Samsung Airport Display Solutions

Providing information to passengers through state-of-the-art technology

SMART Signage | LED Signage | Monitor | SSSP Solution | MagicINFO Solution
Navigating through an airport is never easy and with the increasing amount of travelers at airports, it is more difficult than ever. As airports find ways to direct passengers throughout their journey, they are beginning to rely on digital signage more than ever. With its one-of-a-kind design, ability to produce brilliant images with an anti-glare screen and reliable performance, Samsung's displays are a perfect fit for any airport.

Providing information to passengers from the entrance to the gate, digital displays can easily guide them with little confusion. By utilizing digital displays, airports are finding a cost efficient way to manage the airport, passengers and improve operational efficiencies. Advertising is one of the major non-aeronautical revenue earners for airports. Utilizing the right selection of Samsung's digital displays throughout an airport is an incredible way for businesses to feature its brand and products to passengers as they are in the airport. With dynamic imagery and creative content, passengers will be drawn to a store, restaurant or pub. Businesses are ensured that as travelers eat and shop in its establishments, providing additional non aeronautical revenue and passenger satisfaction.

Create passenger satisfaction with exceptional streamlined performance

Continuous distribution of information
Attractive promotions
Airport efficiency management

Captivating messages leading to increasing non aeronautical revenue
Increasing airport performance and operating profit
Modernized airports with advanced information

Finding the perfect way to deliver information to travelers is becoming even more important as messages are coming from numerous sources. As airports have grown larger and passenger numbers have increased, it is imperative information delivered to travelers is concise, easy to understand which increases travelers’ satisfaction. Samsung’s wide range of digital displays allows airports to deliver the most up-to-date and accurate information to travelers from the moment they step in the door. Not only do the digital displays guide travelers through the airport, they are revolutionizing the way they are managed with innovative operational productivity.

Parking lot / Bus shelter
Outdoor signage and outdoor LED displays provide directions to travelers while looking for a place to park or the location to be dropped off.

Airline lounge
Standalone signage seamlessly delivers flight information and airline messages to its passengers while waiting in an airport lounge. With curved monitors, travelers enjoy immersive entertainment and increase productivity while working, waiting to depart.

Duty-free shops & restaurants
Standalone signage and indoor LEDs provide promotional content from shops, events or city information. Restaurants or pubs incorporate video walls into their stores utilizing them as digital menu boards.

Passenger walkways
Indoor LEDs and video walls highlight the culture and heritage of a country to passengers and captivate them with attractive advertising.

Check-in counter / Self check-in
Standalone signage gives travelers directions to the airline counter. With interactive display, travelers are allowed to check into their flight themselves. Curved monitors also increase the CUTE (Common Use Terminal Equipment) operators’ productivity.

Gate
Standalone signage delivers up-to-date flight data to passengers waiting at the boarding gate. During the wait, outdoor signage can feature last minute retail and food purchases to maximizing airport and businesses profits.

Airport entrance
Outdoor signage and outdoor LED displays provide travelers with information from parking lot details, terminal direction and businesses located in the airport to visit. Outdoor LEDs present vivid content that allows for advertising space for non-aeronautical businesses generating additional revenue.

Security check
Entering the security line is always dreaded. However, standalone signage provides detailed information to travelers of security procedures and open aisles to ease the process.

Flight information / Wayfinding
Standalone signage, indoor LED signage and video walls provide the most up-to-date gate details and flight times to passengers. Interactive displays provide detailed information to travelers, enhance their understanding of the airport and reduce pinch points.

Control center / Air traffic control
Indoor LEDs and video walls allow the airport workers to monitor and manage the entire airport in airport operation control center (AOCC), ensuring passengers’ safety. High-resolution curved monitors and interactive displays can be used to control air traffic.
Innovative solutions for passenger efficiency during travels

As some airports can be difficult to navigate, finding pertinent information and airport details as soon as you arrive is important. From parking lots, bus stations to the transition between ticketing, security and the gating area large and bright displays can provide this information. Also, being knowledgeable about the location of duty-free stores and shops is important. Digital displays present all the information needed to maneuver through the airport with each.

Airport arrival
Upon arriving to the airport, large outdoor LEDs and outdoor signage provide terminal directions and parking lot locations beginning the journey without confusion.

Parking
With the use of outdoor LEDs and outdoor signage, parking spaces can easily be located without spending time driving around.

Check-in
Passengers easily find their check-in counter through brilliant airline images on digital signage. Interactive displays allow passengers to change seats and receive their boarding pass seamlessly.

Security check
Standalone and video wall displays provide useful information about the security line, rules and items that are prohibited, enabling a smooth transition through the line.

Waiting
Standalone displays, indoor LEDs and video walls deliver up-to-date flight information and entertainment options ensuring minimal downtime for passengers. The digital displays also deliver F&B and wayfinding information to easily decide where to go.

Shopping
Get various promotional messages about duty-free shops on indoor LEDs and video walls while traveling through an airport. Then, enjoy shopping while waiting for the plane to depart.

F&B areas
Standalone and video wall displays deliver F&B information to easily decide where to go by comparing menus on screens.

Relaxing
While relaxing in a lounge, passengers get real-time flight information from standalone signage so they do not miss their flight. In addition, they can enjoy entertainment and work productively with high resolution curved monitors.

Leaving airport
When departing from the airport, outdoor LEDs and outdoor signage clearly show where the rental car location, taxi stations and bus routes are located.

Baggage claim
Find luggage quickly and easily with freestanding standalone displays. While travelers wait, the airport or businesses can deliver its final advertising messages on the video walls to maximize customer impact.

Traveling
After boarding on time, enjoy a smooth flight to the destination whether it is for work or pleasure.

Boarding
Real-time and up-to-date information on standalone signage ensures an on-time departure.

Moving
View dynamic commercials and entertainment options while on the move throughout the airport on indoor LEDs and video walls.
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 Airport, 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.

Streamlined operational efficiency

The embedded MagicINFO Player, backed by the powerful TIZEN operating system, boasts the displays overall performance, allows for painless content management and seamless content transition. Built to be reliable and long lasting, Samsung’s UHD signage performs with continuous information enabling airports to be assured that travelers messages will be delivered 24/7 and in real-time.

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 series leverage elevated brightness and refined image sharpness to ensure a consistently clear presentation even in settings with variable lighting. Uninterrupted, 24/7 content delivery is always assured regardless of surrounding conditions.

Powerful performance and simple usability

Samsung's PHF series is 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 series discovers heightened image visibility and information readability under light. Additionally, the standalone displays’ integrated centralized infrared receiver (IR) ensures easier and more flexible user control.

* 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.

Outdoor signage: OHF/OHN/OHN-D series

Unsurpassable visibility

Samsung’s outdoor signage allows for exceptional, consistent content delivery with maximum 3,500 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.

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.

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.

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. Customers remain focused on rich, engaging content on a sleek, sophisticated display and won’t be distracted by a bulky display.

* Brightness varies by model.

* Conventional refers to Samsung’s OMD-W series.

** Additional glass needed for kit type.

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Additional glass is not extremely powdered, but will not accumulate in sufficient quantities to interfere with the satisfactory operation of the equipment.
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 refresh rate. The XPE series also is equipped to deter light interference, and produce bright images regardless of conditions.

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 and extends shelf-life. Complementary Climate and Humidity and Salt Fog Chamber exposure additionally ensures performance in variable weather conditions and wet and corrosive elements. In addition to enhanced durability, from inception to installation, Samsung makes the easy outdoor signage experience, providing round-the-clock service.

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 gradation of images, ensuring pictures are true-to-life. The display uses technology that is nearly twice as high as the standard LED, showcasing airport information and advertisement brilliantly. The IF series contains dynamic peaking technology that elevates images while removing interference from natural lighting.

A clean, hassle-free installation

A hook-based design allows IF Series to 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.

Video wall display: 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 to travelers moving through an airport. The wall has a 1.7mm bezel-to-bezel width that yields a seamless picture across multiple screens, and is configured to the airport’s needs. Samsung’s video wall is a non-glare display that distributes light through the screen, while preserving the vivid pictures and original information.

Securely stabilized in any configuration

Building a visually appealing video wall that is customizable to any airports, store or duty-free shops within an airport and gives the 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.

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.

*The number of available touch points varies depending on your configuration. Connected external PCs provide the PMF-BC display with 5/6 touch points, while the integrated operating system supports two additional touch points.

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 withstands 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.

Flip

Multifaceted collaboration in any setting

Samsung Flip offers a more versatile alternative to analog board and paper notation, centralizing all meeting needs into a single, fully-integrated idea-generation forum for simultaneous interaction. Through an intuitive interface and touch-ready design, Samsung Flip fosters a smooth, natural writing experience. The Flip display also allows users to import the information from their personal devices, and share the notes via email effortlessly. Through collaborative decision-making, airport staffs can determine how to manage the integral components of operating an airport.

How to decide which display is right for you

Choosing the display that is right for a business depends on many different features.

LED signage: If the user wants to mount a display in a curved location or adhere it to the ceiling, LED signage must be chosen. The LED displays are available in many different sizes for customization, and play seamless content for indoor and outdoor use.

Video wall: Available in two sizes, 46-inch or 55-inch the video walls have higher resolution than LEDs and allow users to project brilliant imagery even when viewing at a close distance.
**Curved monitor**

**Powerful comfort with a user-friendly design**

Samsung's curved monitor unifies viewing angles and prevents excessive movement when viewing content with its curved design. Workers can optimize their viewing dimensions with a height-adjustable stand and pivot, swivel and tilt options. In any configuration, specialized Eye Saver and Flicker Free Modes reduce the impact of blue light emissions and overall distortion for more comfortable long-term performance.

**Convenient multi-tasking**

By condensing multi-monitor setups into a single, powerful high-resolution screen, Samsung's curved monitors drive smarter and simpler multitasking. The displays’ broad panel presents entire data-rich tables within one screen, offering clearer visibility and interpretation without time-consuming scrolling or zooming. Users also can reformat and reposition content from multiple sources within a single viewing plane through Picture-by-Picture, Picture-in-Picture and Easy Setting Box technologies.

**High resolution monitor**

**Amplified visual details**

Samsung professional business monitors bring even the most minor visual details to the forefront, better enabling workers to do their jobs accurately and in less time. Samsung UHD monitors in particular features a quantum dot composition and a resolution nearly four times higher than that of standard FHD displays, enabling clear and colorful visibility of multiple webpages, images and text without extensive scrolling or zooming.

**Distraction-free all-inclusive workstation**

Samsung's high-resolution professional business monitors provide a compact, all-inclusive workstation ideal for distraction-free professional success. Extensive connectivity powers seamless content exchange between personal devices and monitors without a dedicated hub or application. And with USB Type-C connectivity and seamless multi-screen daisy chaining, Samsung’s business monitors inspire a tidy, yet powerful workspace.

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**Samsung’s solutions and services**

Samsung’s digital signage solutions allow airports to have a greater ability to manage all of the devices, delivering the most up-to-date information to travelers.

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**Remote management solution**

For a SSSP Partner that has its own CMS solution, Samsung MagicINFO Remote Management Solution is a perfect fit for advanced needs. Samsung Remote Management Solution allows in-depth remote monitoring of the digital devices and eliminates the need for site visits or service calls. The Remote Management Solution platform synchronizes with airports’ CRM and provides a complete review of hardware and display content. Though its install package is the same with MagicINFO Server, there is a separate license key for Samsung’s Remote Management Solution.

**SSSP solution**

The Samsung Smart Signage Platform (SSSP) is an, open-source all-in-one solution that is embedded in Samsung’s SMART signage and doesn’t require any additional devices to communicate with the server and play digital media. Managing digital signage has never been easier with SSSP platform that essentially replaces an external media player with a SoC-based app launcher. SSSP is a robust platform that is designed to give partners the freedom to create software on their Samsung displays, resulting in an integrated media player.
### LED signage

#### Specification

<table>
<thead>
<tr>
<th>LED signage</th>
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<tr>
<td>UHD signage</td>
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<td>FHD signage</td>
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<tr>
<td>Interactive display</td>
<td></td>
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<tr>
<td>Business monitor</td>
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#### Outdoor signage

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<tr>
<th>Project</th>
<th>Screen Size</th>
<th>Resolution</th>
<th>Brightness</th>
<th>Contrast Ratio</th>
<th>Operation Hour</th>
<th>IP Rating</th>
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#### Indoor signage

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#### Video wall display

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#### Business monitor

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#### MagicINFO solution

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#### Interactive display

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<td>UIMS</td>
<td>46&quot;</td>
<td>1,920 x 1,080</td>
<td>1,200 nit</td>
<td>4,000:1</td>
<td>24/7</td>
<td>1.5mm</td>
<td>1.2mm (S)</td>
<td>DVI, HDMI, DP, DisplayPort</td>
</tr>
</tbody>
</table>