2020 Samsung Display Solutions

Your future. On display.

SAMSUNG

Table of contents

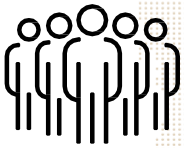
Introduction

04 About Samsung

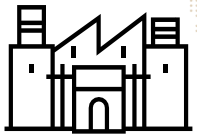
06 About Samsung Display Solutions

Samsung,
A global brand

Samsung Electronics is a global leader in technology, opening new possibilities for people and businesses everywhere. Since being established in 1969, Samsung has grown into one of the world's leading technology companies. Our network now extends across the world and we boldly invest in R&D to fuel our aspirations to create new technologies that inspire the world. Through relentless innovation and discovery, Samsung is continuously striving to create a better world for all.



310K+
Employees



37
Production Sites

37
R&D Centers

Total **243.8**
Revenue

* Based on the consolidated financial statement in FY 2018 (KRW Trillion)

7
Design Centers

Patent Holder **#1**
in the United States & Europe

Samsung has been recognized for its brand leadership and innovation from leading industry media and global awards.

Award winning design

49 wins

IDEA Design Awards, including at 2018 international Design Excellence Awards(IDEA)

Most IDEA prizes won in a single year

Media recognition

Fortune

2017 The world's most admired brands

BCG

Most innovative companies

The Harris Poll

Brand reputation rankings

Top ranking brand

Interbrand

Best global brands 2019 rankings

Forbes

The world's most valuable brands

Fortune

Fortune global 500

Samsung Display Solutions, continuing No.1 leadership for 11 years

There are many display brands in the world. However, there are only a few that have been loved and chosen by businesses for 11 consecutive years. Samsung has been constantly providing enterprises with the technology they need to pave an aggressive path forward, ensuring fully optimized display solutions are in place so businesses can focus on what matters most with total peace of mind. This is the core driving force that has made Samsung the No.1 in the display market for 11 consecutive years.

Samsung has been at the forefront of the signage evolution, staying ahead of competitors to provide the most impactful experiences possible without limits. Samsung has overcome numerous challenges along the journey and has introduced innovative, new products year after year. Since its release four years ago, Samsung QLED has seen steady and continuous improvements with cutting-edge technologies. And in 2020, the full line-up of The Wall complements the Samsung portfolio and is perfectly suited for luxury living and business needs.

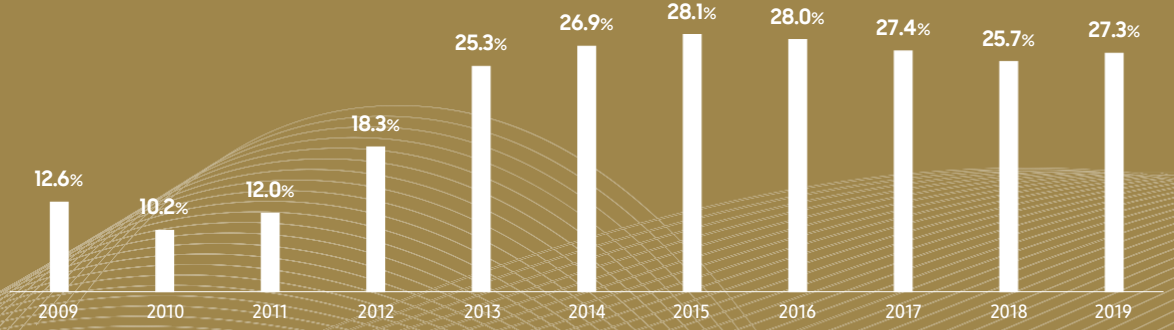
For the last 11 years, Samsung has continuously pushed technological boundaries and maintained its leadership in digital signage innovation. Going forward, Samsung will continue to lead the industry with innovative display solutions.

■ **Quantity M/S**

Source : Omdia2019 (Unit)

*09-12 : According to display industry research company "DisplaySearch"

*13-19 : According to market research company "Omdia"
Ranking in terms of shipments. Results are not an endorsement of Samsung.
Any reliance on these results is at the third-party's own risk.



Explore our solutions, built to drive your future

Samsung offers a full portfolio of products and solutions, meaning you can select the ideal solution to meet the evolving and increasing demands of your business. By maximizing the performance of your digital signage, you can drive toward transformation for your business, creating smart and seamless experiences for customers – turning your content into unprecedented new opportunities.

Maximize your performance

Transform static content into immersive visual experiences, unlocking new possibilities with a variety of display lineup designed to meet any commercial need.

Drive transformation

With an end-to-end platform that spans display capabilities, content manage solution and white-glove service, this is an ideal solution for any business.

Create new experiences

Connect with an extensive ecosystem of leading digital signage partners, through the Samsung's platform, to create seamless, tailored experiences.

THE GREATEST SHOW IS EARTH
DRIVE A
IMPACT DRIVING.
High heels of the day
2:15
24°C
OPENS
L'élégance

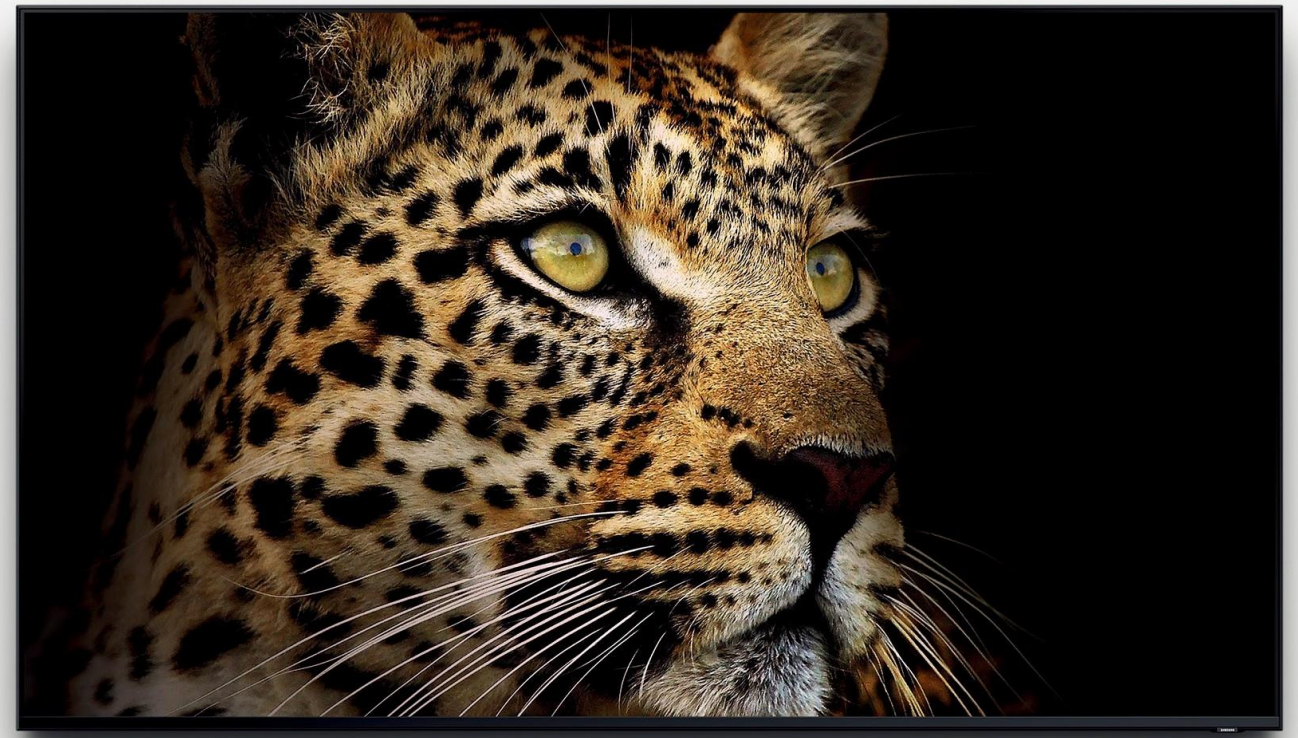
Your future. On display.

01

SMART Signage

Tell the story of your business through high-impact visual messaging. Samsung SMART Signage provides professional-grade image quality and a variety of lineup options. Whatever your business is, you will have access to the option best suited to your needs.

QLED 8K Signage	12	Flip	18
Crystal UHD Signage	14	Interactive whiteboard	20
Video wall	15	Interactive display	21
Full outdoor	16	Small display	22
Window display	17	Streched display	23



QLED 8K Signage

QPR-8K

Samsung QLED 8K Signage provides a truly remarkable solution for businesses looking to display impactful content like never before. Superior picture quality supported by AI upscaling technology creates true-to-life images, introducing a revolutionary viewing experience.

Highlights

- Real 8K resolution
- 8K AI upscaling
- QLED technology
- 100% Color Volume with Quantum Dot
- Quantum HDR
- Minimal design
- Pivot support*
- Embedded 8K media player
- 8K content playback through single HDMI

* Pivot support is only available on 82" model.

Perfect reality

In the perfect reality created by Samsung QLED 8K Signage, everything has a greater sense of realism and depth. It doesn't just show 8K content — it creates it using 8K AI upscaling technology.

Brilliant picture quality

Samsung's QLED technology ensures the delivery of 100% Color Volume and Quantum HDR offers dynamic HDR expression that perfectly optimizes scene by scene.

Aesthetic excellence & Powerful platform

Samsung QLED 8K Signage's minimal design aesthetically enhances any environment. It is also driven by a powerful SoC platform that supports content up to 8K. 8K content playback is supported by only single HDMI.

Crystal UHD Signage

QHR | QMR | QMN | QBR | QET

Samsung's Crystal UHD signage empowers the customers to experience pure visual innovation with lifelike images in sharper picture quality than ever before.

Highlights

- UHD resolution
- Crystal processor 4K
- Dynamic Crystal display*
- HDR
- 24/7 operation
- Slim & symmetrical design*
- Clean cable management
- Embedded media player
- Samsung Workspace secured by Knox*
- Wi-Fi & Bluetooth built-in*

* Some features may vary by models.

Incredible picture quality

No matter the resolution, Samsung's Crystal UHD Signage delivers UHD quality images with cutting-edge upscaling technology. It also provides viewers with a wider spectrum of colors up to one billion shades.

Slim and symmetrical design

Samsung's Crystal UHD Signage's slim, symmetrical design blends seamlessly into any environment. With new cable guide feature, users can tuck messy cables away from view.

Powerful, all-in-one solution

SSSP is an all-in-one solution that simplifies installation and maintenance. Businesses can enjoy easy development, reinforced capability with multiple web formats and standards and secured protection.

Video wall

VHR-R | UHF-E | UHN-E | UMH-E | UMN-E | VMR-U

Samsung's video walls deliver an impactful and seamless viewing experience with an exceptionally narrow bezel - coming in a variety of bezel widths.

Highlights

- Various bezel widths options
- Wide viewing angle
- Non-glare panel
- 24/7 operation
- Multi-step factory calibration
- Convenient mobile calibration
- UHD resolution by daisy chain
- Easy installation*
- ISTA-certified packaging

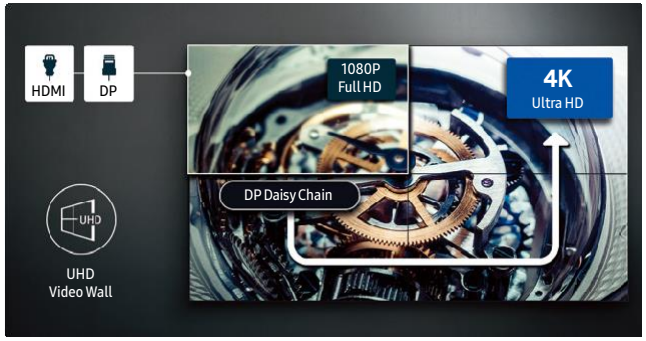
* Samsung's special wall mount accessories must be purchased separately.

Immersive viewing experience

A narrow bezel - 0.88mm to 3.5mm bezel-to-bezel options - enables content to be delivered as one seamless image. The display's non-glare panels provide better visibility regardless of ambient light, 24/7.

Precise and conveninet calibration

Samsung's multi-step factory calibration tunes video walls to uniform brightness and color throughout multiple displays. Users can also easily manage uniformity with intuitive PC and mobile calibration solution.



Efficient and reliable operation

With daisy chain using DP1.2 and HDMI ports, Samsung's video walls can project UHD content across multiple screens up to 5x5 configuration. ISTA-certified packaging is designed to minimize possible damage.

Full outdoor

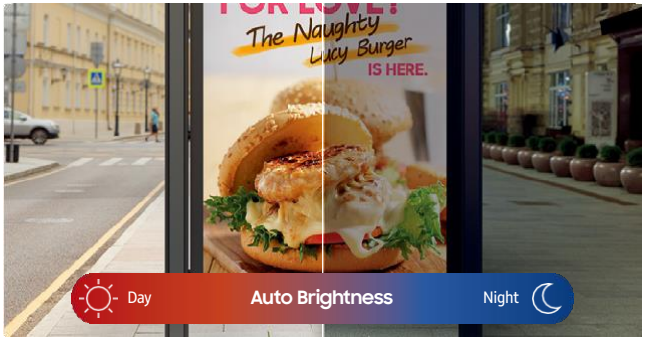
OHF | OHN | OHN-S | OHN-D

Samsung's outdoor signage elevates outdoor advertising experience with its bold and engaging content delivery, making any business standout from the crowd.

Highlights

- High brightness (2,500-3,300 nit)
- Auto brightness control
- Polarized sunglass support
- 24/7 operation
- Embedded power box and media player
- IP56 rating
- Magic Protection Glass (IK10-rated)
- Dual sided screen*

* Dual-sided screen in only available on OHN-D series.



Unsurpassable visibility day and night

Samsung's outdoor signage allows for exceptional, consistent content delivery with high brightness and 24/7 performance. The display automatically adjusts the brightness based on the external lighting environment.

Built strong to endure outdoor elements

IK10-rated Magic Protection Glass and IP56-rated protection ensures the displays will withstand physical impact as well as dust, humidity or other outdoor elements that could affect the display.

* For kit models without front glass, IK10 rating does not apply (Samsung MagicGlass only) and IP56 is contingent upon usage of a separate front glass.

A double-sided screen with slim depth

With high brightness on both sides of the display, users can double their marketing in one location with vibrant content. Its slim design is ideal for a bus shelter or street billboards.

Window display

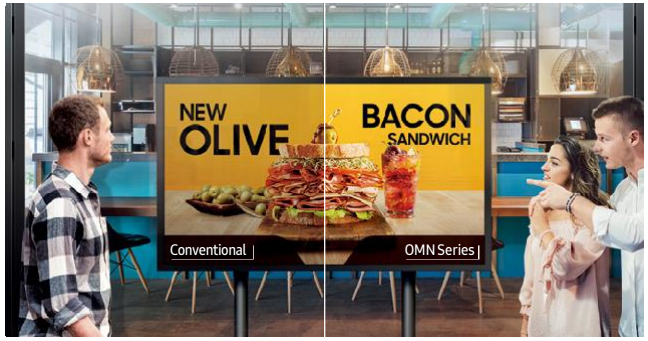
OMH | OMN | OMR | OMN-D

Samsung's window displays are designed to be installed at the storefront. It projects clear, bright images that attract and engage audiences, increasing the probability of an in-store visit.

Highlights

- UHD resolution*
- High brightness (1,000-4,000 nit)
- Auto brightness control
- Polarized sunglass support
- 24/7 operation
- Slim design
- IP5X rating
- 3-step overheat protection
- Energy efficiency
- Clean cable management
- Wi-Fi built-in
- Dual-sided screen**

* UHD resolution is only available on OMR series.
** Dual-sided screen is only available on OMN-D series.

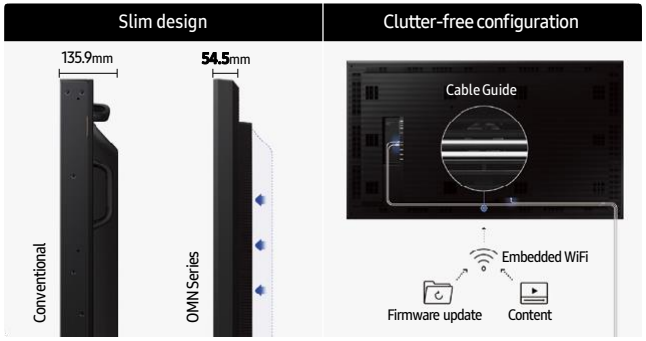


Brilliant presentation for all

Featuring high brightness and contrast ratio, Samsung's window displays remain bright and clear, delivering an uncompromised picture that will capture the attention of potential customers - even in direct sunlight.

Durable and efficient performance

With IP5X-validated dust protection and a proprietary 3-step overheat protection, Samsung's window displays stand the test of time. It also consumes less power while delivering spectacular performance.



Slim design and clutter-free configuration

Its slim design makes the display a natural extension of the store, as opposed to an addition that ties up valuable space. Cable guide and embedded Wi-Fi provide clean, organized look.

IMPORT
EXPORT
DO WHAT YOU CANT
Advantages
bg – change color
change
1920
SCHEDULE TEMPLET
October
Week 42
2018
15 Monday
16 Tuesday
17 Wednesday
18 Thursday
19 Friday
20 Saturday
21 Sunday
Site
Photo Shoot
open
re-touch
ver.5
ver.6
final

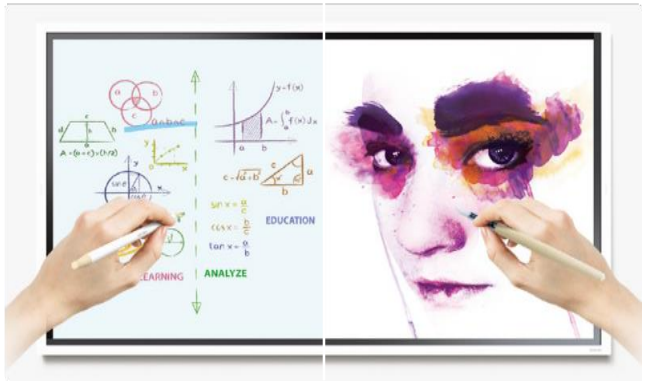
Flip WMR

With Samsung Flip, ideas flow freely. Through smooth pen-to-paper writing experience, an intuitive user interface, and enhanced collaboration capabilities, Samsung Flip allows you to develop new ideas without the hassle of any technical difficulties. Let's Flip. Teamwork simplified.

Highlights

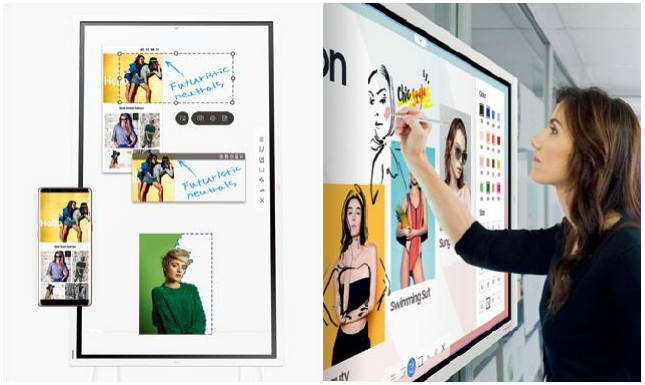
- Pen & paper writing experience
- Multi writing up to 4
- InGlass™ technology
- Annotation on
- Flexible image editing
- Web browser
- Samsung Workspace
- UHD resolution & Pivot
- Screen share & Touch out
- Versatile connectivity
- Innovative design
- Complete management*

* Samsung's remote management solution must be purchased separately.



Pen & paper annotation

Samsung Flip allows you to enjoy a smooth, pen-to-paper-like writing experience. Create art at the stroke of a brush in water as well as oil painting modes. Up to 4 people can write at the same time.



Intuitive usability

You and your team can directly edit images on the Flip roll at the simple click of a button. You can write on any background source with annotation layer to avoid affecting the original source.

Powerful connectivity

With multiple connectivity options, you can share content by projecting on to another large display, or sync your personal devices using the touch out function, for real-time content sharing.

Interactive whiteboard

QBN-W

Samsung's interactive whiteboards elevate information sharing and drive more productive conversation in class-room and meeting room settings.

Highlights

- Smooth & fast touch
- Multi-writing up to 4
- Embedded MagicIWB solution
- PC-less solution
- Seamless source switch
- Remote workspace
- UHD resolution
- Stylish, pristine design

Enhanced touch technology

Leverage heightened touch functionality for a smooth and versatile digital writing experience. Up to 4 users can write simultaneously using the provided pen or virtually any other tool.

Intuitive MagicIWB solution

The embedded MagicIWB S5 solution facilitates discussion management with an intuitive interface for quick access to vital collaborative functionalities such as screen mirroring and real-time notation saving.

Remote workspace

Pull and edit content on remote laptops directly through the central screen utilizing touch functionality. The powerful Knox system secures the connection to protect against information leakage.

Interactive display

QMR-T

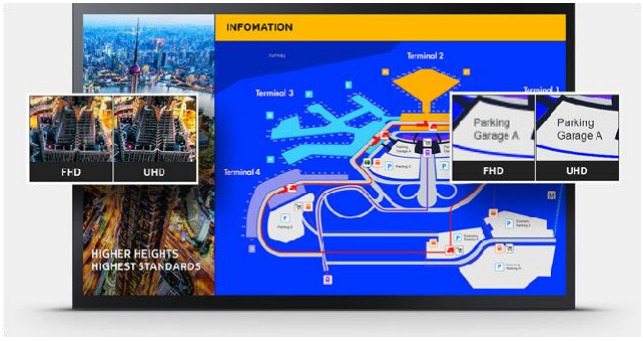
Samsung's interactive displays align cutting-edge visuals with capacitive touch technology for a more informative, interactive customer experience.

Highlights

- Capacitive touch technology
- 10 point multi-touch
- Embedded media player
- Non-glare panel
- UHD resolution
- 24/7 operation
- Resistance to dust and dirt
- Center IR

All-in-one touch solution for any environment

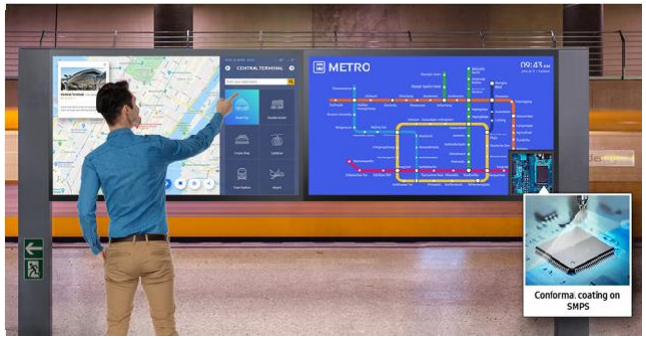
Maximize use of touch display with a built-in, high performance TIZEN-based media player. The all-in-one design eliminates the need for an external player and the advanced TIZEN OS enables a wide variety of apps.



Captivate customers with UHD content

Samsung's interactive displays provide UHD resolution on non-glare glass for incredibly clear content and accurate visual detail without reflection, increasing customer engagement.

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



Built to be reliable

With IP5X rating standard, QMR-T series ensure reliable performance even in dusty environments to protect the display from repeated customer interactions.

Small display

QBR | QBR-T

Samsung small display enables personalized and more impactful communication throug its compact and versatile design.

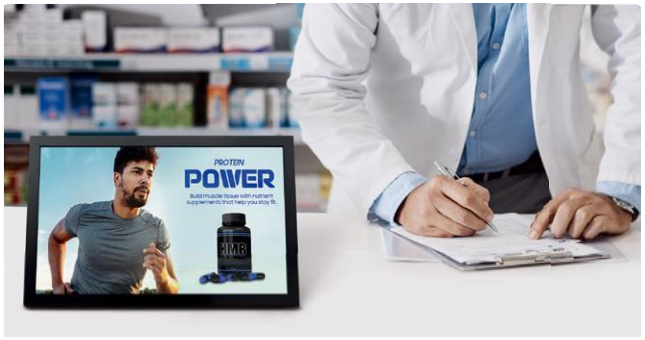
Highlights

- Non-glare panel
- 16/7 operation
- Compact & slim design
- 10 point multi-touch*
- Embedded media player
- Built-on Wi-Fi
- Center IR

* Touch functionality is only available on QBR-T series.

Slim, smart design

The compact and slim design allows for efficient space utilization, even in compact locations. A sleek back design makes the display optimal for both wall mounting or simply standing.



Powerful content playback

With an embedded MagicINFO S player, backed by TIZEN, Samsung small display allows efficient and seamless playback without any external media player.

Fast, effective touch capabilities

Integrated capacitive touch functionality and 10-point multi-touch powers an intuitive interface that allows for customer-driven search and action, creating new customer interactions and driving purchase.

Stretched display

SHR

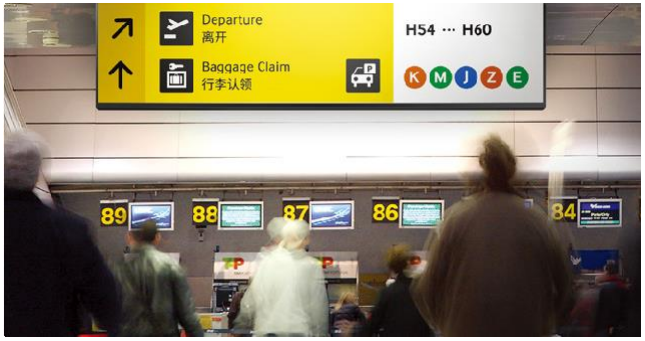
Samsung stretched displays offer a versatile signage solution to meet any need, while delivering impactful content and maximizing space efficiency.

Highlights

- 16:4.5 stretched ratio
- 700 nit brightness
- Non-glare panel
- 24/7 operation
- Embedded media player
- Daisy chain using HDMI loop out
- Slim depth & narrow bezel

16:4.5 widescreen

Samsung stretched displays, with 16:4.5 widescreen, offer the ability to effectively communicate information in small, narrow spaces such as store shelves, ceilings, and corridors.



Clear picture quality

Featuring brightness levels of up to 700nit and non-glare panel, Samsung stretched displays deliver the clearest, richest images regardless of lighting conditions.

Powerful, all-in-one solution

SSSP is an all-in-one solution that simplifies installation and maintenance. Businesses can enjoy easy development, reinforced capability with multiple web formats and standards and secured protection.

02

LED Signage

Expand your business vision infinitely. Samsung LED Signage is proven effective in capturing the attention of customers, providing brilliant visual expression even on large scale displays. You can install the displays in a variety of sizes and shapes, for creativity without limitation.

The Wall 26
Indoor 28
Outdoor 29

The Wall IWR | IWJ

Elevating any brand and delivering the wow moment that customers expect, The Wall is the ultimate screen technology for any business. With leading technology supporting your business, you can focus on what matters while providing a luxurious, immersive and memorable experience, every time.

Highlights

- Black Seal technology
- Ultra Chroma technology
- LED HDR technology
- HDR 10+ support
- Multi-link HDR
- Infinity design
- Décor Frame
- Mobile calibration
- Front service
- Off-board hot-swap power supply*

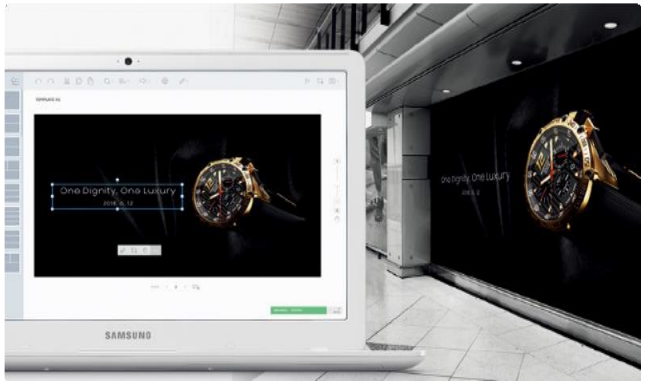
* Optional and available from 3Q, 2020

Never-before-seen visuals

The Wall creates visual innovation with no boundaries, providing perfect black, pristine colors and pin-sharp clarity. It is possible through Black Seal technology, Ultra Chroma technology and Quantum HDR technology.

No boundaries between wall and screen

The Wall seamlessly blends into its surroundings with a slim, bezel-less design. Décor Frame features a refined, subtle-but-sleek metal finish that compliments the design elements of any space.



Solution you can count on

With MagicINFO™ solution*, you can manage device and content from any location via remote access. Requiring nothing more than a mobile phone and a Wi-Fi connection, calibration can be done instantly.

* Samsung MagicINFO™ must be purchased separately.

Indoor

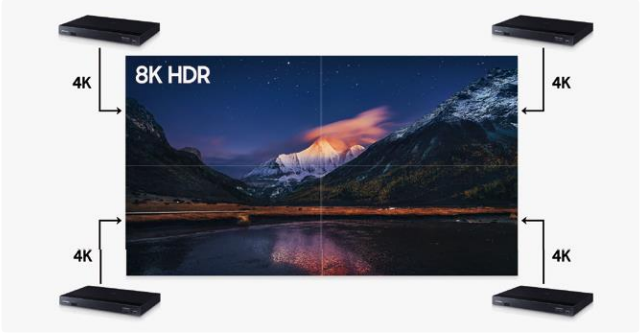
IFR | IER

Samsung's indoor LED signage delivers stunning picture quality and can be custom-fit for the specific space requirements, giving customers an immersive experience.

Highlights

- LED HDR technology
- HDR10+ support
- Multi-link HDR
- Flexible design
- Mobile calibration
- Power & signal redundancy
- Z-sync functionality*
- Front service

* Z-sync is available on Samsung MagicINFO™ platform that must be purchased separately.

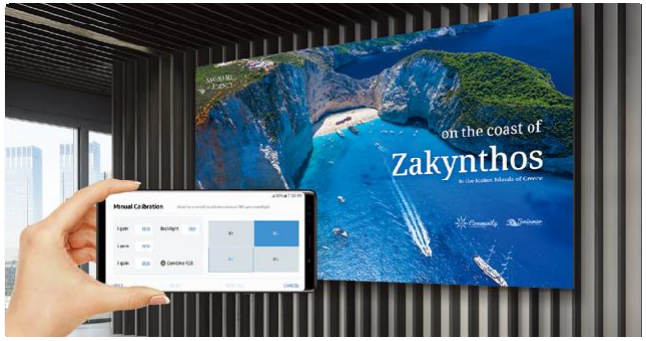


HDR experience in large scale

With Multi-link HDR technology, Samsung's indoor LED signage delivers more impactful content than ever before, providing HDR quality content up to 8K resolution.

Flexible design for any location

Advanced design provides more flexibility in design - with support of portrait, landscape, curved and L-shaped installations, you can have ultimate control to create the ideal display for your space.



Screen uniformity all the time

Samsung's complete calibration solution ensures LED displays continuously maintain picture quality. Color Expert LED Mobile provides a quick and easy calibration, enabling efficient management.

Outdoor

XPR

Samsung's outdoor LED signage is ideal for a wide range of outdoor applications, featuring clear visibility and even more reliability. Proven visuals. Built to perform.

Highlights

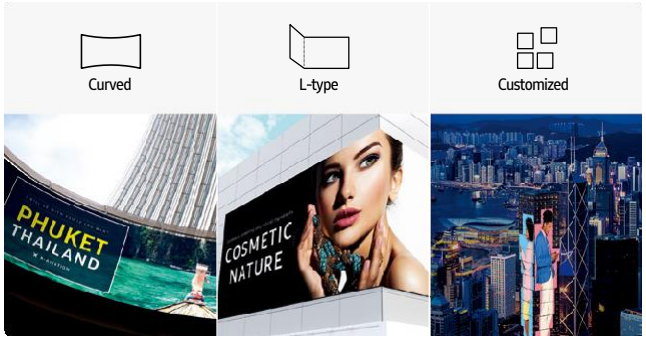
- IP66 rating (front/back)
- Intelligent fan control
- Rigorous performance testing
- Full redundancy of data signal & control board
- Power redundancy
- High brightness (7,000-8,000 nit)
- High refresh rate (7,680 Hz)
- Customizable design
- Front/rear service

Built for the elements

Samsung's outdoor LED signage can withstand any environment through its redundant systems and weather-resistant features, which have been rigorously tested against the elements.

Exceptional picture quality

Samsung's outdoor LED signage delivers clear images, no matter where it is installed. Eye-catching brightness combined with a high refresh rate, means content is clearly visible even in intense sunlight.



Fully customizable design

With support for customized design, you can get the exact shape, size and curve for your display to meet any specifications. Curved walls, L-shaped or completely customized, you have endless options.

03

Signage solution

Installing a display is not the end. Samsung not only provides professional displays, but a comprehensive, all-in-one solution fully compatible with Samsung's SMART and LED Signage line-up, allowing you to intuitively manage and control all displays as needed from any location.

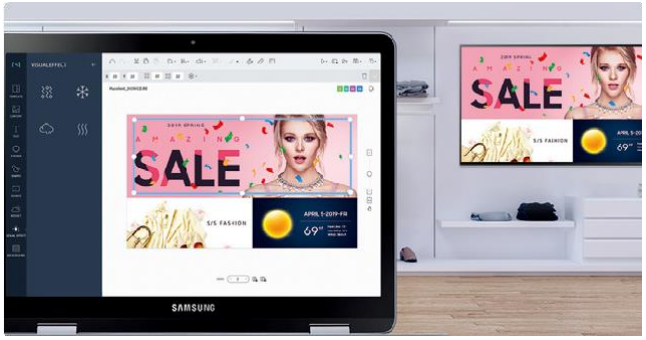
MagicINFO™ 32
SSSP 33

MagicINFO™

Samsung MagicINFO™ is a powerful content and device management solution giving businesses the ability to easily create, schedule and play content across a signage network.

Highlights

- Embedded templates & clip arts
- Dynamic visual effect
- Web content authoring
- Conditional scheduling
- Backup play
- Multi frame & channel management
- Device monitoring
- Error detection
- Direct remote control
- Security control
- Multi-video playback
- Web content playback



Compelling content creation

MagicINFO™ provides comprehensive content creation tools in an easy-to-navigate interface. Users can design content from a variety of templates, clip art, visual effects and more to drive customer engagement.

Streamlined content & device management

MagicINFO™ allows users to manage both content and device in a single platform, enabling easy scheduling, content distribution, in-depth monitoring and control capabilities to connected displays.

Powerful playback even with web content

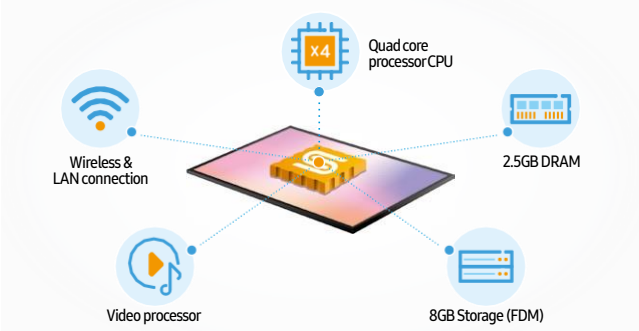
MagicINFO™ enables users to showcase content without requiring any external media player or a dedicated PC, ensuring uninterrupted and seamless viewing even for web-standard content.

SSSP Samsung SMART Signage Platform

SSSP is an open-source, all-in-one solution that is embedded in Samsung SMART signage. This robust platform is designed to give partners the freedom to create software on Samsung's displays.

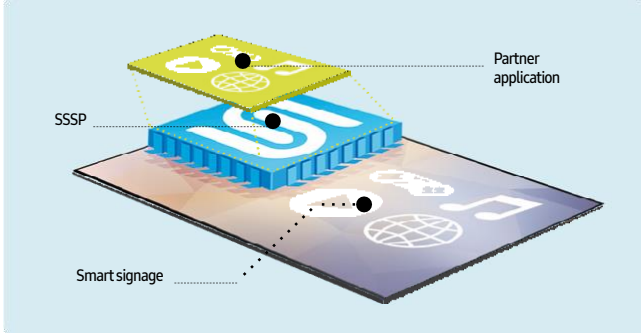
Highlights

- Multi-video playback
- Picture-in-Picture (PIP) support
- Integrated Software Developer Kit (SDK)
- Web application emulator
- Application test automation
- Remote web inspector
- High HTML5 compatibility
- Three-layer protection
- NaCl support
- Node.js support
- PC-less VPN
- Samsung Remote Management support



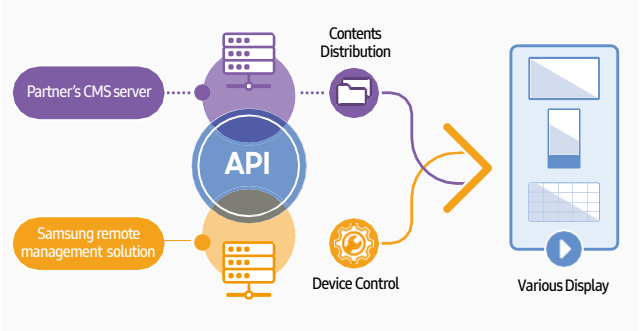
System on Chip

SSSP replaces external media players with a powerful embedded app launcher that provides a clutter-free configuration, allowing for greater efficiency and an overall lowered total cost of ownership.



Integerated application development

SSSP is a fully integrated program that offers a versatile open platform and advanced SDK/API functionality. Partners can enjoy a developer-friendly platform to craft solutions that suit their operational needs.



Remote management solution

Samsung Remote Management Solution is a central remote service that enables monitoring of devices. It synchronizes with a partners' CMS and provides a comprehensive review of hardware and content.

04

Hospitality TV

Drawing on leading TV expertise and picture technology, Samsung has introduced its hospitality TV, optimized for hotels. Now, you can allow your guests to have an at-home viewing experience in their hotel room, while managing all the TVs effectively.

Crystal UHD

HRU750

Samsung's Crystal UHD hospitality display creates a memorable, feel at home stay, providing exceptional picture quality and easy access to guests' favorite entertainment during the stay.

Highlights

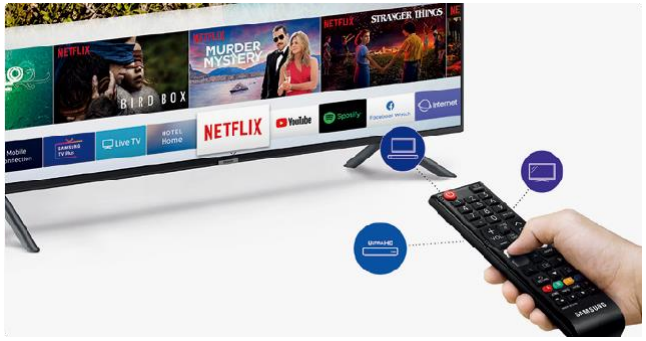
- UHD upscaling
- UHD dimming
- HDR10+
- One Remote Control
- Home App
- Samsung LYNK Cloud Support
- Samsung HMS Support

UHD-quality content delivery

Through UHD upscaling technology, Samsung's Crystal UHD hospitality display showcases content at UHD resolution with four times the pixels of the FHD standard, offering vivid picture quality and precise detail.

Slim, sleek design

Samsung's Crystal UHD hospitality has a sleek, modern design that naturally fits into any hotel style with a flat back and slim depth, while freeing up space to create a more harmonious room environment.



Easy access to favorite content

Samsung's Smart Hub offers guests easy access to a variety of custom content. Guests can watch their favorite Netflix movies and preferred entertainment from the hotel room just like at home.

* Netflix streaming is not supported without Samsung LYNK Cloud.
* Netflix streaming membership required.
* Entertainment app availability varies by location and available providers.

FHD

HF690 | HJ570 | HJ470

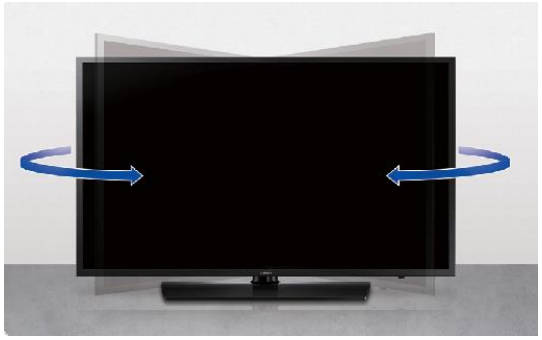
Samsung's FHD hospitality displays ensure all guests enjoy their favorite content in crystal clear picture quality, refined for the most immersive experience possible. The viewing angle can also be customized by guests to enjoy content wherever they are in the room, at any time.

Highlights

- Clean View
- Home menu
- Improved Plug and Play
- SI compatibility
- My Channel
- Swivel stand

Clean View

Clean View reduces noise and distortion around an image, enhancing color and contrast to ensure fully refined, crystal clear picture quality for optimized guest viewing enjoyment.



Swivel stand

Samsung's standard hospitality displays add flexibility and convenience to any room, including a swivel stand for guests to customize the viewing angle to enjoy a clear, brilliant picture from anywhere.

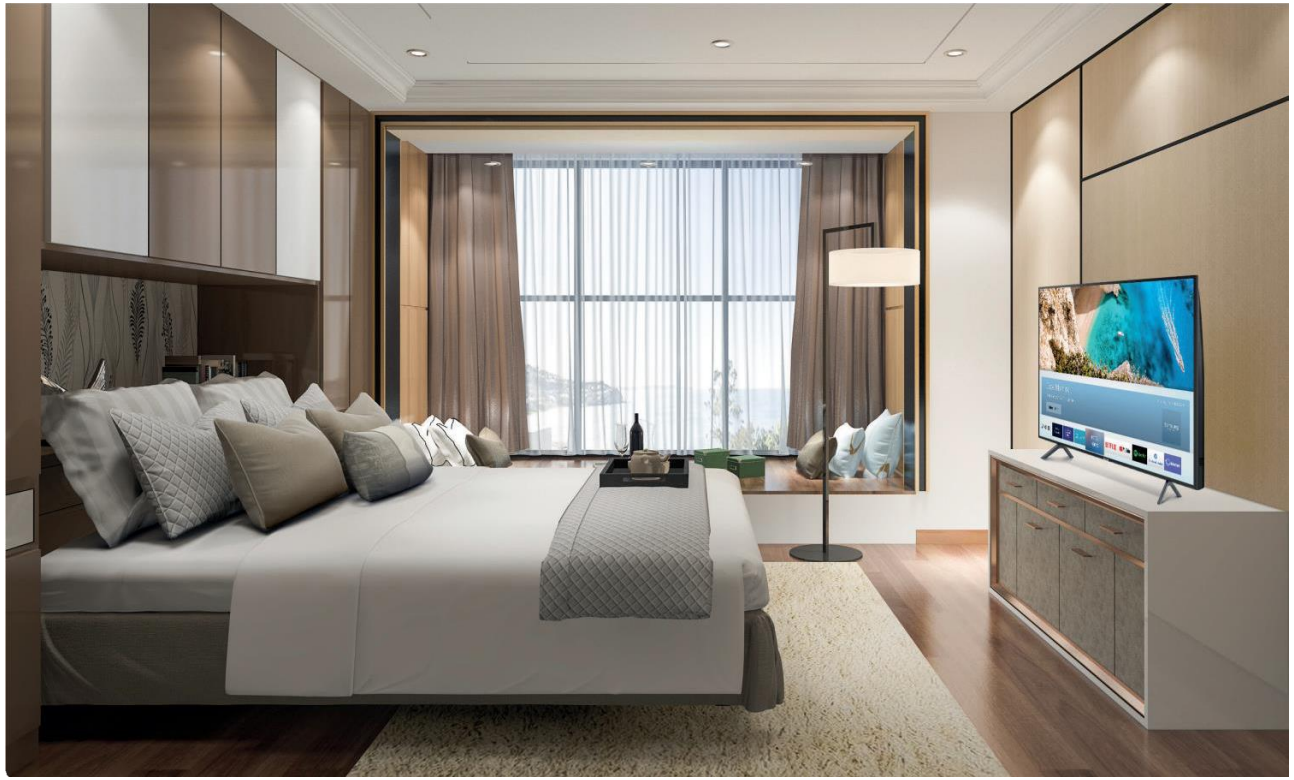
FHD

HF690 | HJ570 | HJ470

Las pantallas hoteleras FHD de Samsung garantizan que todos los invitados disfruten de su contenido favorito en una calidad de imagen nítida, refinada para la experiencia más inmersiva posible.

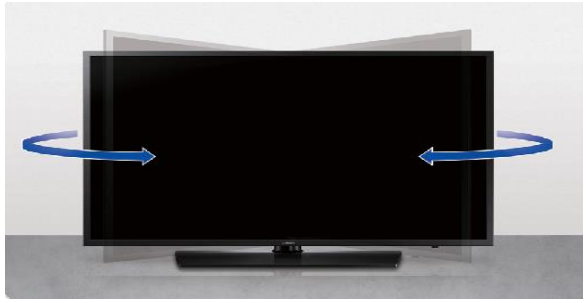
Aspectos destacados

- Menú de inicio
- Compatibilidad mejorada SI
- Plug and Play
- Soporte giratorio



Calidad de imagen nítida y refinada

Clean View reduce el ruido y la distorsión alrededor de una imagen, mejorando el color y el contraste para garantizar una calidad de imagen cristalina y totalmente refinada para un disfrute de visualización optimizado de los invitados..



Soporte giratorio

Las pantallas de hospitalidad estándar de Samsung agregan flexibilidad y conveniencia a cualquier habitación, incluido un soporte giratorio para que los invitados personalicen el ángulo de visión para disfrutar de una imagen clara y brillante desde cualquier lugar.

LYNK Cloud

Samsung LYNK Cloud is a comprehensive hospitality cloud solution. More than a powerful content and device management system, LYNK Cloud can analyze guests' content use to uncover marketing insights.

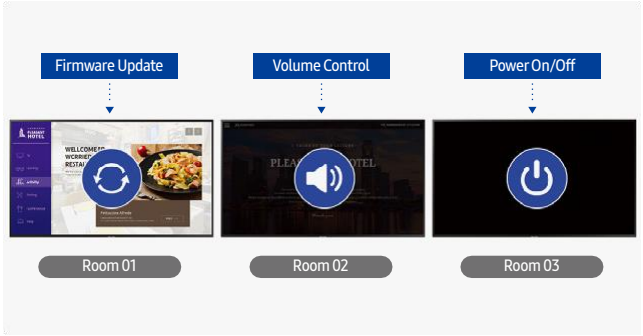
Highlights

- Device status monitoring
- Multi-site monitoring
- Remote firmware update
- Remote device setting Change
- Automatic credential removal
- Real-time message sending
- Web-standard content creation
- Custom preview support
- Interactive service support
- TV & service usage analysis
- User flow analysis

Multiple properties management

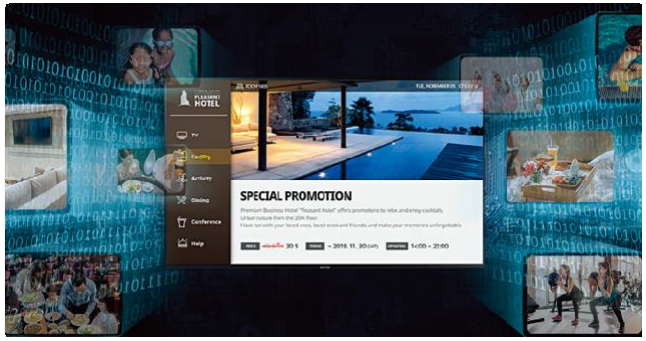
Accessible online and supporting multiple users, Samsung LYNK Cloud is ideal for global hospitality operations with centralized management giving users control of hotel displays located across the globe.

*LYNK Cloud does not support management of properties within China.



Integrated device management

Samsung LYNK Cloud supports monitoring and remote access for in-room TVs to adjust channel map and program guide as well as controlling basic functions such as power and volume settings.



Data-driven promotion analysis

Samsung LYNK Cloud enables optimized promotional content delivery based on integrated guest data available through the hotel PMS, helping managers to uncover business insights.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

Samsung Display Solutions

For more information about Samsung Display Solutions, visit
www.samsung.com/business or www.samsung.com/displaysolutions

Copyright © 2020 Samsung Electronics Co. Ltd. All rights reserved. Samsung is a registered trademark of Samsung Electronics Co. Ltd. Specifications and designs are subject to change without notice. Non-metric weights and measurements are approximate. All data were deemed correct at time of creation. Samsung is not liable for errors or omissions. All brand, product, service names and logos are trademarks and/or registered trademarks of their respective owners and are hereby recognized and acknowledged.

Samsung Electronics Co., Ltd.
416, Maetan 3-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-772, Korea

2020-04

SAMSUNG