



Samsung SMART Signage

Display any content in ultra-high definition with incredibly rich color on slim, efficient signage.

Highlights

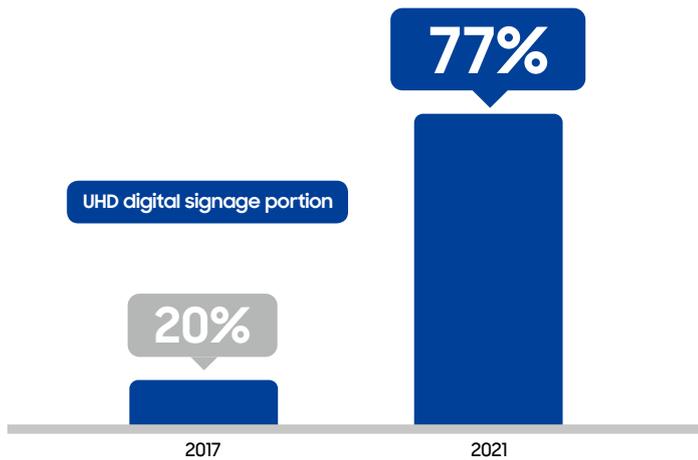
- Engage customers with lifelike images through ultra high-definition resolution
- Deliver UHD-level picture quality even with lower resolution content through innovative UHD upscaling technology and unique picture-enhancing features
- Dynamic Crystal Color allows viewers to enjoy a wider spectrum of colors, up to one billion shades
- New symmetrical, slim design simplifies installation and complements any environment.
- Secure, PC-free operation through Knox and rigid three-layer protection



Industry trend

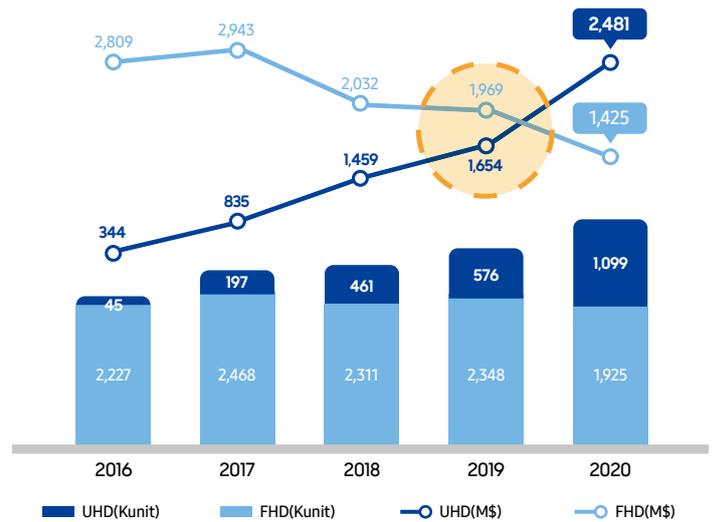
With visual display technology improving across devices, viewers have developed an ever-growing expectation for better picture quality. Additionally, the market has been flooded with a wide variety of color technologies and it's becoming increasingly important for businesses to have rich and vivid display capabilities. As UHD resolution continues to grow in popularity, it is essential for businesses to deliver superb picture quality for their customers. Low quality displays and signage can create negative perceptions of a business. While much content is still being produced at a lower resolution, through Intelligent UHD upscaling technology, Samsung's QBR series is able to upscale the low resolution content to UHD picture quality standards.

UHD resolution is must-have feature in the future



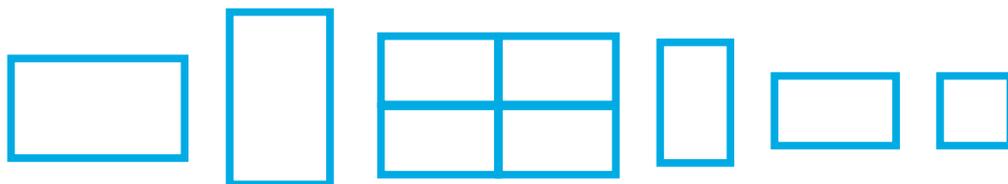
* Source : IHS '18.2Q Final+Forecast(\$)

UHD sales forecasted to exceed FHD in 2019



* Source : IHS '18.2Q Final+Forecast

* Note : Standalone digital signage only
Consumer TVs, along with Commercial Lite and Hospitality TVs used for signage are excluded.



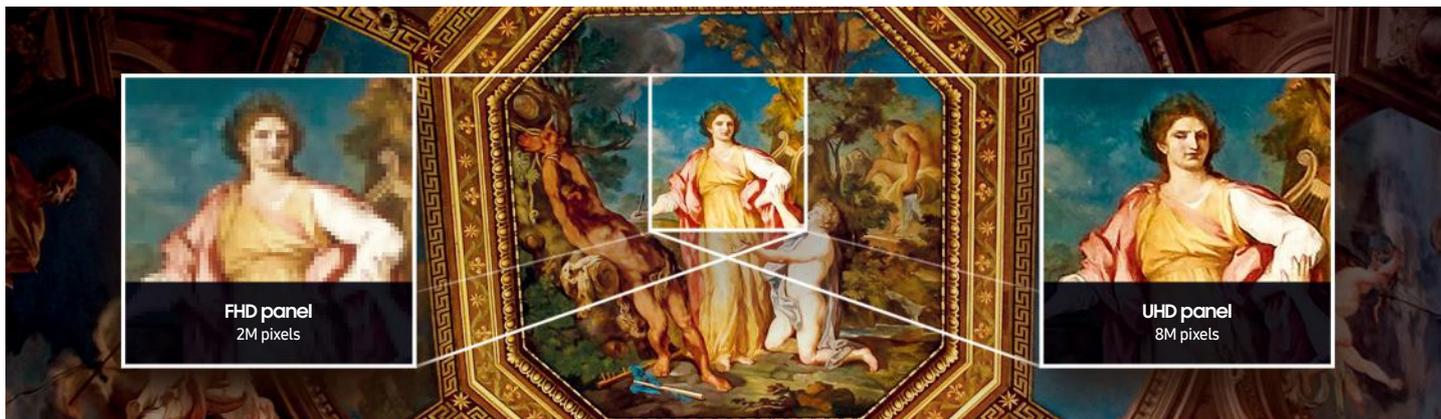
Widest range of unique designs

Samsung offers the widest range of commercial display solutions to meet almost any digital signage need. The commercial displays for standalone or videowall use are available in a wide variety of sizes (10" - 105") to fit almost any digital signage requirement. A square 22" display offers amazing design creativity. High brightness displays can be used indoors and out. The D Series features optional customizable bezels in a range of colors. And Samsung's touchscreen overlays can convert our commercial displays (select models) into interactive displays and whiteboards.

Easy installation and lower operational costs

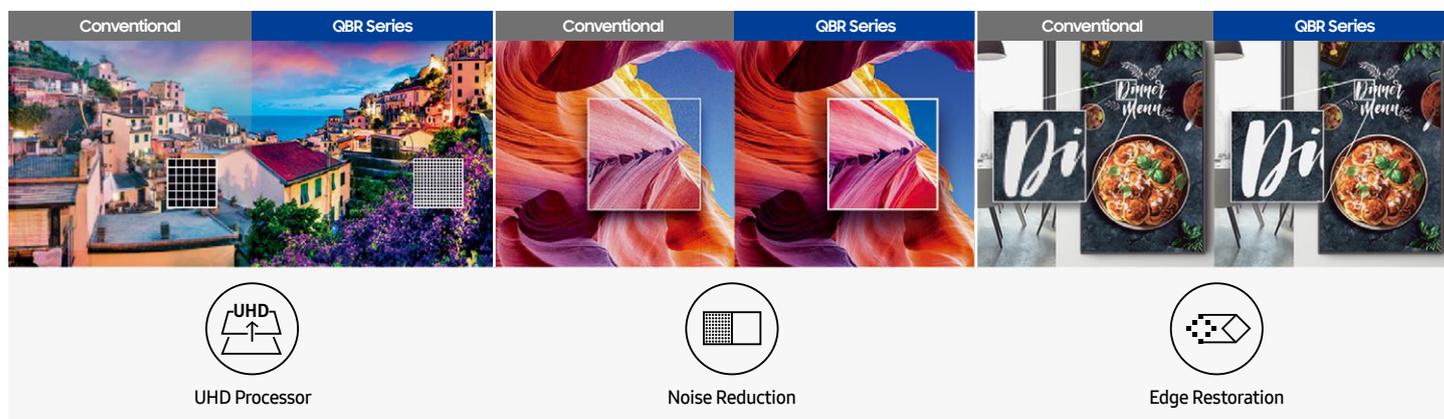
Samsung premium signage displays have a sturdy yet lightweight design that allows for easy unpacking and installation. Once installed, they're all about low-cost operation. Since the displays are built with advanced LED technology, they use up to 50% less electricity than comparably sized CCFL panels (depending on size/model). And innovative cooling technologies dissipate heat while lowering internal temperatures, so your Samsung displays will operate more efficiently and consistently over longer periods of time.

Key features



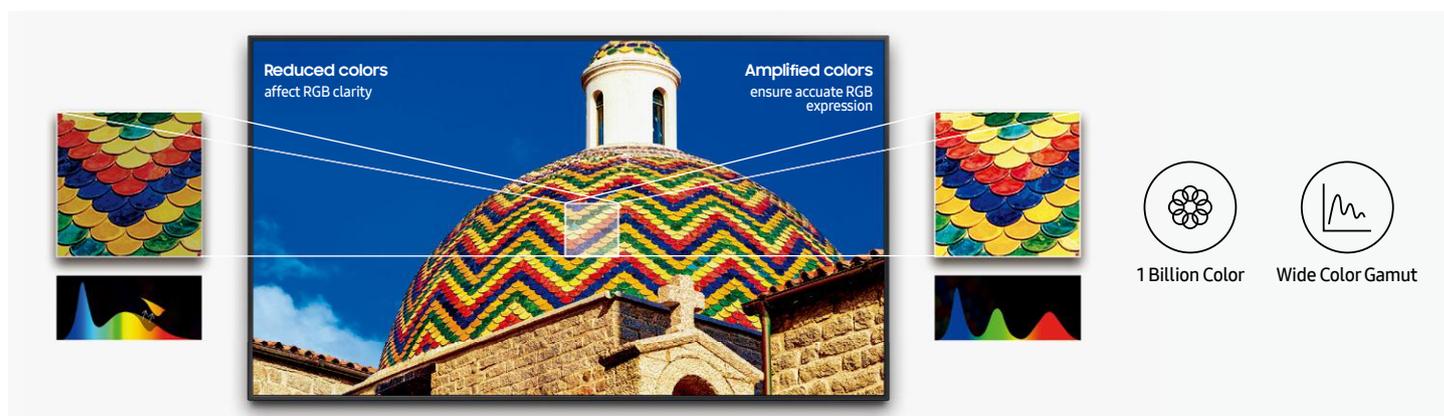
Incredible 4K picture quality

Samsung's new QBR series is able to capture customer attention by providing an incredibly clear picture, showcasing lifelike images and intricate details better than ever before thanks to ultra high-definition 4K resolution.



Intelligent UHD upscaling

Samsung's global leadership in display technology and picture quality spans more than a decade. Thanks to superior semi-conductor technology, Samsung has developed the powerful video processor available. Additionally, intelligent UHD upscaling technology is a cutting-edge solution based on Samsung's proprietary UHD Processor that allows content developed at a lower resolution to be elevated to UHD-level quality. It also performs edge restoration and noise reduction to optimize on-screen text and imagery with crisp edges and fine detail.



Dynamic Crystal Color

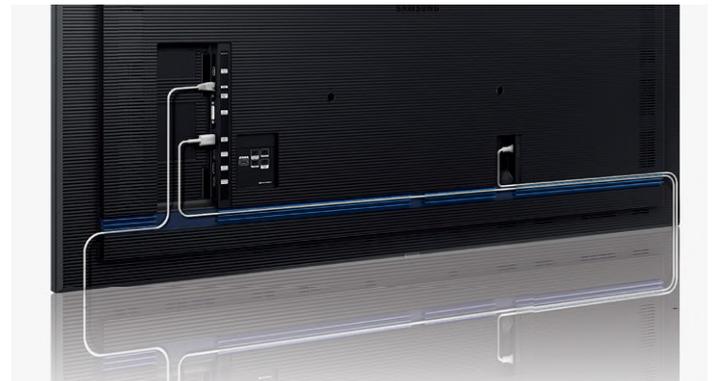
Dynamic Crystal Color is what brings the incredible, lifelike color to Samsung displays. Using 10-bit processing, the displays are able to showcase a wider spectrum of colors — up to a billion different shades — capturing subtle differences for flawless color expression, critical to businesses in ensuring brand consistency across communication channels. The QBR series also features HDR+ functionality that converts standard definition (SDR) content to HDR quality for sharper contrast and more vivid colors.

Key features



Slim and symmetrical design

The all-new slim and symmetrical design of the QBR series significantly simplifies wall mounting the display and ensures installation is a seamless process. The display's power inlet direction has been redesigned to sit flush against the wall. The new design sets guarantees a long life cycle ensuring the QBR series will stand the test of time.



Clean cable management

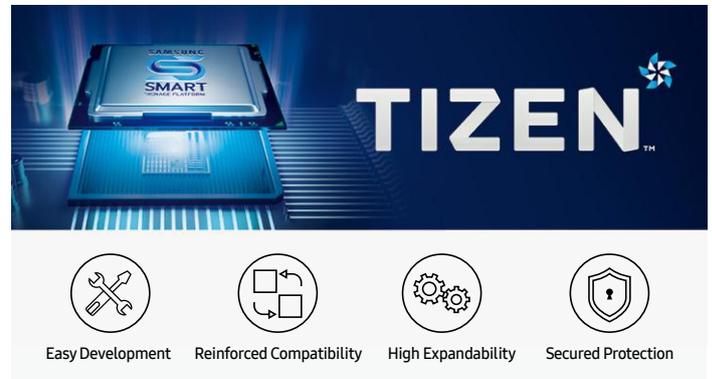
In a corporate or retail environment, the back of a display is often visible to customers. With the QBR series' new cable guide feature retailers can tuck messy cables away from view. This allows for a clean and more visually-appealing customer shopping experience.



Samsung Workspace secured by Knox

Samsung Workspace is a powerful new feature fortified by proprietary Knox security technology allowing users to create an enhanced virtual collaboration workspace without needing a PC in the room, or any physical connection. Simply connect a keyboard and mouse to the display and immediately get to work accessing a PC remotely or web-based cloud services such as Microsoft Office 365 and VMWare Horizon.

* Samsung Workspace feature support may vary by region and market conditions.
* The scheduled availability of this feature varies by model.



Powerful, all-in-one solution

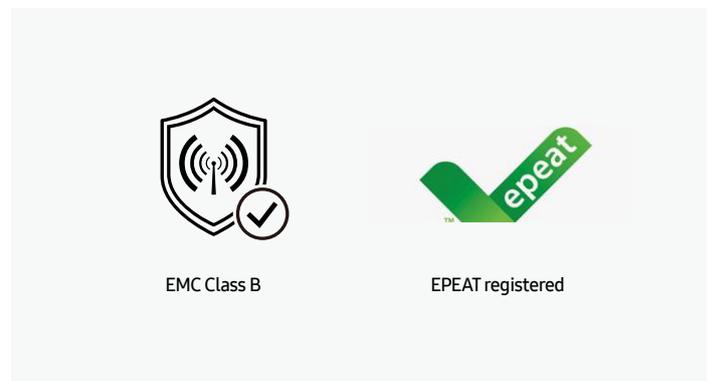
The Samsung SMART Signage Platform (SSSP) is an open-source, all-in-one solution embedded in Samsung SMART signage that simplifies installation and maintenance. With SSSP, there is no need for any external devices to communicate with the server or play digital media enjoying easy development, reinforced capability with multiple web formats, and secured protection.



Wi-Fi and Bluetooth built-in

The QBR series features a nearly endless range of business use-cases thanks to built-in Wi-Fi and Bluetooth. Wireless connectivity allows for personalized and interactive services including enabling integration with beacon technology in store, while also simplifying how businesses showcase content.

* Image is for illustrative purposes only, specific application or program may have to be developed for the depicted usage scenario.



Industry standard certified

QBR displays are EMC class B compliant, providing a safe and healthy viewing environment by meeting strict standards of electromagnetic wave emission and assuring reliable operation even near other electronic equipment. The displays are also registered by EPEAT, the global ecolabel for IT, confirming the hardware is sustainable for the full product lifecycle, from design and production to energy use and recycling.