Samsung Display Solutions for Retail

Engaging digital displays designed to enrich the shopping experience and simplify display management

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Executive summary

Today's consumers are increasingly information-driven and experience-oriented. They have more access to information channels than they did only a decade ago. As a result, it is becoming more challenging for retailers to stand out from the competition.

Retailers must find ways to create a pleasingly different and interactive in-store environment. By drawing the shopper inside the store with vibrant images and engaging content on large format digital displays, retailers can attract shopper attention to their products or services.

With Samsung Display Solutions for Retail, retailers can enhance the shopping environment by:

- Reaching consumers with impactful messages
- Engaging shoppers with rich content and interactivity
- Simplifying display management with an integration-ready solution

This white paper describes how Samsung Display Solutions for Retail enhance the consumer shopping experience with rich content delivery and display management efficiency.

Today's consumers are increasingly information-driven and experience-oriented and demand a rich, interactive shopping experience derived from a variety of content sources.

Industry trends

With the increased use of mobile devices and access to the Internet, today's consumers want more information when shopping for products and services. The information-driven consumer relies on researching data to make an informed decision about product and service purchases. Consumers are also experience-oriented and willing to reward retailers that provide a pleasant shopping environment.

Information-driven consumers rely on researching data

A research study found that 61 percent of consumers rely on product information before making a buying decision.[1] Before entering the retail store, shoppers most likely have already accessed the Internet to research:

- **Product and service data.** Potential buyers actively search for information about products and services, such as features, reliability, reputation and price.
- **Consumer reviews.** Informed consumers share feedback with others through various channels, such as blogs or social media, giving potential buyers insight into other consumers' personal experiences.

Experience-oriented consumers want a pleasant retail atmosphere

The in-store experience has become the most critical attribute for building shopper loyalty and was ranked highest in importance in a retail consumer survey.[2] Consumers are willing to reward retailers that provide a pleasant and memorable shopping environment. Therefore, retailers must provide an unforgettable shopping experience for shoppers when they enter the store.

Attributes to build shopper advocacy

In-store experience

Convenience

Assortment

Quality

Customer service

Multichannel

Product availability

Impact

80%   90%   100%

Figure 1. In-store experience has become the most critical attribute of building shopper advocacy.

Differentiate your store from the competition with impactful digital signage solutions.

Client challenges

Retailers must find ways to differentiate themselves from the competition by creating an exciting and enhanced shopping environment. They must create an environment that is:

- **Accessible.** Provide easy access to content.
- **Interactive.** Support consumer engagement by providing and receiving interactive content.
- **Differentiated.** Deliver a distinctive message by providing diversified content and display methods.
- **Convenient.** Provide a pleasant, convenient shopping experience by improving the store environment.

To create an enriching shopping environment, retailers are increasingly implementing digital signage systems to entice the information-driven consumer to pause, look and purchase their products and services. In fact, the retail market is the largest and fastest growing segment using digital signage with a compound annual growth rate (CAGR) of 14.7 percent.

Digital signage is the optimal solution for creating an exciting and enhanced shopping experience. With digital signage, retailers can:

- Project high-quality images to showcase products and capture viewer interest.
- Arrange displays and compose content to create an artistic and dynamic atmosphere.
- Provide relevant information with an intuitive, interactive interface.
- Access diverse, open-source content beyond the limits of storage devices.
- Manage complex display requirements with ease and deliver the right content when and where it is needed.
- Adapt to growing demands with the flexibility to increase the number of displays as needed.
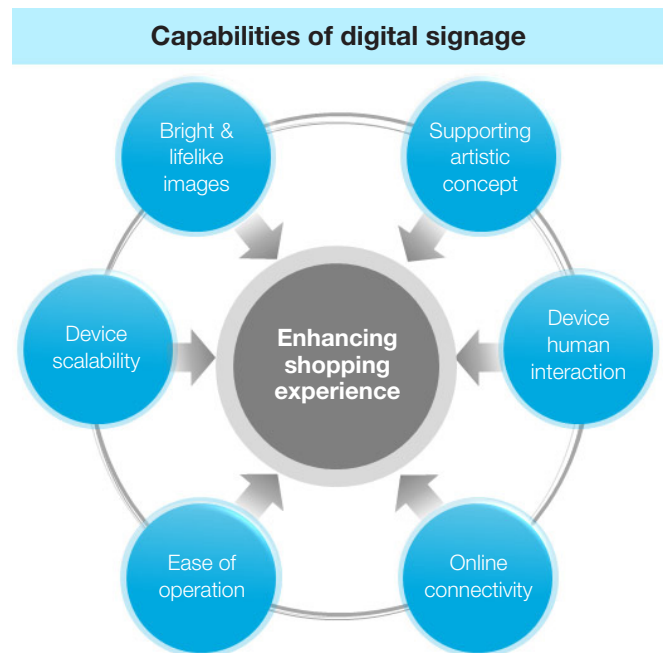
Capabilities of digital signage

Figure 2. Digital signage provides various display configurations and management capabilities to create an enhanced shopping experience.

To create an enriched consumer shopping environment, retailers are implementing interactive digital signage to entice shoppers into their stores.

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Provide an interactive shopping experience to heighten consumer interest.

Samsung solution capabilities

Samsung Display Solutions for Retail provide retailers with integration-ready digital signage to create an exciting shopping experience.

Reach consumers with impactful messages

Samsung Display Solutions for Retail provide retailers the tools to create an immersive viewing experience for tech-savvy consumers who enjoy engaging in an interactive shopping environment.

Large format digital signage, with bright, full high definition resolution images, deliver crisp, clear messages with heightened impact over traditional printed signage. The displays' vibrant colors and enhanced color contrast project vivid images, even in full sunlight. In addition, dramatic video walls can be designed in various formats and image rotations to create more dynamic layouts to further capture shopper attention.

Figure 3. Retailers can reach and hold consumer attention with impactful messages and crisp, bright images.

Engage shoppers with rich content and interactivity

Samsung's digital signage solution provides robust processing capabilities without the need for an external media player. The solution's superior processing capacity handles complex content sequences, enabling images to move across an array of synchronized panels for a dramatic viewing experience.

Retailers can also upload content beyond the device, providing them access to an almost limitless bank of media. Information can be retrieved from the internal database, or even from smartphones, onto the panel.

Using the Samsung touchscreen overlay, shoppers can interact with retailers, further enhancing the shopping experience.

By offering shoppers an interactive in-store shopping experience, retailers are more likely to engage the shopper.

Figure 4. Retailers can respond to consumer demands by providing touchscreen technology and interactive content.

Deliver rich content with management software designed for ease of use.

Simplify display management with an integration-ready solution

Retailers can integrate the display devices into their internal system with Samsung's all-in-one (AIO) solution that provides hardware and software. Display and content management efficiency is increased with integration-ready management software and embedded System on Chip (SoC). For easier content management, display managers can author content using the content creation tool and deploy it to multiple locations remotely.

Multiple display units and various types of content can be monitored from a single location. Fully integrated Samsung signage helps simplify display management from a networked remote location for increased productivity. Schedules and device operations can be managed through the network. Centralized monitoring eliminates the need to visit every display unit for maintenance, thereby increasing resource efficiency.

Samsung digital signage solutions employ a single platform that enables retailers to add more display units with greater ease. As a result, retailers can expand their digital content network cost efficiently by eliminating the need to establish a separate management network.

Conclusion

Samsung Display Solutions for Retail deliver rich, immersive content on digital displays to draw shoppers into the store and bring attention to the retailers' products or services. Vibrant imagery and interactive, touchscreen capabilities, integrated with various media channels, engage the shopper in a memorable in-store experience.

Simplified display management and remote device control enable retailers to increase productivity while delivering targeted messages when and where they are needed. Solution-based management software aids in the integration of additional display units as demand requires.

Samsung offers a broad spectrum of displays and signage software to meet various retailer needs. From video walls and standard LFDs to specialized displays, Samsung offers hardware products in three categories: premium, mainstream, and entry. With premium products, retailers can take advantage of state-of-the-art technologies and features. Samsung's mainstream products provide most accepted technologies and features. Entry-level products provide simpler design and essential features for increased economic values.

Samsung Display Solutions for Retail			
	Video wall	**Stand alone**	**Specialized**
Premium	"Higher-end products with **state-of-the-art** technologies and features"		
	UD Series	PE Series / DE Series / LE Series	NL Series / UD Tiled
Mainstream	"Industry standard products with most **accepted** technologies and features"		
	UE Series / UT Series	ME Series / MD Series	
Entry	"Economic products with **simpler** design and **essential** features"		
		ED Series	

Figure 5. Samsung provides a wide variety of display solutions to meet various retail needs.

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Choose from robust software solutions that are tailored to individual business needs.

Leveraging its technical know-how in manufacturing displays, Samsung also offers display management software, which is compatible with Samsung hardware.

Samsung MagicInfo™ series and DataLink display and content management software controls displays without a network. This software also enables central management of displays and content, including authoring interactive content. In addition, the Magicinfo™ soution integates displays with an internal database or mobile phones and enables effective management of video walls.

When choosing Samsung Display Solutions for Retail, customers can better promote their brands through dynamic content while increasing management efficiency.

Samsung Display Solutions for Retail offer a range of display and software choices for efficient message delivery and display management.
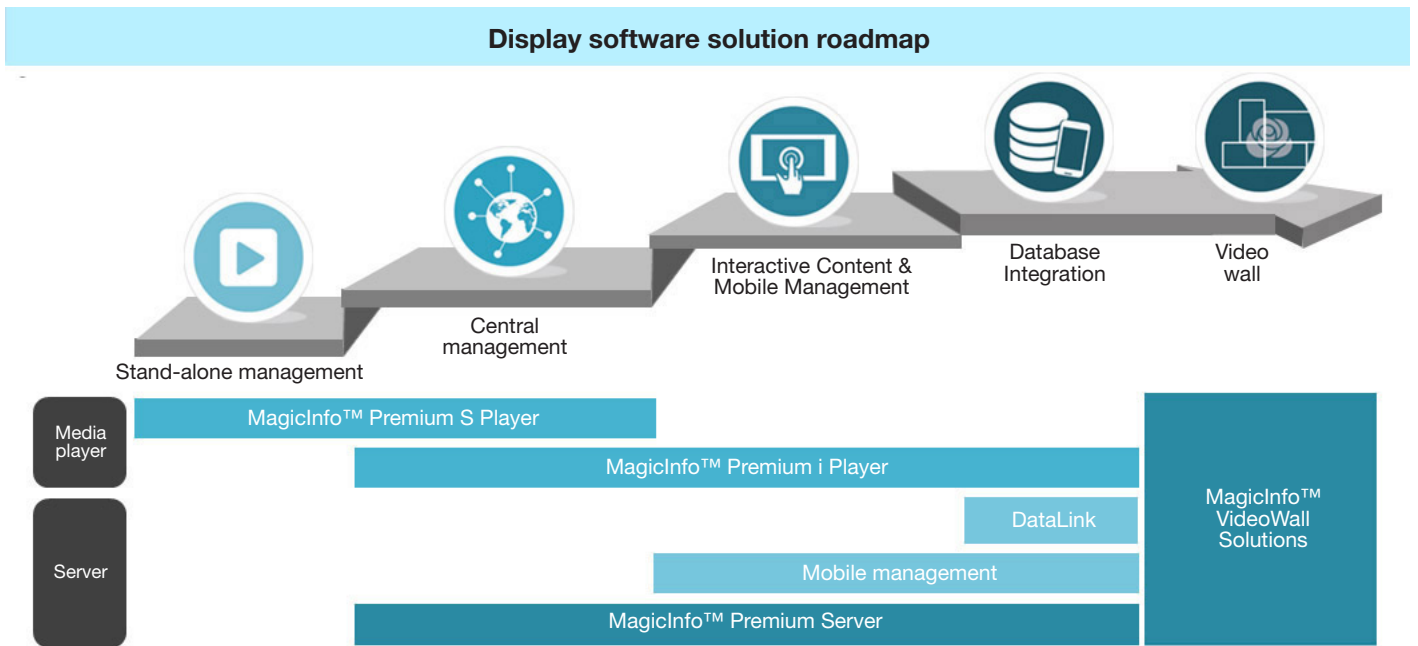
Display software solution roadmap

Figure 6. Samsung provides full software coverage to meet individual retailer requirements.

Legal and additional information

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Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of televisions, smartphones, personal computers, printers, cameras, home appliances, LTE systems, medical devices, semiconductors and LED solutions. We employ 236,000 people across 79 countries with annual sales of US$187.8 billion. To discover more, please visit www.samsung.com.

For more information

For more information about Samsung Display Solutions for Retail, visit www.samsunglfd.com.

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1. IBM Retail Studies, 2011.
2. IBM Institute of Business Value 2007, Retail Consumer Surveys.

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