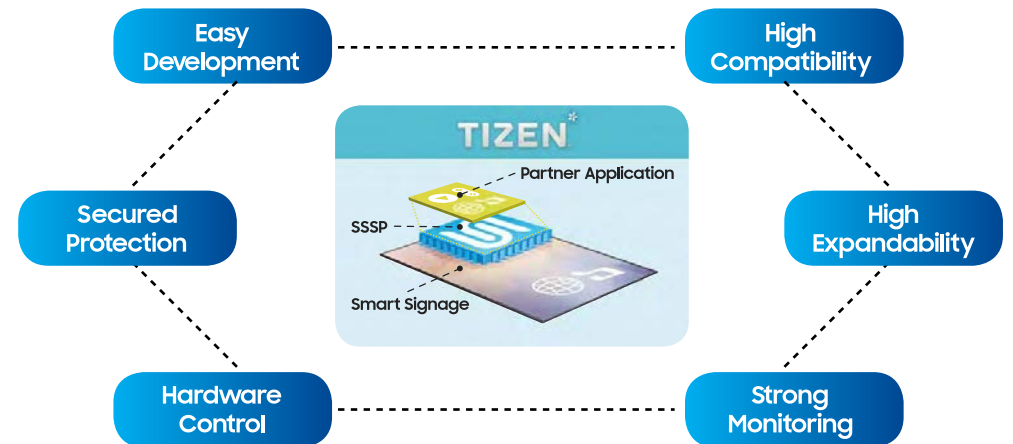


Samsung Smart Signage Platform (SSSP) 4.0

Tizen is available on a variety of our commercial displays, SSSP allows you to implement centrally managed, cloud-based digital signage applications with our partner ecosystem.

Features

- Secured Protection
- Hardware Control
- High Compatibility
- High Expandability
- Strong Monitoring



The future is here. Are you ready?



Signage
companies are
precisely placed
to install digital
signage & design
the complete
package.

