



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

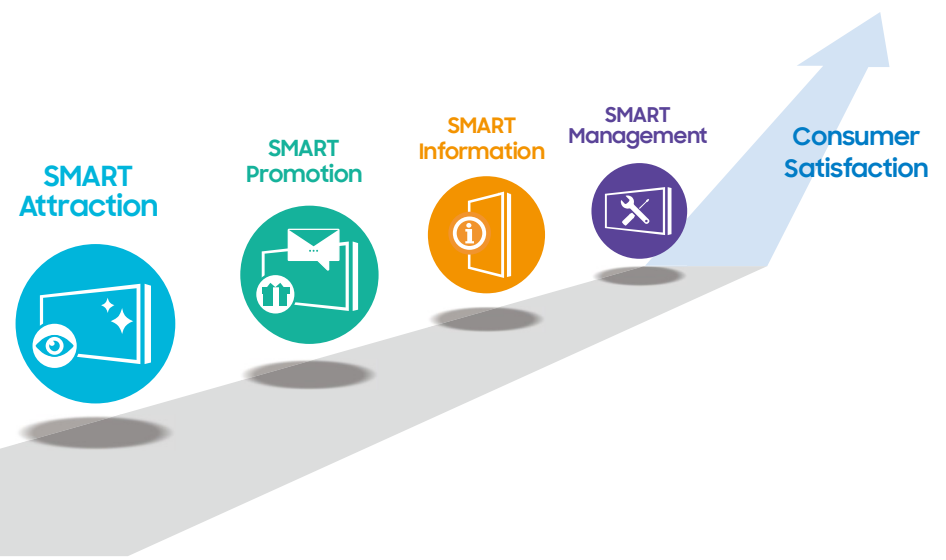
Retailers are continually trying to find ways to provide customers with information while they are in-store as well as offering them promotions they can use while shopping. Samsung's outdoor or semi-outdoor display and QLED signage have the ability to deliver a wide-range of information to customers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

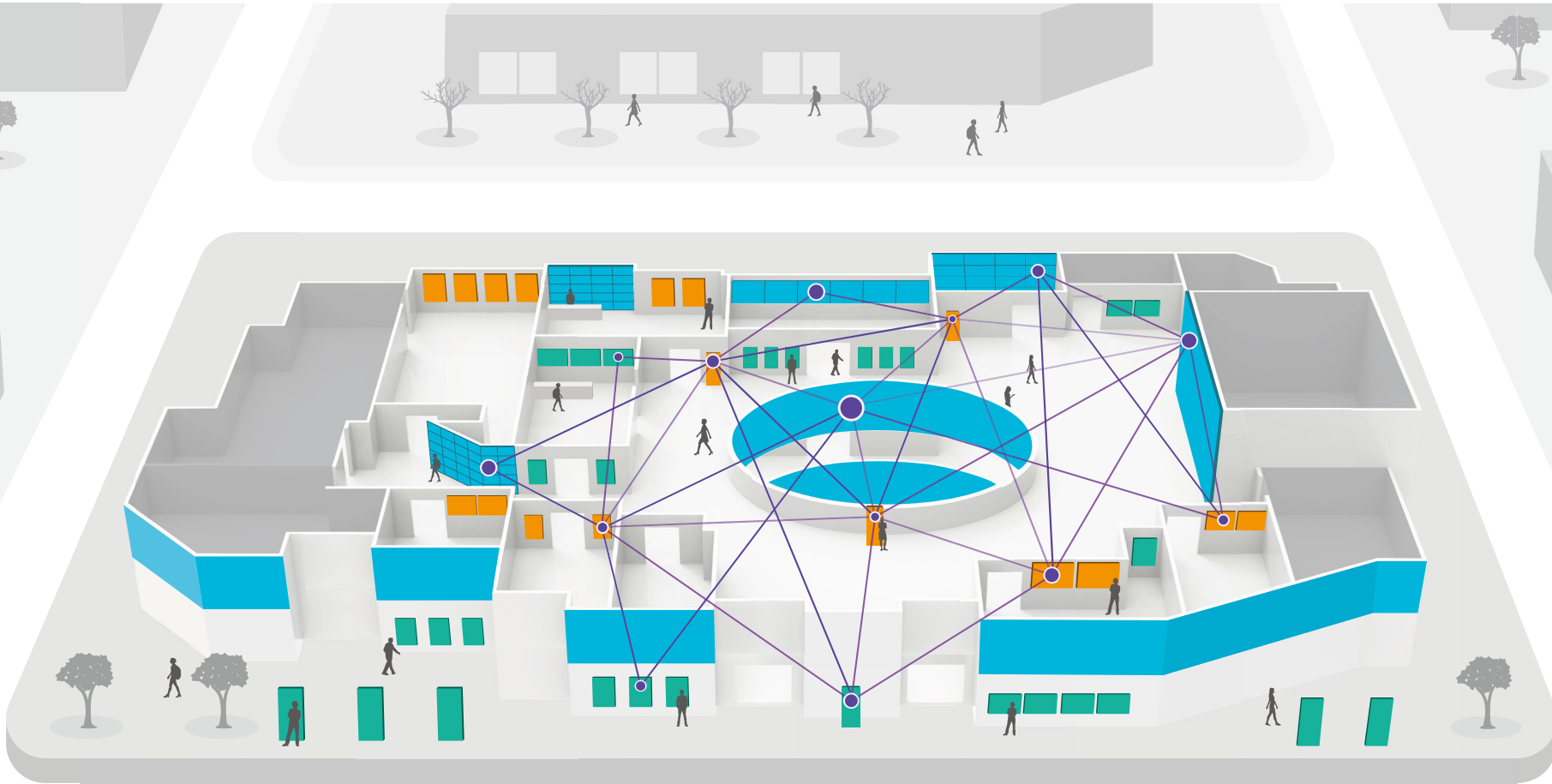
SMART Information

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.





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 Signage



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: 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 rate. The XPE series also is equipped to deter light interference, and produce bright images regardless of conditions.



High Refresh Rate



High Brightness



Superior Contrast



Two-step Calibration



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. Complementary Climate and Humidity and Salt Fog Chamber exposure additionally ensures performance in variable weather conditions and wet and corrosive elements. Samsung makes the easy outdoor signage experience, providing round-the-clock service.



IP65



Corrosion Proof



Deformation Proof



End-to-end Project Management

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 brand information and advertisement brilliantly. The IF series contains dynamic peaking technology that elevates images while removing interference from natural lighting.



HDR



Dynamic Peaking



Color Management



Fine-tune Uniformity



A clean, hassle-free installation

A hook-based design allows IF Series to be mount 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.



Direct Mount Kit



Catwalk Space free



Advanced Design



Earthquake Durability

Video wall display: signage: UHF-E, VMR-U, UHF5 series



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 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 8K signage: QPR-8K series



Spectacular 33-million-pixel resolution

Samsung QLED 8K offers ground-breaking, super-high resolution, 4 times higher than 4K UHD content and 16 times higher than FHD. With more than 33 million pixels, QLED 8K provides exceptional depth and detail, resulting in a spectacularly immersive viewing experience in any business environment.



8K resolution



100% Color Volume



Peak Brightness



Quantum HDR



8K AI upscaling

QLED's Quantum processor 8K uses AI-powered machine learning to compare data from millions of images to reduce noise and refine details, delivering clearer picture, improved resolution and a memorable viewing experience in stunning detail, regardless of the original source quality or format.



AI upscaling



Quantum Processor 8K

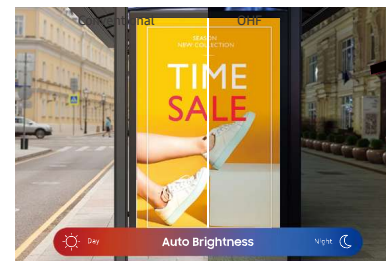


8K-support SSSP



8K-support HDMI

Outdoor signage: OHF / OHN / OHN-D series



Unsurpassable visibility

Samsung's outdoor signage allows for exceptional, consistent content delivery with maximum 3,300 nit brightness* and 24/7 performance for outdoor display at airport. With a built-in dimming sensor, the display automatically adjusts the brightness based on the external lighting environment, saving operating expenses and power consumption.

* Brightness varies by model.



High Visibility



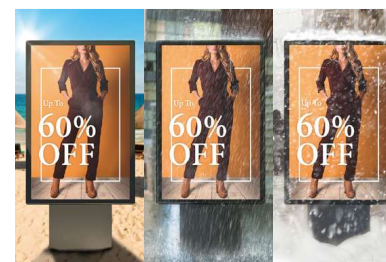
Dimming Sensor



24/7 Operation



Embedded Media Player



Resistant to outdoor elements

Samsung outdoor signage is verified to perform in outdoor settings. IP56-rated protection** ensures the signage will withstand physical impact as well as dust***, humidity or other outdoor elements that could affect the display.

** Additional glass needed for kit type.

*** Ingress of dust is not entirely prevented, but will not accumulate in sufficient quantities to interfere with the satisfactory operation of the equipment.



High Durability



Weather Proof



IP56 Certification



Magic Protection Glass

Semi-outdoor signage: OMN / OMN-D series



Brilliant presentation for all

Unlike conventional digital signage, the OMN Series delivers content that stands out, regardless of outdoor elements. Featuring 4,000 nit brightness and a high contrast ratio up to 5,000:1*, the OMN Series' display remains bright and clear, delivering an uncompromised picture that will capture the attention of potential customers - even in direct sunlight.

* Contrast ratio varies by model.



High Brightness



High Contrast Ratio



Polarized Sunglass Support



Resistant to direct sunlight



Modernize space with slim design

Through innovative design, the OMN Series delivers real-to-life pictures with a remarkably slim 54.5mm depth. Its compact size makes the display a natural extension of the store, as opposed to an addition that ties up valuable space. It also gives retailers greater flexibility in storefront design. Meanwhile, customers remain focused on rich, engaging content on a sleek, sophisticated display and won't be distracted by a bulky display.

* "Conventional" refers to Samsung's OMD-W series.



Slim Design



No Cord Clutter



Energy Efficiency



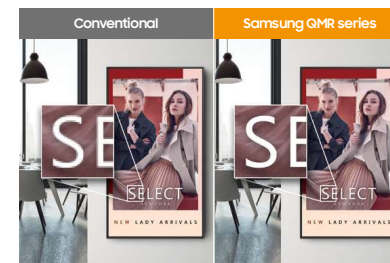
Dual Display



SMART Information

Customized, detailed content delivered clear and effectively

UHD signage: QMR / QBR series



Intelligent UHD upscaling

Samsung's cutting-edge intelligent UHD upscaling technology performs edge restoration and noise reduction to deliver perfect UHD picture quality for retailers, even with lower resolution content. This "future-proof" solution ensures best-in-class picture quality regardless of the original content resolution.

* "Conventional" refers to the models that do not adopt UHD upscaling function.



Intelligent UHD engine



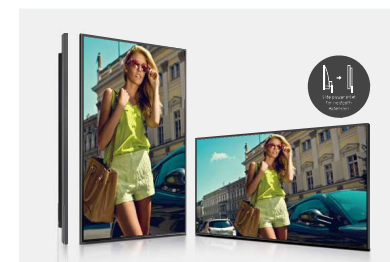
Noise Reduction



Edge Restoration



HDR+



Slim and symmetrical design

The QMR / QBR series features an all-new symmetric design simplifying wall mounting and ensuring installation is seamless. The flat back and slim depth ensures a display that will stand the test of time.



Symmetric



Slim Depth



Narrow bezel



Long Life Cycle

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-paperwriting.

*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, allowing airport to inform travelers of terminal maps. This display withstood extensive testing to validate its durability against dust, dirt, vandalism and other factors. Airport staffs are able to control the display, no matter their location, using infrared receivers, for continuous content.



Dust Resistant



Sunlight Resistant

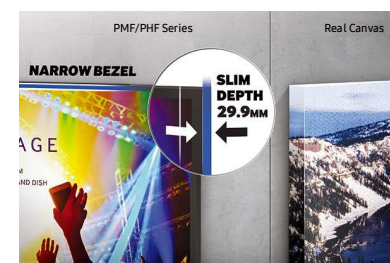


High Reliability



Central IR

FHD signage: PHF-P series



Clear content delivery with slim design

Samsung's TIZEN-powered FHD standalone displays achieve peak performance all while maintaining a stylish and captivating design. The PHF and PMH series leverage elevated brightness and refined image sharpness to ensure a consistently clear presentation even in settings with variable lighting. Uninterrupted, reliable content delivery is always assured regardless of surrounding conditions.



FHD



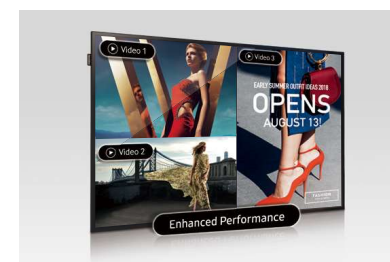
Slim Depth



Tizen



Embedded Solution



Powerful performance and simple usability

Samsung's PHF and PMH series are IP5x validated*, 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.

*IP5x validation ensures satisfactory operation even with a certain level of dust inside the product. However, product operation is not guaranteed when exposed to particular types of dust such as metal dust.



IP5X



Anti Glare



Centralized Management



Central IR