

Retail Display Solutions

Reinvent the shopping experience

The Wall | LED signage | Outdoor signage | Video wall | 8K & UHD signage | Business TV | Touch display | Kiosk | MagicINFO



About Samsung Electronics Co., Ltd.

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 Smart Signage, Smart LED Signage and Business Monitor, visit www.samsung.com/business or www.samsung.com/displaysolutions

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Create a productive shopping experience in any retail environment

After a year of explosive e-commerce growth, in-store shopping is making its way back into the spotlight. But as far as customer expectations go, consumers will no longer put up with anything less than a frictionless experience – and retailers need to adapt. There are clear steps that can be taken, and with the right technological support, face-to-face shoppers can soon enjoy the same level of speed, safety, convenience, and control that they can find online. By using a combination of digital displays, Samsung offers traditional retailers an easy way to prepare their end-to-end shopping experience for the digital future of retail.



Attract shoppers with stunning visuals

More than ever, it is critical that a brand captures customer attention to stand out from the crowd. Samsung's industry-leading picture quality, available in any format and size, can catch the eye both inside and out of a store, with unsurpassable visibility even in direct sunlight to drive greater engagement and ultimately sales.



Ensure real-time information delivery

Deliver crisp visuals while managing content with ease. Samsung's retail displays and solutions bring content to life in vibrant detail. Plus, the comprehensive management solution makes the creation, scheduling and deployment of content, as well as hardware control, easier than ever so that the right information is delivered in real-time.

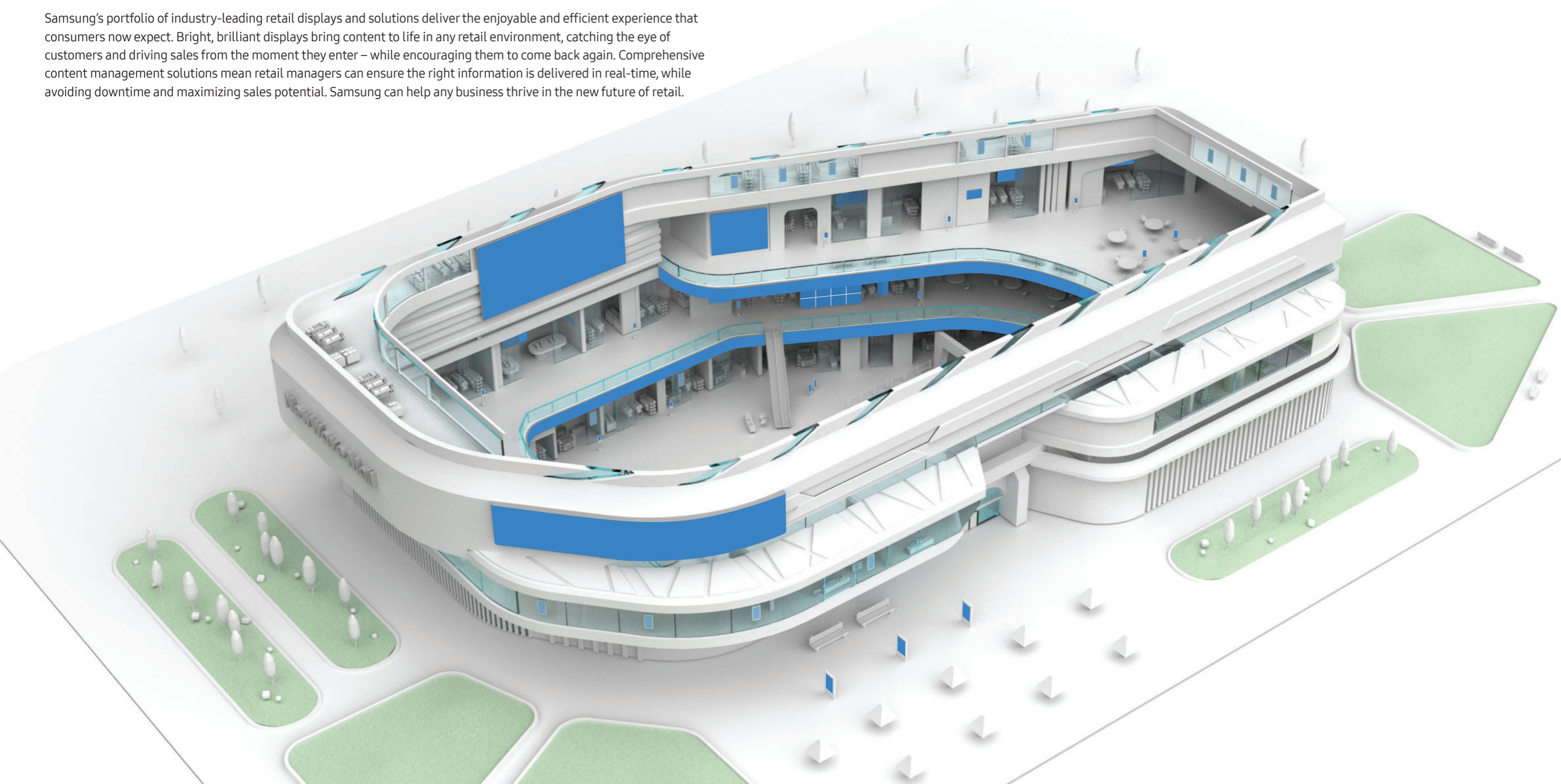


Personalize the retail experience

Customer expectations are changing and there is increasing demand for omni-channel experiences. Samsung's touch displays and all-in-one Kiosk provide a convenient and personalized customer experience, just like shopping online, while also enabling omni-channel capabilities such as wayfinding, inventory check, E-store orders and product information searches.

What Samsung offers

Samsung's portfolio of industry-leading retail displays and solutions deliver the enjoyable and efficient experience that consumers now expect. Bright, brilliant displays bring content to life in any retail environment, catching the eye of customers and driving sales from the moment they enter – while encouraging them to come back again. Comprehensive content management solutions mean retail managers can ensure the right information is delivered in real-time, while avoiding downtime and maximizing sales potential. Samsung can help any business thrive in the new future of retail.



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Outdoor LED signage

Bring customers back to the store

The more customers you bring in, the more products you sell. Samsung's outdoor LED signage offers a simple way to attract customers by delivering eye-catching advertisements and sharing valuable information at the very front of the shopping mall.



XHB series



Exceptionally clear, even in the sun

Enjoy stunning picture quality at all times. Featuring consistent brightness day and night, the XHB series illuminates the surrounding area, creating long-lasting impressions with crystal-clear content in any weather or lighting conditions.

- High brightness
- HDR10+ support
- Proprietary S-box support
- Energy saving



Twice as thin cabinet design

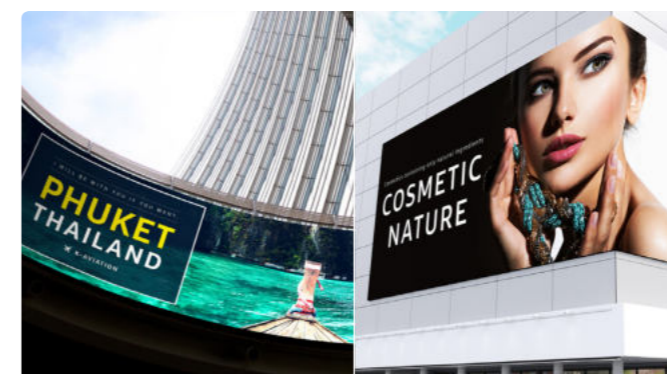
Set up and save time at half the size. The XHB series is now more than twice as thin and 1.7 times lighter than previous models*. Its ultra-slim 92.9mm cabinet weighing just 23.2kg provides one-man handling for fast set up of the solution.

- Slim depth
- Light weight
- Easy installation

Reliable performance anywhere in the world

Protect against the elements. The IP66 waterproof design, rated for both the outside cabinet and internal components, ensures reliable use during downpours. Combined with fan-less, heat dissipation technology, XHB maintains performance even in direct sunlight for consistency in any outdoor environment.

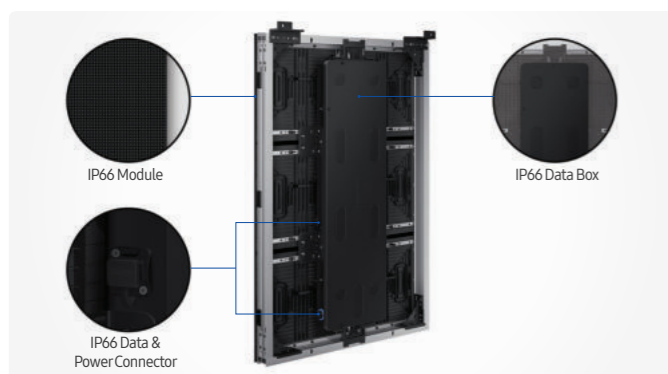
- IP66 rating
- Deformation proof & Anti-UV housing
- Corrosion proof painting
- Temperature testing



Flexible designs for any scenario

The XHB series provides endless design possibilities for any business environment. Thanks to a variety of bespoke cabinet options, including Flat, L-Type, Curve and Fascia, businesses can get the optimal shape, size and bend for their display to naturally blend into the environment.

- Flat
- Curved
- L-type
- Fascia



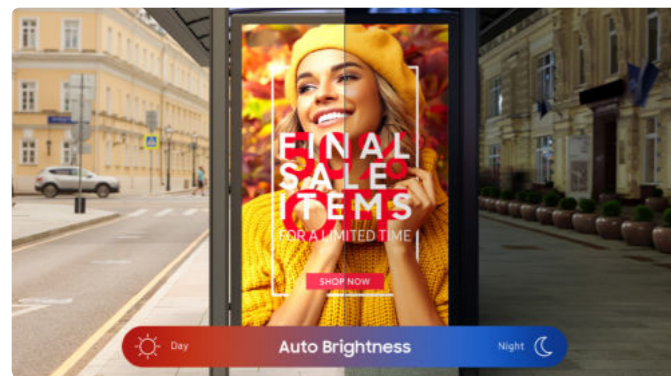
Outdoor signage

Deliver crisp, clear visuals in any conditions

Stand out in the outdoors. Samsung's outdoor signage delivers brilliant brightness in any lighting for optimum content visibility at all times, supported by 24/7 performance and robust reliability to withstand any physical impact, as well as dust and water.

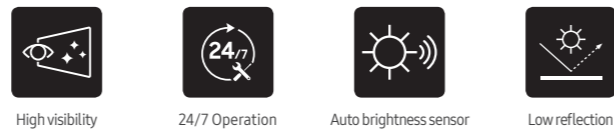


OHA / OHA-S / OHB / OHB-S series



Clear and vivid anytime, anywhere

Samsung's outdoor signage is UL-verified for outdoor visibility with brightness levels over 3,500nits. Its 24/7 performance and polarization technology eliminate display blindness from polarized lenses and delivers continuously crisp content with a built-in auto brightness sensor that adapts to external lighting.



Optimized protection in outdoor conditions

With certified IP56-rated protection, Samsung's outdoor signage delivers robust reliability to withstand physical impact as well as dust and water that might affect the display. Fitted with tempered Magic Protection Glass, it also provides durability that is IK10-rated, ensuring advanced safety and protection against external impact.



* IP56 (Ingress Protection Rating): Degrees of protection provided by enclosures (IEC 60529).

Window signage

Catch the eye of passers-by

Capture customer attention before even entering the store. Samsung's window signage enhances any store display with high picture quality that entices people in and drives sales. A modern, slim design frees up space while complementing any retail environment.



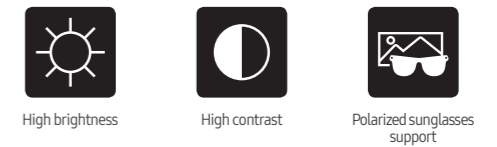
OMA / OMB / OMN-S / OMN-DS series



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

Brilliant presentation for all

Built to optimize promotions in storefront windows, Samsung's window display delivers high picture quality, displaying content that brings any offer to life. Plus, high brightness and polarized sunglass support eliminate any potential display blindness for an uncompromised customer viewing experience.



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

Modern space with slim design

Supporting the best-in-class picture quality is a slim design that complements the surroundings of any retail environment, while freeing up valuable space for all those latest products. Cable guide and embedded Wi-Fi provide a clean, organized look and allow for content and firmware updates without the need for additional messy cables.



The Wall

Create a WOW moment for customers

Make a lasting first impression. Amaze customers as they first enter a store with Samsung's spectacular micro LED display, The Wall. Exceptional visuals and a reinvented installation process make this the simple choice to impress any customer and keep them coming back.



IWA / IWB series



* Figure is based on internal testing standards against Samsung's conventional LED Signage.

Exceptional picture quality

A seamless canvas for purer black levels with enhanced depth delivers unparalleled contrast and immaculate detail. Narrower wavelengths produce RGB colors two times purer* and more accurate than conventional LEDs. The Wall's 20bit processing presents exact color mapping with faultless accuracy. A precise linear grayscale showcases intricacies in every scene, naturally delivering textures, volume and shades.



Black Seal Technology



Ultra Chroma Technology



20 Bit processing



Linear grayscale

Visual optimization

Every second of content is instantly analyzed and optimized for perfect picture quality. The powerful AI processor delivers superior visuals in any size up to 8K resolution. Advanced picture refinement—HDR10/10+ and LED HDR—illuminates ideal peak brightness and contrast in every scene for precise imagery. The Wall automatically converts standard 60Hz signals to 120Hz, removing motion judder in fast-paced action for smoother streams.



8K Micro AI processor

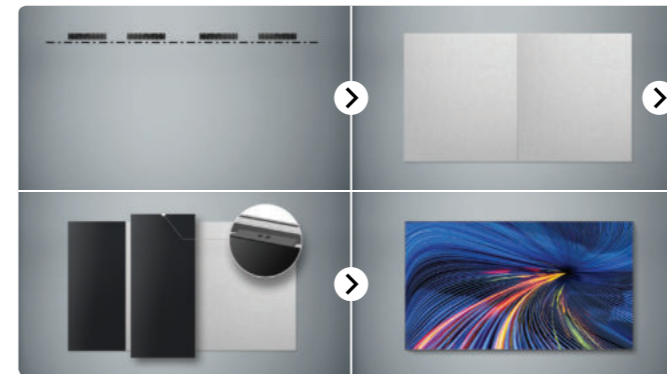


Micro HDR



AI > 120Hz

IAB series



* The Wall All-in-One 110-inch model requires three preset modules. The 146-inch model requires four preset modules.

** Install time estimate based on internal testing.

The installation process, reinvented

The Wall All-in-One drastically simplifies installation by docking the background plates and hanging just three or four preset modules, depending on the display size. Installation now takes only two hours for two people to complete the screen. The Wall All-in-One includes everything you need to begin operations - from the control box and wall brackets to speakers and deco bezels.



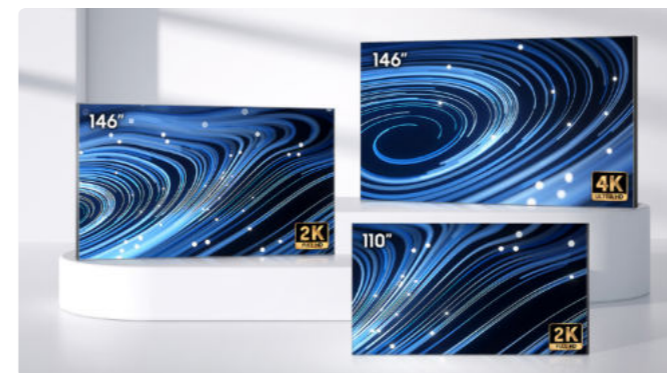
Pre-assembled installation



Built-in control box



Built-in speaker



Simple choice

The Wall All-in-One removes complex elements traditionally associated with LED displays, creating a streamlined purchase path. Now, make purchases based on just two factors - resolution and size - without complications such as pixel pitch or configuration.



110" 2K



146" 2K



146" 4K

Indoor LED signage

Enhance any retail interior

Bring the in-store experience to life. Bring products and promotions to life with beautifully refined visuals on indoor signage that can be adapted to any environmental specifications. Improve efficiency and save costs all while impressing shoppers as they browse.



IFR / IFR-F / IEA / IEA-F series



Clearly refined visuals

LED HDR turns any content into HDR-level without requiring special metadata. Dynamic Peaking and Inverse Tone Mapping enhance content to optimum brightness levels while avoiding glare, and Color Mapping ensures an accurate color presentation.



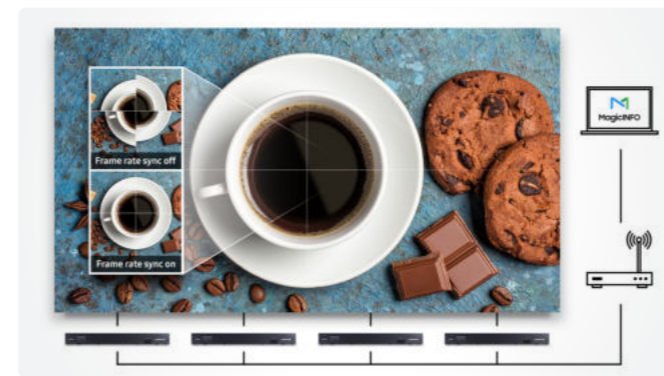
LED HDR



HDR 10+ support



Multi-link HDR



Seamless, smooth content playback

Frame rate synchronization guarantees smooth content without screen tearing when multiple S-boxes are connected. This means users can enjoy almost perfectly smooth playback even when combining or splitting content across cabinets. Requiring nothing more than a mobile phone and a Wi-Fi connection, calibration can be done instantly.



Frame rate sync



Redundant system



Mobile calibration



Flexible design for any location

Samsung's indoor LED signage enables a variety of installation options to meet any environmental specifications. With support of hanging, ceiling, curved, inclined and inner and outer L-shaped installations, businesses can have complete control to create the ideal display for their space.



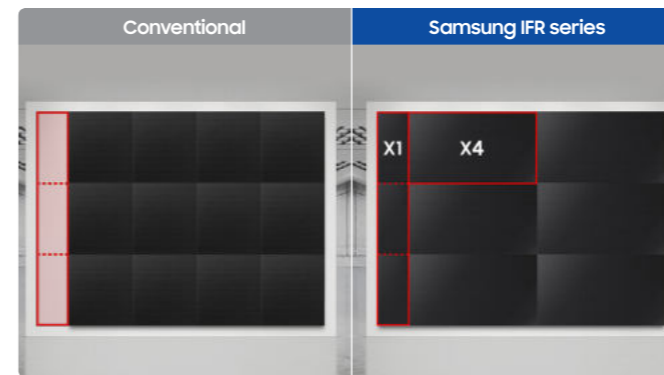
Curved



L-type



Ceiling



Easier, cost-saving installation

Samsung's indoor LED signage supports two cabinet types. One version features a larger, lighter screen compared to conventional cabinets, simplifying installation. The other is a quarter of the size and provides more flexibility in design.



Size variation



Weight down



Cost-saving

* IF015R model does not support pivot functionality.

Video wall

Showcase dynamic content from any angle

Turn any wall into a spectacle. Samsung's video walls deliver brilliant visibility from any angle, in any lighting. Capture customer attention and keep them informed with vivid visuals that won't let you down, any time of day or night.



VHR-R / VMB-R / VHB-E / VMB-E series



Visible from any angle

Wide viewing angles mean content is easily visible even if viewers aren't standing directly in front of the display. Samsung's video wall enables audiences to get clear details and vivid colors regardless of where the screen is located.



Horizontal



Vertical



High brightness



Vibrant images in any light

Non-glare panels evenly distribute light across the screen to maintain vibrant and accurate content. Combined with a high contrast ratio and 24/7 operation, visuals are vivid and eye-catching any time of the day or night — regardless of ambient light.



Non-glare panel



High contrast ratio



24/7 operation

Neo QLED 8K signage

Bring visuals to life in brilliant 8K

The ultimate viewing experience. Incredible colors and intelligent upscaling deliver content in brilliant 8K on a super-slim display that naturally complements any business space while optimizing efficiency.



QPA-8K series



* Viewing experience may vary according to the type of content and format. Upscaling may not apply to other external connections such as PC.

Ultimate 8K viewing experience

Backlight dimming technology controls the proprietary Quantum Mini LEDs with optimum precision. Neo QLED 8K utilizes an advanced multi-intelligent processor - AI upscaling technology creates an optimized viewing experience and enhances every visual detail of your 8K content. With over a billion shades of color, Quantum Dot dynamically enhances content to bring any business to life.



Quantum Mini LED



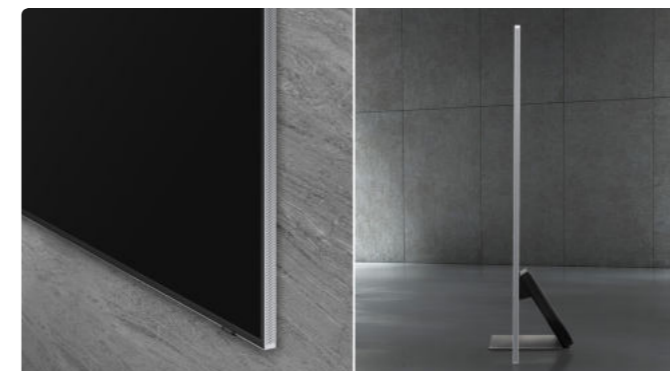
Neo Quantum Processor 8K



Quantum HDR 32X



100% color volume with Quantum Dot*



A perfect fit for your business

With impossibly slim bezels, the Infinity One Design naturally complements any business space. Samsung Neo QLED 8K Signage can be mounted flush to the wall or installed vertically using the new pivot functionality. Along with a slim, simple bezel design, Neo QLED 8K will enhance any business environment, complementing aesthetics while optimizing the space for efficiency.



Infinity one design



Boundless design



Portrait mode



Attachable slim one connect

Crystal UHD signage

Elevate any space with stunning simplicity

Turn heads with premium picture quality. Crystal UHD signage elevates any space with crystal clear content that customers can enjoy without distraction thanks to non-glare panels. Simplified setup gets the display to work faster and puts managers in complete control.



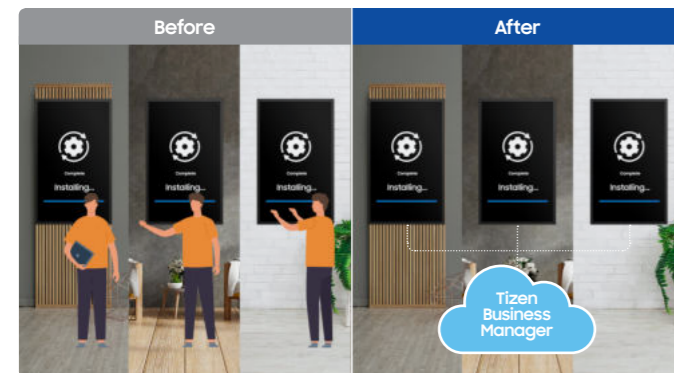
QHB / QMB / QBB series



* When compared to Samsung's FHD model.
** Viewing experience may vary according to types of content and format.

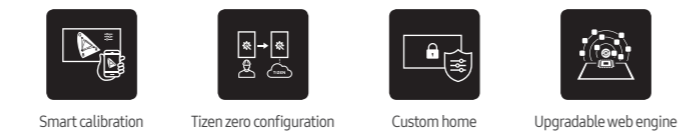
Stunning picture quality and design

Samsung's Crystal UHD signage provides head-turning visuals with true-to-life colors, and elevates lower-resolution video to UHD-level quality through the industry-leading video processing technology. With reliable non-glare panels and unintrusive design, audiences see every piece of content clearly without distraction.



Streamlined setup and easy maintenance

Samsung's Crystal UHD signage offers a simplified setup process that allows managers to configure after installation and maintain fixed settings from anywhere in the world. With consistent calibration across all screens and access to the latest web-engine upgrades, showcase the latest innovative content exactly as you intend.



Business TV

Make promotions pop in any space

Seamless visual solution that enhances any space. Create memorable viewing experiences with peace of mind thanks to 16-hours a day, 7-days a week performance, as well as easy content management for powerful messaging and promotions.



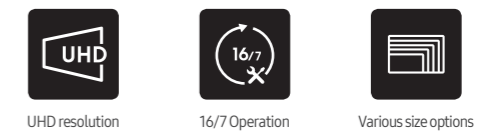
BEA-H series



* Operation hour specification may vary by country.

Eye-catching visuals

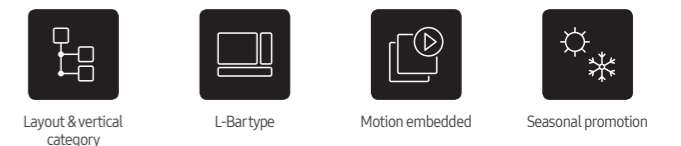
Crystal clear UHD resolution makes for a memorable viewing experience. Available in a range of sizes to fit seamlessly into any space, on any budget. Engineered to operate 16-hours a day, 7 days a week, with an impressive warranty for total peace of mind.



* Simulated images of Samsung Business TV application provided herein may differ from actual user experience due to application updates.

Easy content management with an app

Use the Samsung Business TV app from any Android or iOS device to remotely manage and control content, enabling efficiency on-the-go while creating a more convenient experience. You can even design content with easy access to over 100 pre-loaded templates, from L-bar layouts to motion-embedded content that helps bring messages and promotions to life.



Specialty display

Enhance communication in a compact display

Space is often limited in retail spaces, but Samsung's specialty displays can seamlessly integrate with any space while also offering an easy-to-use, reliable screen for enhanced customer engagement.



SHR-B series



Maximum engagement in a limited space

Samsung SHR-B displays with 16:4.5 wide screen stretched display offer the ability to effectively communicate information in small, narrow spaces. It features a slim profile with a depth of only 44.8mm which allows you to maximize available space. This enables the display to be installed in areas where space is limited and allows content to blend seamlessly.



Stretched resolution



24/7 operation



Slim depth



Narrow bezel

QBR / QBR-B / QBR-T / QBR-TB series



Crisp content on a compact display

The display supports 1920x1080 FHD resolution, displaying crisp and easy-to-read content. This is enhanced by a non-glare panel which always delivers clear content in any ambient light. These innovative features are supported by reliable 16/7 operation, suitable for professional use.



FHD resolution



16/7 operation



Non-glare panel

Touch display

Foster more comfortable customer interactions

Engage users while improving efficiency. The responsive touch functionality of Samsung's touch display and user-friendly design enhances every digital interaction, while being reliable and efficient in the face of dusty conditions and repeated customer use.



QMB-T / QMR-T series



* The UHD feature is only supported for 43 inches and 55 inches display.

Powerful touch experience

Upgraded Tizen OS makes playback more stable and opens up new possibilities with high-speed content. A responsive capacitive touch functionality offers an engaging user experience and the user-friendly design enables comfortable, productive digital interaction.



All-in-one touch solution



Fast response time



UHD resolution*



Non-glare panel



Built to be reliable and efficient

With an IP5X rating standard, the display is guaranteed to be efficient and reliable even in dusty environments. An innovative center IR means businesses implementing the display, won't have to make any adjustments and a conformal coating protects the display from repeated customer interactions.



Center IR



IP5X rating



Dust-free chipset



Easy maintenance

Kiosk

Adopt a modular design for modern customer experiences

Assist customers effectively with all-in-one design. Samsung's Kiosk is an advanced touch display that offers modular functionality for multiple payment options, easy maintenance and various installation options with no additional devices needed.



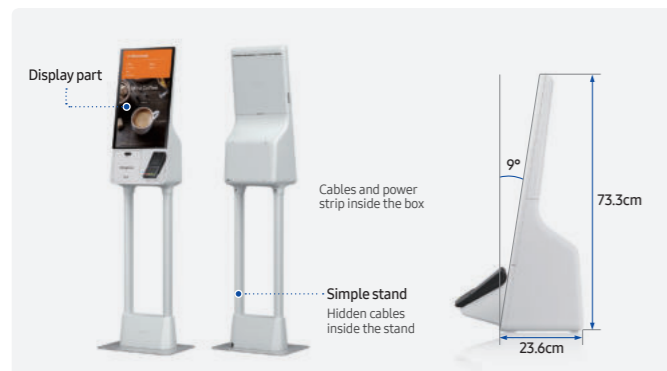
KMA series



* Samsung Kiosk supports a fully integrated EMV cradle for a Verifone terminal (P400) which varies by region and country.
** EMV terminal must be purchased separately.

Modular functionality to support any payment type

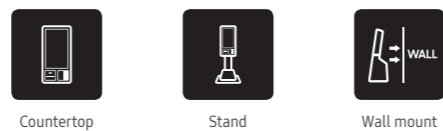
Samsung Kiosk adopts a modular design which provides a variety of payment options including credit card, barcode, QR code and NFC, along with a built-in printer. This means it needs no additional peripherals for an advanced, all-in-one solution that also makes maintenance fast and easy.



* Wall mount must be purchased separately.

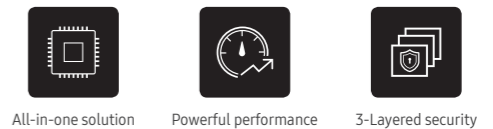
Compact and modern design

Samsung Kiosk is composed of a single display part, connection box, and an optional stand. The design enables clean and convenient cable management while the grey-white color and simple stand means the kiosk blends perfectly into any store interior. For enhanced flexibility, it offers three installation types – countertop, floor stand and wall-mounting – along with hidden cabling and power strip, with no external PC needed.



Powerful solution with no PC needed

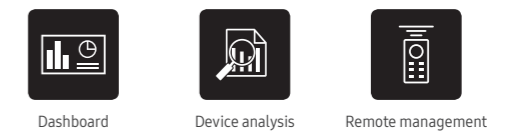
Samsung Kiosk is built based on Samsung's proven SoC(System on Chip) technology. This enables the kiosk to function without the need for an external PC. The kiosk uses three-layer security protection powered by Samsung Knox which supports application development on the secured platform, the protection of important customer data and effective minimization of security attacks for a powerful, comprehensive security solution.



* MagicINFO license must be purchased separately for use of management solution.
** Please refer to www.samsung.com/business or www.samsung.com/displaysolutions for system requirement of MagicINFO.

Display monitoring and management

Samsung Kiosk provides a proven remote monitoring solution, allowing managers to view display information, check peripheral devices and resolve errors. Remote control capabilities also enable the diagnosis of issues and remote control of essential functions such as switching the screen on and off.



Management solution

Manage all displays and content comprehensively

Management made easy. Samsung's MagicINFO solution gives store managers the power to conveniently create, schedule and deploy content across entire display networks, while Samsung Smart Signage Platform (SSSP) offers the freedom to create software directly on Samsung displays.







ViewFinity






Picture quality for peak performance

With the world's first glare-free monitor verified by UL, the Matte Display technology enables professionals to review and edit with consistent levels of brightness and colors even without a monitor hood. The extended color range supports up to 98% of DCI-P3. The monitors include adaptive picture technology for consistent accuracy and TUV-certified intelligent eye care to protect against blue light and flicker.

- 
Matte display
- 
UHD Resolution
- 
Display HDR600
- 
Adaptive picture

Ultimate efficiency with limitless workspace

With PBP and PIP capabilities, users can view multiple documents at once for greater productivity. Designed to create a clutter-free desk environment, USB Type-C port enables data transfer with a single cable while powering a laptop up to 90W. The LAN port allows laptops without an embedded LAN port to connect to the monitor for Ethernet use. The ergonomic stand provides more comfort with VESA mount for tilt, swivel and pivot controls.

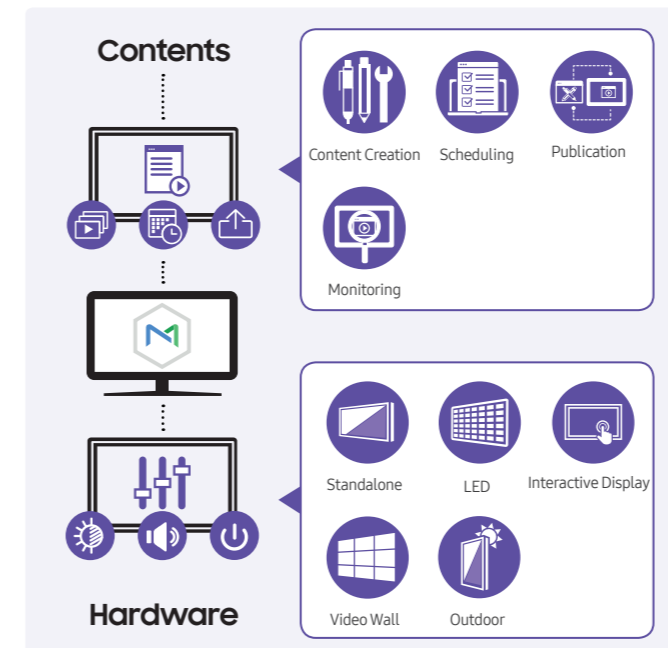
- 
Wide viewing angle
- 
PBP / PIP
- 
USB Type-c
- 
Ergonomic design



* PIP feature not supported on S95UA.

MagicINFO solution

Samsung's comprehensive MagicINFO platform can remotely manage both hardware and software through one single-point management system. With this solution, store managers can conveniently create, schedule and deploy content across the entire displays. The platform is compatible with a host of display types, ensuring the delivery of compelling content regardless of the operational framework.



SSSP solution

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 device to communicate with the server and play digital media. SSSP provides an integrated media player by giving partners the freedom to create software directly on their Samsung displays.

Remote management solution

Thanks to Samsung Remote Management solution, an SSSP partner that has its own CMS solution can perform in-depth remote monitoring of digital devices and eliminate the need for site visits or service calls.

