



Digitale Visualisierung am POS mit Samsung

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SAMSUNG

AGENDA

1. Kommunikation im Wandel
2. Was an Signage nun SMART ist
3. SMART Signage TV – Die Einstiegslösung

Die Macht der Kommunikation mit visuellen Informationen

Sehvermögen = Ein mächtiger Sinn

Visuelle Wahrnehmung beeinflusst zu 83% die Kommunikation



Source: Wharton Business School

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Samsung LFD Konzept

Digital Signage – bisher eine komplexe Lösung

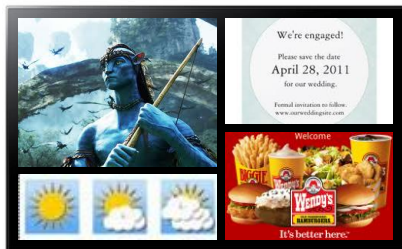


SAMSUNG

Features & Technik

Samsung LFD Konzept

SoC Technologie

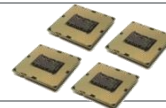


Professional
Embedded
Media Player
on Chip



CPU – Dual core / Quad core

Process Speed 1GHz Dual Core
Process Speed 1GHz **Quad** Core



1Gbyte DDR3 Dual 32 bits



Video Processor

Full Codec, High Performance
WMV, MP4, H.264



Storage (SSD)

4GB (2GB Occupied by O/S, 2GB Available)
SD-Slot available in D Series



Professional Signage Software

SoC 2.0 Lineup

Stand Alone Modelle mit SoC

DB Serie



- 16/7 Betrieb
- 350 cd/m²
- d-LED

DB32D / DB40D
DB48D / DB55D

DM Serie



- 24/7 Betrieb
- 450 cd/m²
- d-LED
- WiFi

DM32D/ DM40D/
DM48D/ DM55D/
DM65D/ DM75D

DH Serie

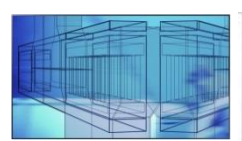


- 24/7 Betrieb
- 700 cd/m²
- d-LED
- WiFi

DH40D/ DH48D
DH55D

Video Wall Modelle mit SoC

UE Serie



- Schmäler Rahmen (11 mm Bild-Bild)
- 450 cd/m²
- Slim&Light
- e-LED

UE46D/ UE55D

UD Serie



- Schmäler Rahmen (3.5 mm Bild-Bild)
- 24/7 Betrieb
- 700 cd/m²
- Anti Glare

UD46D/ UD55D

SoC 2.0 Lineup

Small Signage mit SoC

DB 22"



- 16/7 Betrieb
- 22" (1920 x1080)
- 250cd/m2
- WiFi+LAN

DB22D / DB22D-P

DB 10"



- 16/7 Betrieb
- 10" (1280 x800)
- 400cd/m2
- WiFi+LAN

DB10D

DB-Touch



- 16/7 Betrieb
- 22" (1920 x1080)
- 250cd/m2
- Capacitive Touch
- WiFi+LAN

DB22D-T / DB10D-T

Schaufenster & Outdoorlösungen mit SoC

Semi Outdoor



- 24/7 Betrieb
- 2500 cd/m²
- WiFi+LAN

**OM46D-W
OM55D-W
OM75D-W**

Outdoor Kit

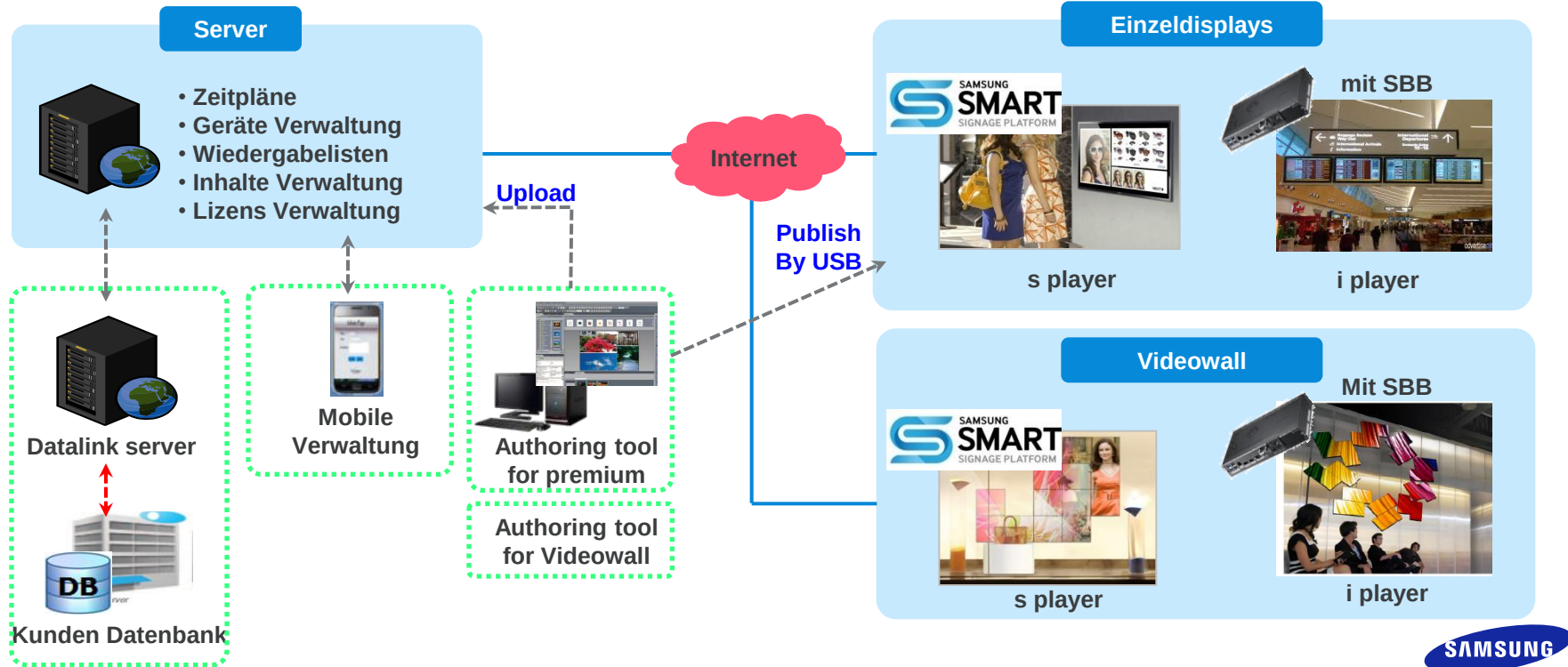


- 24/7 Betrieb
- 2500 cd/m²
- WiFi+LAN
- Open Frame KIT

**OM46D-K
OM55D-K
OM75D-K**

Samsung CMS Übersicht

MagicInfo Lösungen



Samsung Partner ECO System



signagelive
●●● delivering media to your screens



 heinekingmedia

netcreens®
digitale Schaufenster
digital signage

MACNETIX
■ communicate with intelligence

 Smartsign

NorCom Adversign
media

wondersign

SCALA 



SMART Signage TV



Verfügbar

SAMSUNG

- › Smart Signage TV Video
- › <https://www.youtube.com/watch?v=kZqWdv02xfE>
- › <https://www.youtube.com/watch?v=5LPcRyc82gM>

Smart Signage TV

RM40D/RM48D



RMD (40"/48")

- 350cd/m2
- Betriebsdauer: 16/7
- 512MB flash memory
- **Integrated TV Tuner**
- Built in WiFi
- MagicInfo Express included
- Stand included
- HDMI, D-Sub, CVBS, USB, RS232C

STAND + WANDHALTERUNG



Tuner
Embedded



Wireless
Networking



Signage S/W
& Mobile App



Accessories



SOFTWARE



Contents management software
(Magic Info Express)

SAMSUNG



Power



Smart Signage TV

1 Content Erstellung mit Templates

→ Kostenfreie Authoring S/W



2 Edit / Update Content mit „Magic Info Express App“



3 Content abspielen von mobilen Devices

→ Instant Play



4 Content Input via USB



Key features

- Signage S/W : About 200+ templates for Different Vertical Markets

- ✓ General
- ✓ Cosmetic & Apparel
- ✓ Retail Shop and Grocery
- ✓ Restaurant
- ✓ Lobby
- ✓ Communication
- ✓ Healthcare & Pharmacy
- ✓ Transportation
- ✓ Banking & Financial

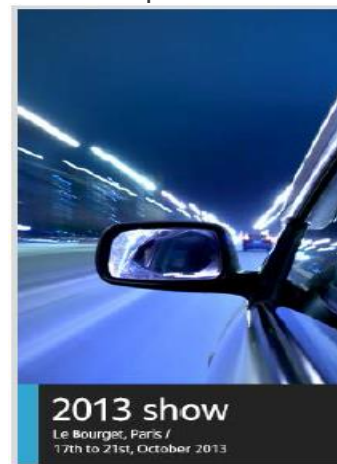
General



Communication



Transportation



Restaurant

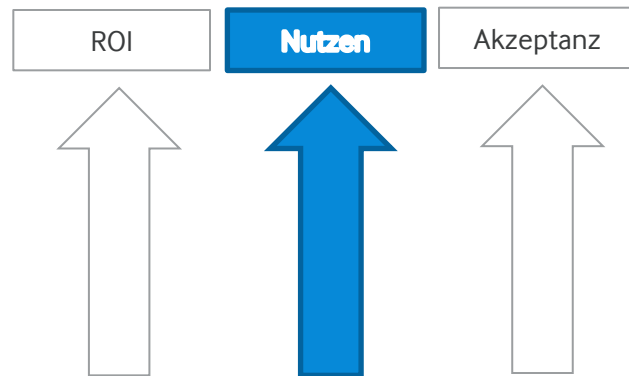
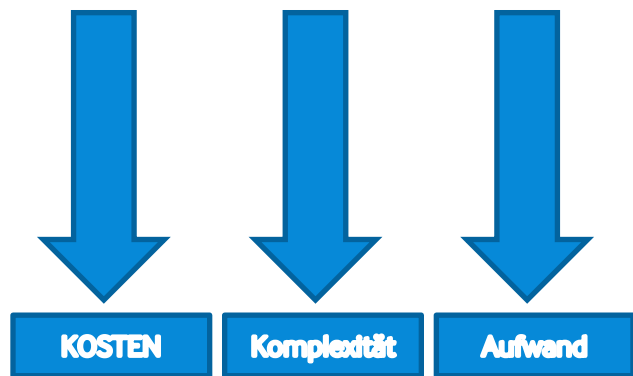


OSR



Kommunikationslösung

Warum SOC??



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THANK YOU



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