

SAMSUNG PROFESSIONAL-GRADE SMALL-SIZED DISPLAYS



Small in Size, Big on Impact

Reliable, shelf sized all-in-one solutions
for deeper customer engagement



WHY SMALL SIGNAGE?



DIFFERENTIATED IN RETAIL ENVIRONMENTS

SAMSUNG

❖ Differentiate shoppers' In-store experience and capture incremental sales opportunities with a combination of **BIG** and **SMALL** screens.



2014 is the year of “BIG and small”

“The **combination of BIG and small screens** in the new retail environment is **the key to brick-and-mortar brand survival** in the digital world.”

(Source: Digital Signage Today, Top 10 Digital Screen Media Trends for 2014)

SMALL IN SIZE, BIG ON IMPACT



Purpose	Information	Inspiration
Message	One-on-One Communication	One screen to many consumers
Place	Personal & Intimate	Open & Large
Delivery	Engaging & Interactive way	Mass Messaging
Content	Specific Information	Eye-catching & Entertaining



HOW Experience



WOW Experience

HOW CAN SMALL SIGNAGE IMPROVE BUSINESS?

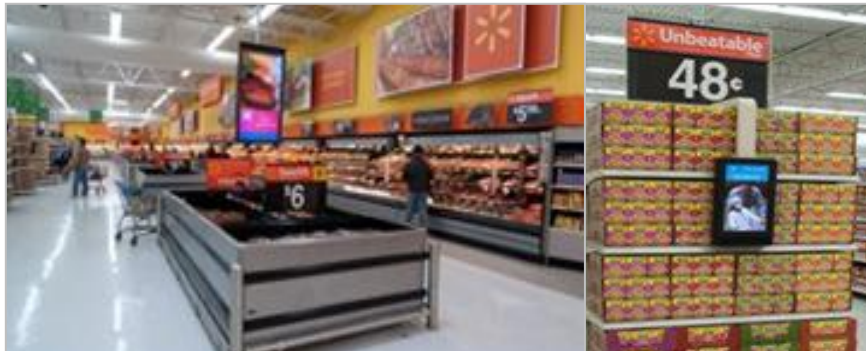
Promotion / Advertising

“Shoppers are either **‘Decided’** or **‘Open’** when shopping a category and this determines their task **at the shelf.**”

- TNS Retail Report, 2013



Digital Shelf-Edge Display



Category Sign / Digital Endcap
Walmart

“Wal-mart gets a **28% sales lift** in the health/beauty category using small sized digital signage.”

- Digital displays in retail environments coming of age (Article)

HOW CAN SMALL SIGNAGE IMPROVE BUSINESS?

Info-feeding

“ The younger generations prefer **digital communications**, and as a result digital signage has become a **cost-effective** tool for schools to utilize in delivering **information**. ”

- Craig Marshall
University Business, 2014



Digital Room Signage

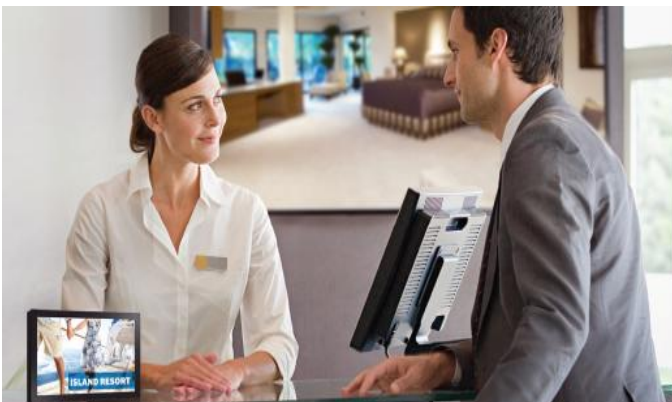


Table-side Digital Signage

“ Add up all local hotel staff’s processing time cost to **keep** this **essential information** live on a Digital Signage system - then translate it to what dazzling figure this part represents in the **operational costs** on a yearly base.. ”

- ‘Meeting Room Scheduling Solutions’
Digital Signage Today (White paper)

INCREASE YOUR CUSTOMER ENGAGEMENT

❖ Personalizing the customer relationship through engaging, informational, and interactive experiences just got easier.

Illustrative

Retailer



Category Digital Signage

Franchise



Digital Advertising Signage

Global CPG Company



Digital Shelf-Edge Signage

EYE-CATCHING

A small screen can perfectly fit in a confined space

INTERACTIVE

Interactive communication with touch option

PERSONALIZED

Each shopper can create a different experience with touch screens

BOOST SALES

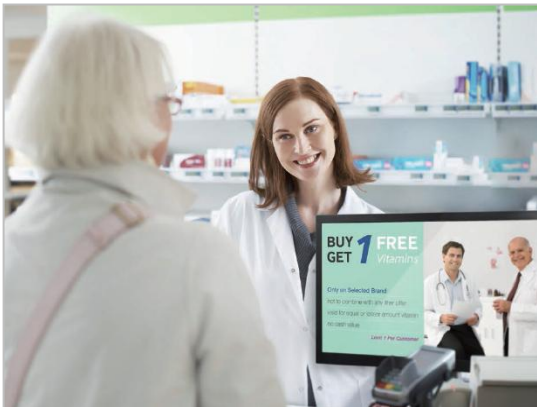
Provide highly targeted message at the moment of point-of-sales

INCREASE YOUR CUSTOMER ENGAGEMENT

❖ **Small-sized signage is ideal for delivering more specific information with targeted customers at the time of point-of-sales.**

Digital Advertising Signage

Small screens can provide up-close, one-on-one messages targeted to specific needs and interests.



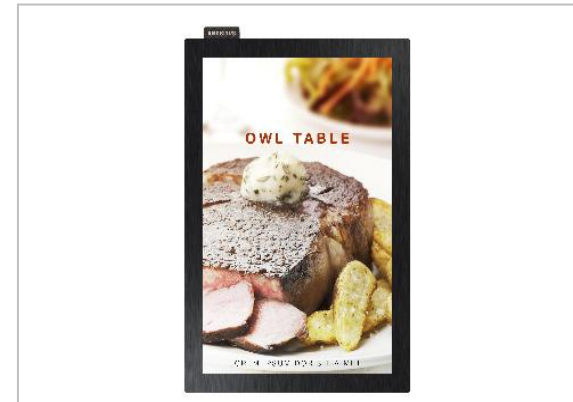
Digital Shelf-Edge Display

Small screens create more personalized customer experiences with interactive features in a dynamic new way.



Table-Side Digital Display

Small screens can excel where space is tight or the environment is highly personal. Transform a small space into a big opportunity.



RIGHT INFORMATION IN ALL THE RIGHT PLACES

SAMSUNG

❖ Deliver information & messages targeted to specific business needs
in near-real time

Illustrative

Corporate/Education



Digital Room Signage

Medical Office/Health care



Digital Welcome Board

Hospitality/Entertainment



Table-side Digital Signage

COLLABORATIVE

Creating real-time interaction in working environments

BRANDING

Adapt your messages to visitors with a warm welcome

EFFICIENT

Instant information updated automatically

COST SAVING

Cost saving reduced by printing and labor alone

RIGHT INFORMATION IN ALL RIGHT PLACES

❖ **Deliver information & messages targeted to specific business needs in near-real time**

Digital Room Signage

Stay informed of meetings, appointments or conferences when small signages are placed on the walls outside meeting rooms.



Digital Welcome Board

Around the office to post announcements, meeting schedules or any information that changes frequently, in near-real time.



Table-Side Digital Display

Small screens can excel where space is tight or the environment is highly personal. Transform a small space into a big opportunity.





WHY SAMSUNG SMALL SIGNAGE?



WHY SAMSUNG SMALL SIGNAGE?

SAMSUNG

SAMSUNG SMALL SIGNAGE

Reliable, shelf sized all-in-one solutions for deeper customer engagement

- Available in 10.1" and 21.5"
- All-in-one solution with Samsung's SSSP 2 including an internal media player, Wifi and MagicInfo Software
- Manage and update content remotely
- Reliable Operation Time with Commercial-grade Warranty
- Touch Option Available for 21.5"

SMALL CHANGES WILL MAKE A BIG IMPACT.

WHY SAMSUNG SMALL SIGNAGE?

Samsung SMART Signage *Professional grade small sized display*

Powerful Performance

- Quad-core Processor with SoC Technology
- Superb Picture Quality (High Brightness / WVA)
- Capacitive Touch Solution

All-in-one Solution

- Built-in Wi-Fi & Player
- Embedded Content Management S/W
- Touch Screen Option

Higher Reliability

- World Best Display Brand
- Global Coverage
- Customer Service
- Extensive Product line-up & Future Roadmap

Durability

- Longer life span
- Durability

Longer Warranty

- 2~3 years warranty
- Global Coverage
- Superb engineering & Customer support


Operation Efficiency

- Simple Content Creation & Remote management
- Flexibility with Multiple Input Sources (USB, HDMI etc.)

Powerful Performance

▪ Quad-core Processor with SoC Technology

PC-less Touch Overlay option
Touch-friendly UX / UI
USB Keyboard/Mouse Support
Screen Mirroring



2nd Generation SSSP
Quad-Core Processor

Enhanced UX / UI
Pre-designed Templates
Multi Channel
Backup Player
Event Schedule
Datalink Support
USB Auto Play
PC-less video wall
Mobile Control

Mobile Control:
Display H/W control over Wi-Fi



Mobile Content Share:
Direct content share over Wi-Fi

Embedded All-in-one Solution

▪ Built-in Wi-Fi & Media Player



Smartphone and tablet displaying content, connected by Wi-Fi signal.

Professional-grade Durability

- Professional-grade small-sized signage
- Extended warranty (2-3 yrs)



3Years
Warranty

Higher Reliability

- World Best Display Brand
- Extensive Commercial Product line-up & Clear Future Roadmap



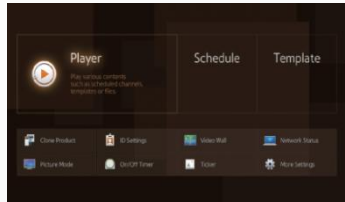
Operation Efficiency

- Simple Content Creation & Remote management

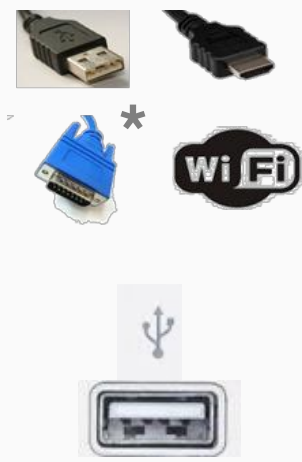
Various templates for different verticals



Simplified Home UI and convenient controls



- Flexibility with Multiple Connectivity options (USB, HDMI etc.)



* DB22D-P/ DB22D-T only

Capacitive Multi touch



* DB22D-T only

INNOVATIVE TECHNOLOGY SUPPORTS YOUR BUSINESS

SAMSUNG

- ❖ Samsung understands your business environment – wireless, networking and integrated. That's why we introduced the most innovative signage technology.

Content Management & Screen Sharing with Mobile Devices



Wireless and Virtual Management with mobile devices

2nd Gen. Samsung SMART Signage Platform

- Built-in SoC (System on Chip) Technology
→ All-in-one Solution(PC-less or SBB-less)
- Real-time data update for price tag, product information etc.





Disclaimer: This presentation contains preliminary information that may be changed substantially prior to final commercial release of the software described herein.

The information contained in this presentation represents the current view of Samsung Electronics on the issues discussed as of the date of the presentation. Because Samsung Electronics must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Samsung Electronics, and Samsung Electronics cannot guarantee the accuracy of any information presented after the date of the presentation.

This presentation is for informational purposes only. SAMSUNG ELECTRONICS MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS PRESENTATION.

Samsung Electronics may have patents, patent applications, trademarks, copyrights, or other intellectual property rights covering subject matter in this presentation. Except as expressly provided in any written license agreement from Samsung Electronics the furnishing of this information does not give you any license to these patents, trademarks, copyrights, or other intellectual property.

© 2012 Samsung Electronics. All rights reserved.