



Samsung Display Solutions For Retail

2019

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Signage Evolution

Samsung has been leading the digital signage market



Static Signage

- Brand Awareness



Digital Signage



Networked Digital Signage



Digital Signage

- More Attention Gathering
- Effective Space Management
- Better Ambiance

Interactive

- Touch
- Voice AI
- Mirror
- 3D Camera



Personalized

- POS data analytics
- Mobile/Beacon connected
- Audience Measurement



Intelligent Signage

- More Engaging with Customer
- Analyze Customer Behavior
- Intelligent Marketing Tool

Customers are demanding more **interactive experiences** and **targeted services**



75% of consumers are more likely to purchase from someone whose offerings are **targeted** according to individual preferences²⁾

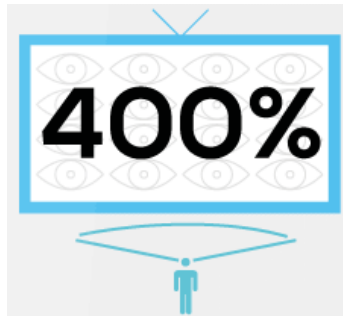


Digitalization for Retail Store

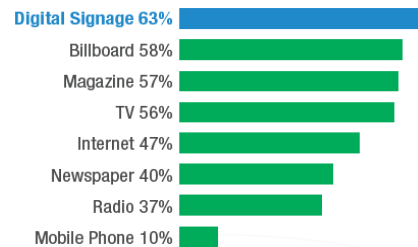
Store digitalization has become a widespread trend and is proven to help retail business grow

Customer Attention

Digital Signage capture 400% more views than static displays

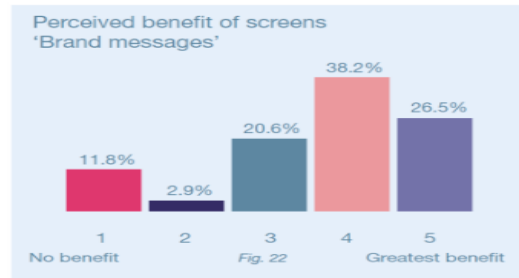


63% of people say that digital signage catches their eye



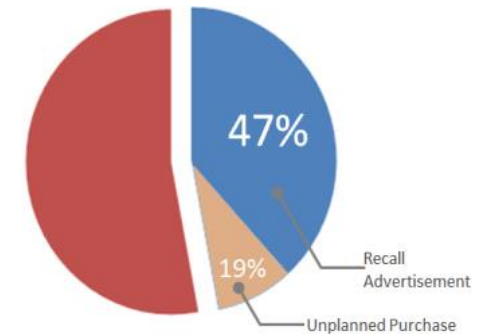
Brand Awareness

64.7% of retailers say that digital signage is helpful for brand message



Recall & Purchase

47% Digital video viewers recall advertisement
19% made an unplanned purchase



Brands that create personalized experience by integrating advanced digital technologies are seeing by 6-10% revenue increase

+ 6~10% Revenue
(x 2~3 faster effect)

* Source: Intel Corporation, "A report on a Field Trial of AVA in Digital Signage" (2010), Make your advertising work harder by Zoom Media (2014), Engaging People with DOOH media by SeeSaw Networks (2007), UK Retail Digital Signage Survey by realisation, the screen (2008), Abitron Report (2010), Retail marketing sales profiting personalization by BCG(2017)

Shopping Journey Analysis

Today, shopping is a journey, whose purpose is not just buying, but establishing and building relationships








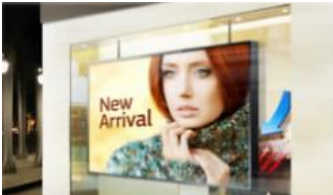






*Source: Shopping reinvented empathy and the key to a superior shopper journey (2017)

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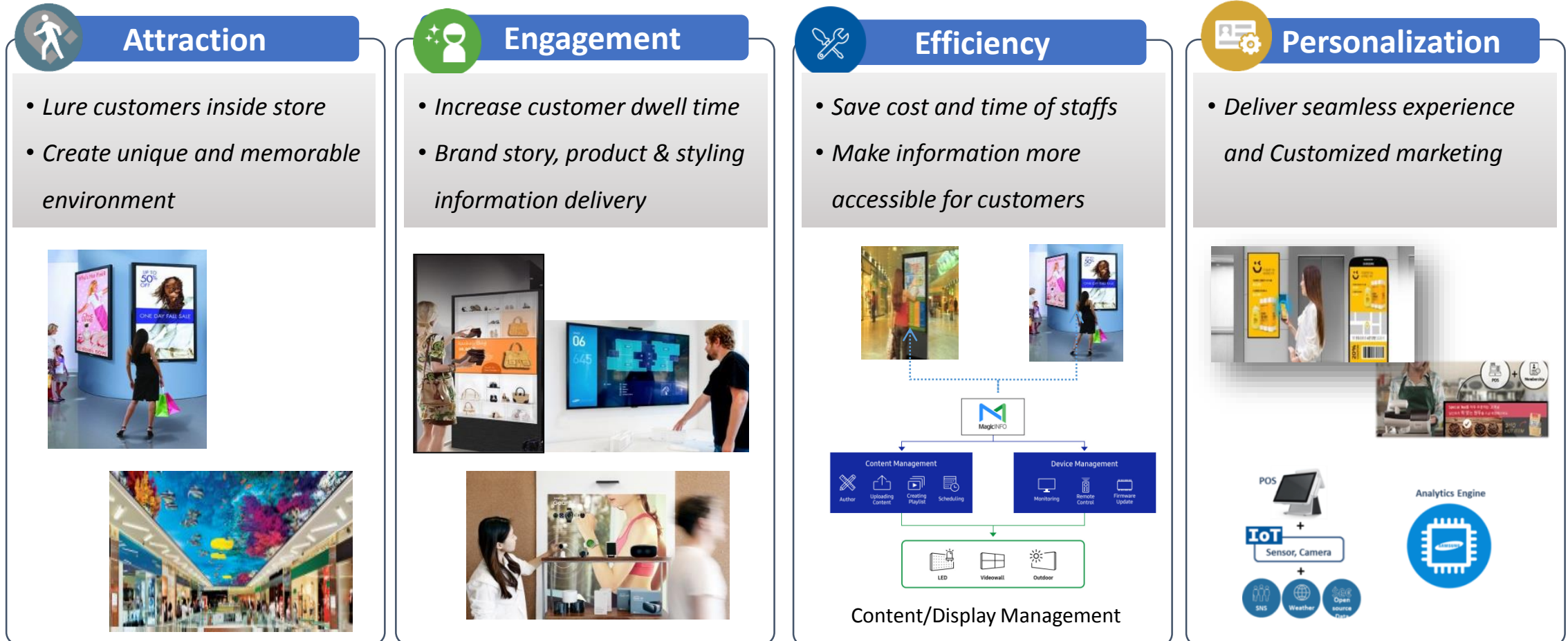
Product Portfolio

Samsung is the only display company who provides a comprehensive product line-up, from indoor display, outdoor display, to LED Signage

	Standalone	Video Wall	Outdoor	LED	Special Display
Premium	<p>Ultra HD (4K, 5K)</p> 	<p>Control Room</p> 	<p>Full Outdoor (Anti Dust, Water Proof.)</p> 	<p>High resolution (<P1.xx)</p> 	<p>Retail Solution</p> 
Mainstream	<p>Professional (24hrs x 7 day)</p> <p>32 ~ 95"</p> 	<p>Corporate / Convention center</p> 	<p>Semi-Outdoor</p> 	<p>Indoor/Outdoor (P1.2~16)</p> 	<p>Flip</p> 
Entry		<p>Retail – Ad/Promotion</p> 		<p>Outdoor (P20~25)</p> 	

Value Proposition for Retail

Samsung provides the ultimate display solution to enhance customer in-store experience and easy operation for retailers



*Source: Make your advertising work harder by Zoom Media (2014), Engaging People with DOOH media by SeeSaw Networks (2007), Abitron Report (2010)]

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Customer Experience B2B

Enhance customer experience & customer journey
Not just buying, but establishing and building Relationships.
Appreciate the origin of the products and identify with its core brand values

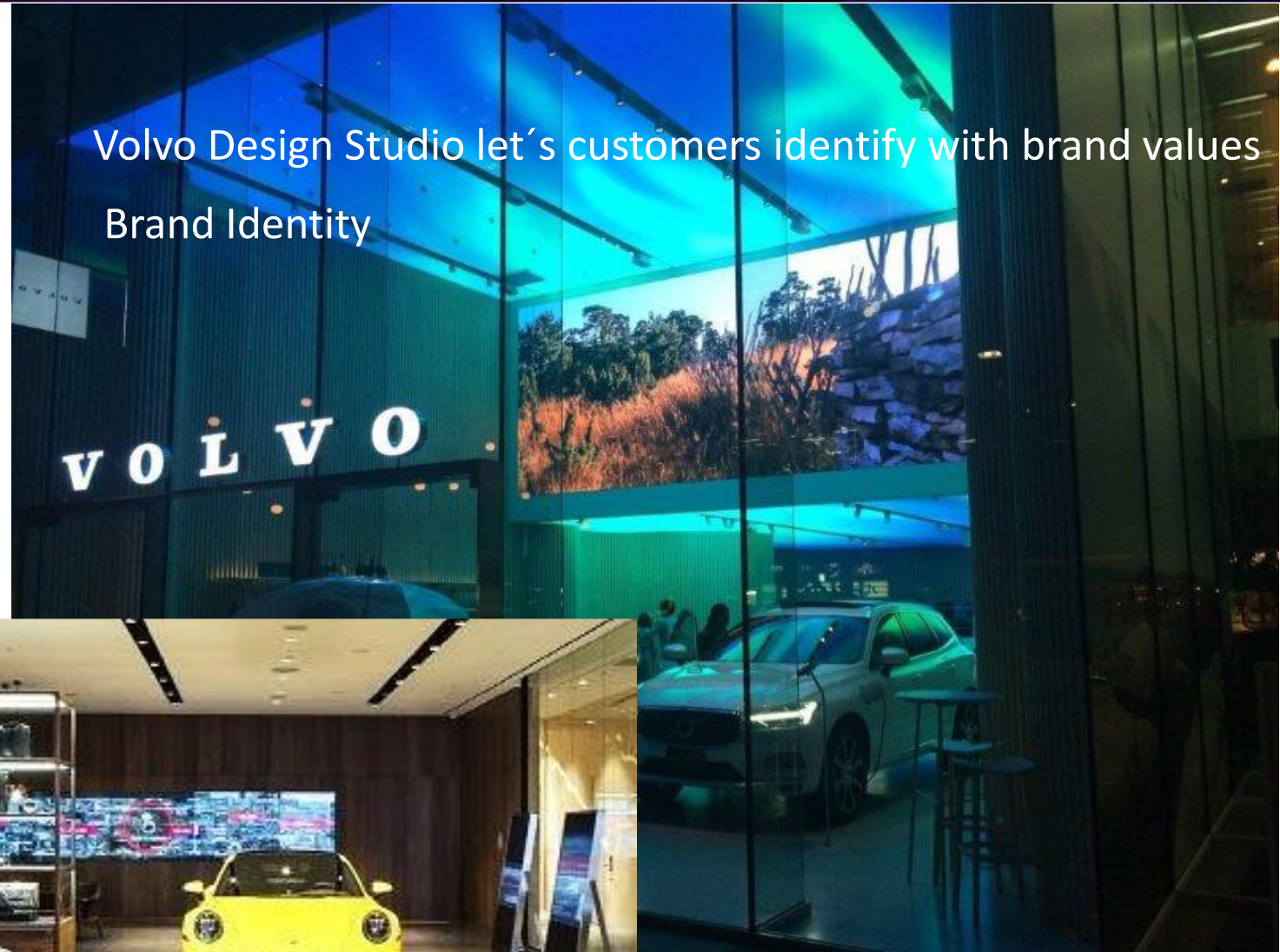


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Automotive VIP sales location



Volvo Design Studio let's customers identify with brand values
Brand Identity



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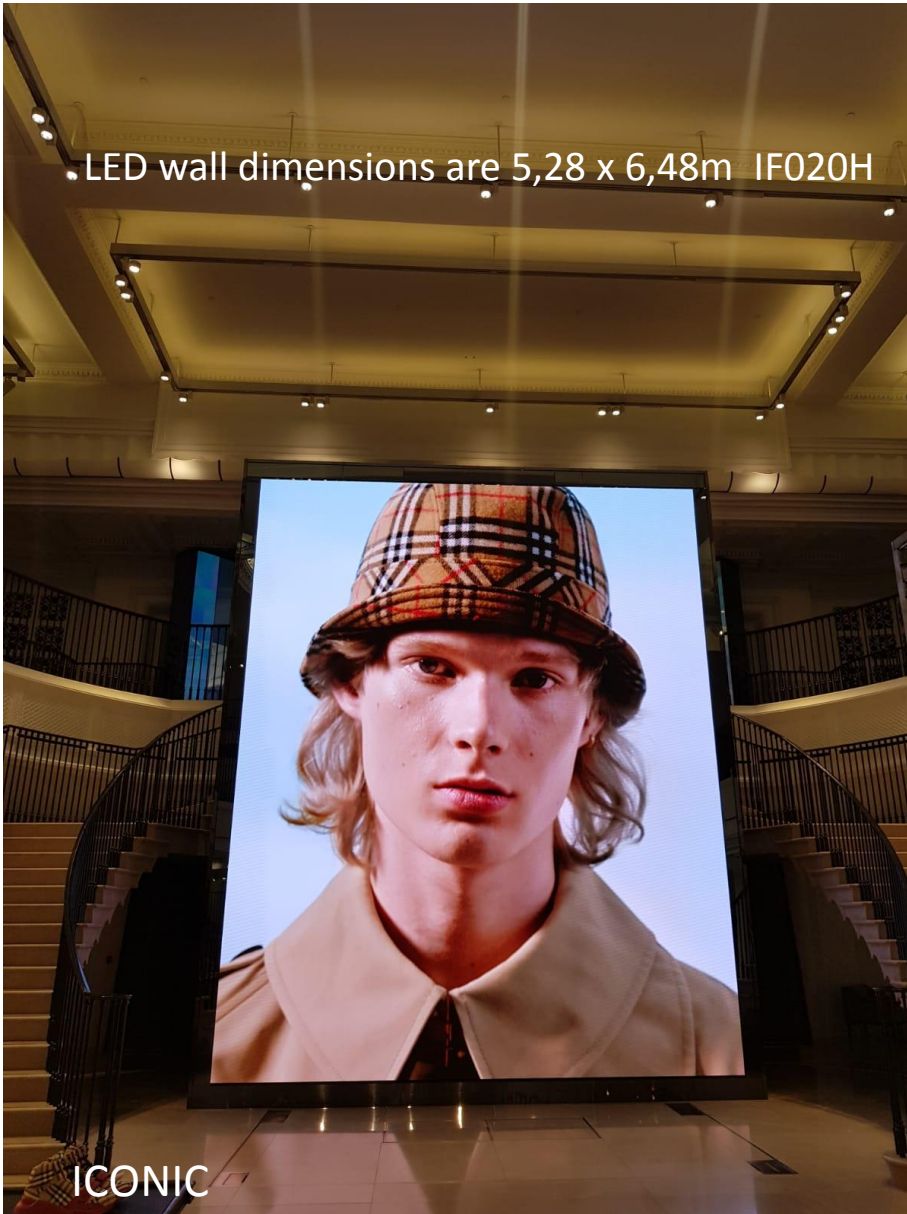
Automotive, next generation digital signage



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Burberry Flagship, Kenzo - SuperDry

LED wall dimensions are 5,28 x 6,48m IF020H



Stand alone display
and Video Wall

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Show room / VIP customer sales



Emotions

VIP customer sales
Sales training for employees



Internal presentation of new collections

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Department store location



- Attract and Promote
- Dynamic changing content & campaigns
- Tailor content to audience and location
- Customers identify with the brand core values

Hyper market Signage Solutions



Short term customer journey
Increase footfall
Visual touch points
Quick decisions
Analytics & interactive content
Promote excessive stock



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Digital Signage moving in to Fitness



Virtual Trainer or Live Group Classes

Kiosk service in un-staffed centers

Ad space near cardio



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LFD or LED screens,



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Video wall replaced by LED - adding an extra dimension



Media pole



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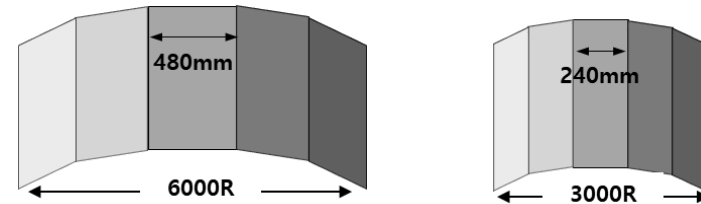
Samsung IER Retail LED

● Modular Design

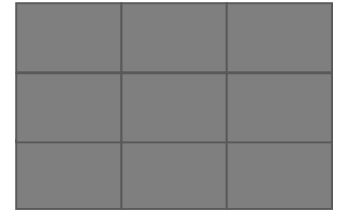
- Basic Cabinet (4X3) + Extended Cabinet (1X3)
- Screen Size Customize based on 240mm width



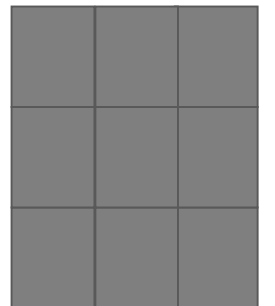
- 480mm Width → 240mm Width



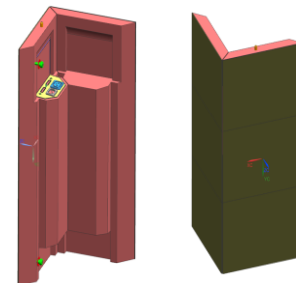
< Landscape >



< Portrait >



- L-type Installation Ready



QLED 8K Signage - Premium segment

High-end Retail

Pixel-less display to showcase product quality & craftsmanship

True 8K resolution with more than 33 million pixels

8K AI Upscaling by using Quantum Processor and AI-Powered machine learning to compare data from millions of images.

QLED 8K signage transforms lower quality image into 8K



Semi-outdoor signage, high brightness



OMN series

OMN-D series



- 4000nit
- 54.5mm depth

- 3000nit (window facing)
- 1000nit (Indoor facing)
- 22.5mm bezel width

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Key Features of Dual-sided Semi-Outdoor



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How not-to-do

- Calibration off
- Modules out
- LED pixel too big for the view distance

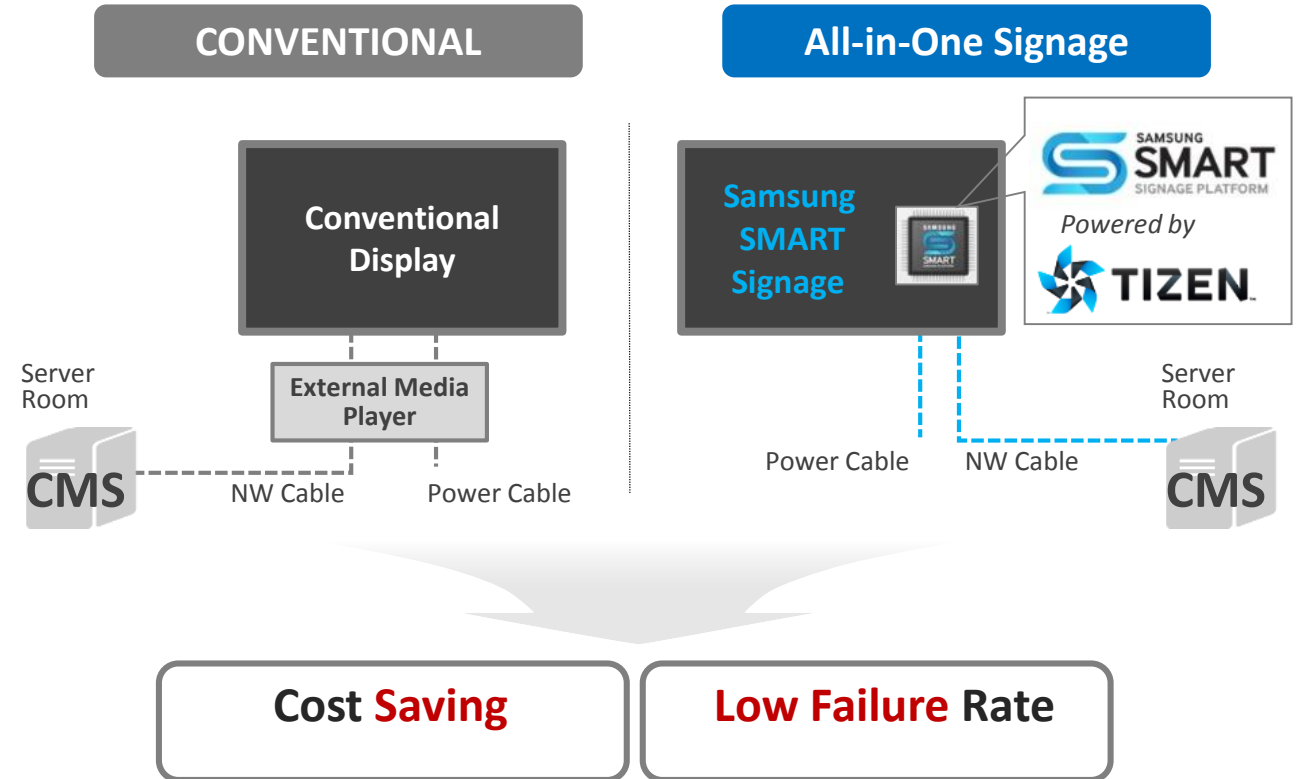


Why Samsung LCD Signage?

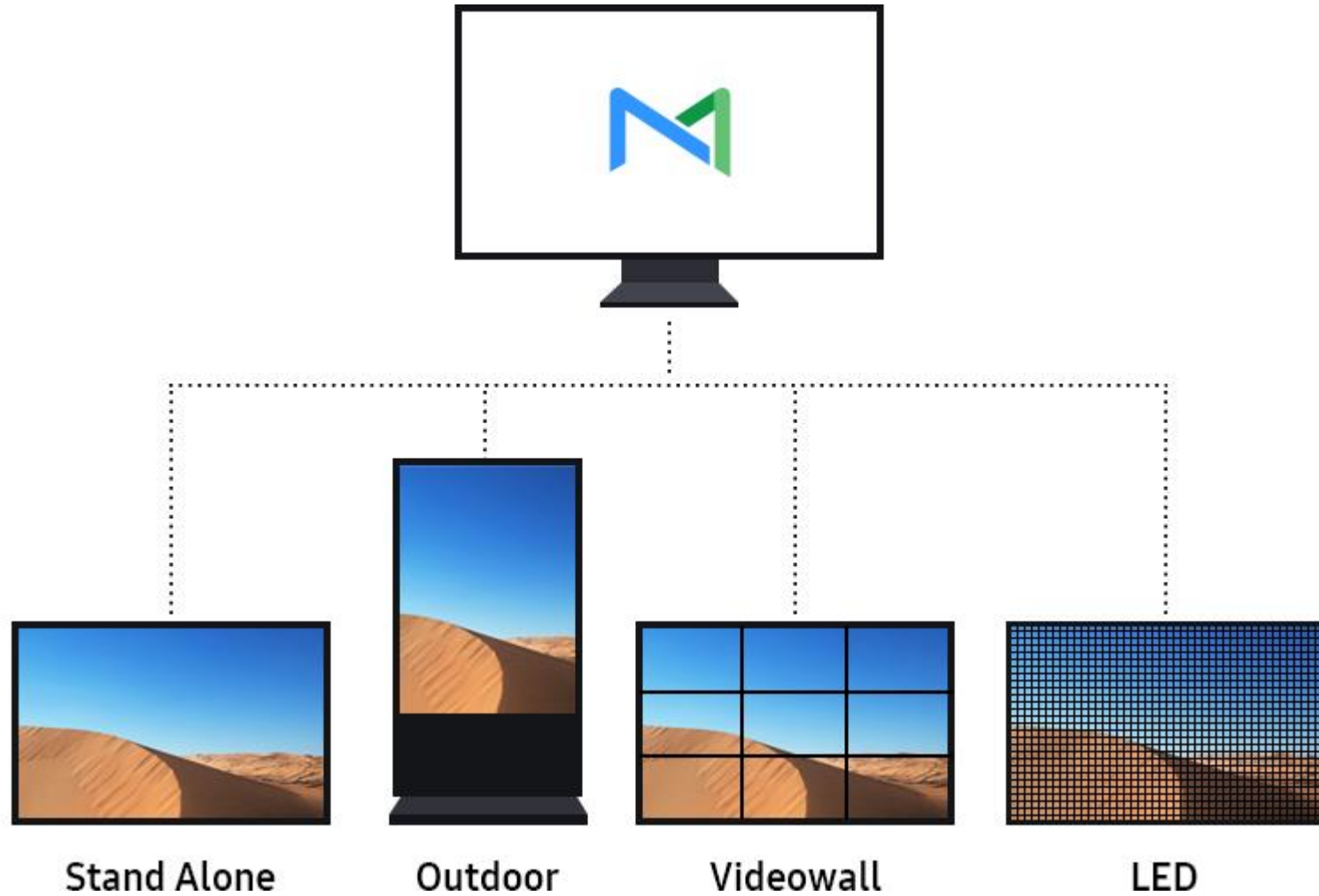
All-in-One Digital Signage reduces TCO by eliminating External Player Box or PC, making installation easier and providing lower failure rate performance

SAMSUNG All-in-One Digital Signage

- ❑ Removal of External Media Player & Cables
- ❑ Lower Failure Rate with SOC
※ SOC – System on Chip
- ❑ Easy Installation and Maintenance

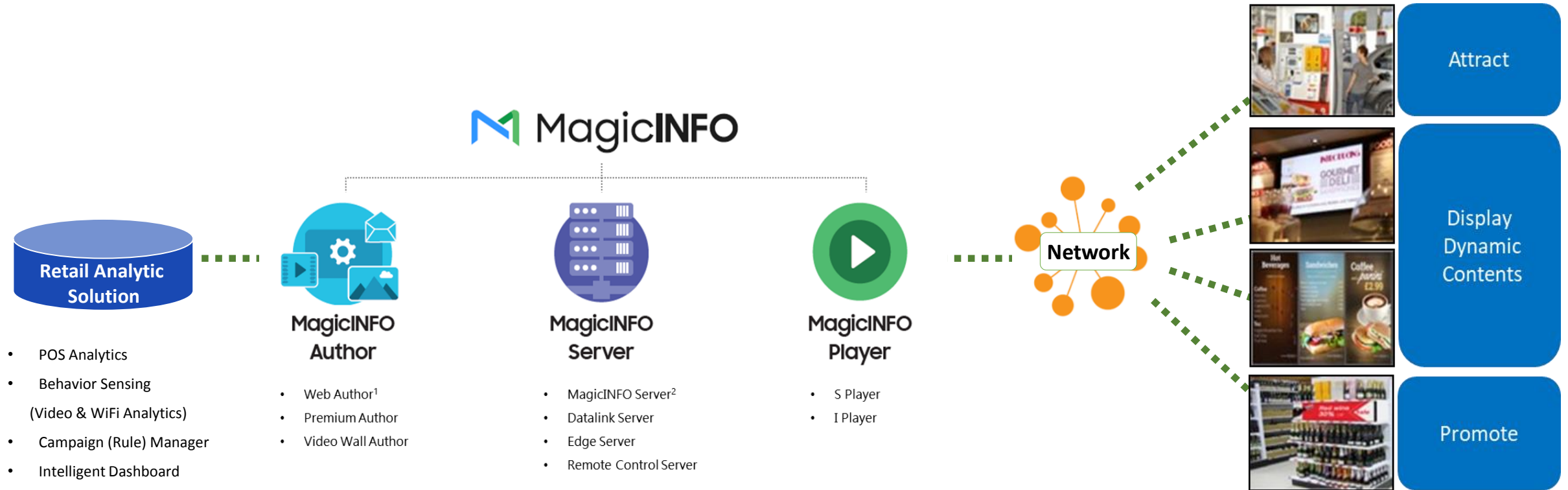


MagicInfo overview - tailored to any hardware screen



The content - What is MagicINFO™?

Create, manage and monitor high-performing content within a powerful, comprehensive platform



1. Web Author is embedded in MagicINFO Server.
2. Datalink Server, Edge Server, Remote Control Server should be operated with MagicINFO Server.

Samsung, Remote Management Solution



Error Detection

View information on more than 130 hardware and software errors and details to diagnose a device problem on the user's network.

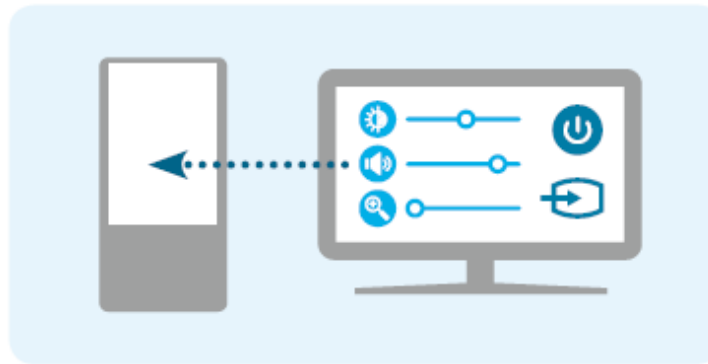
Error Code Guide

Receive an error code from the server detailing the issue and providing guidance on how to resolve the error remotely using the Web Manual.



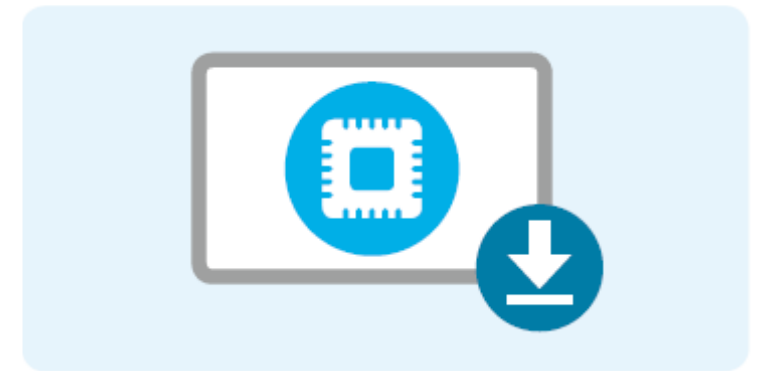
Remote Control

Remotely control all on-screen display menus as if you are in front of the display.



Device Setting Control

Adjust critical hardware settings including power, volume control, input source, picture mode and time, among others.

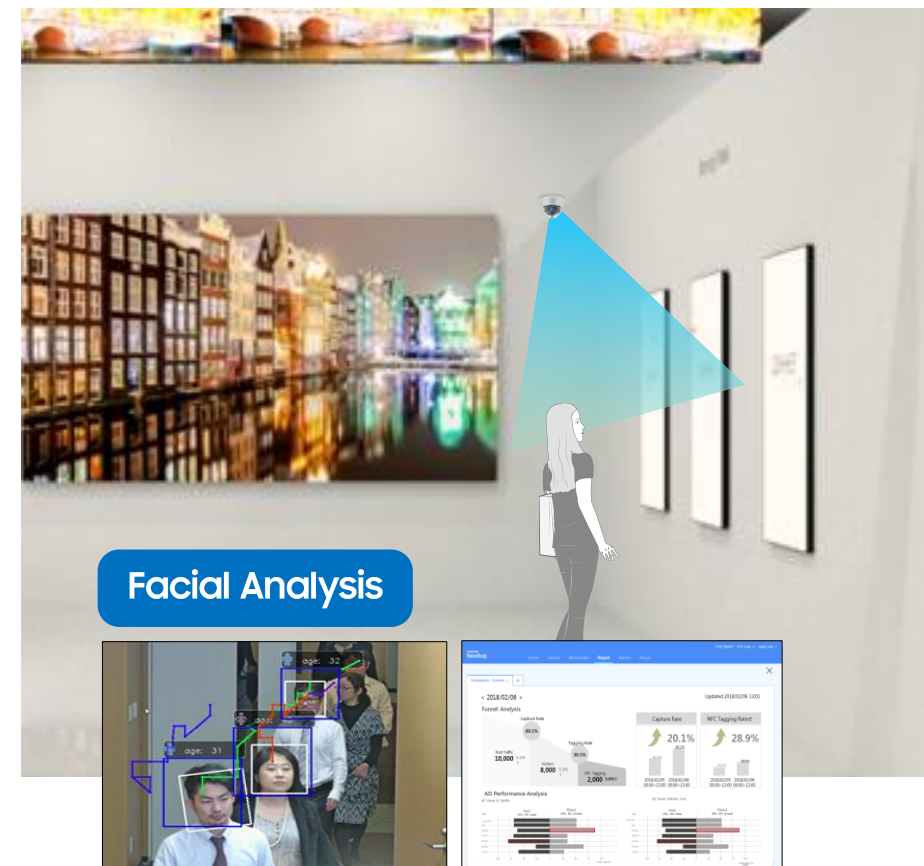
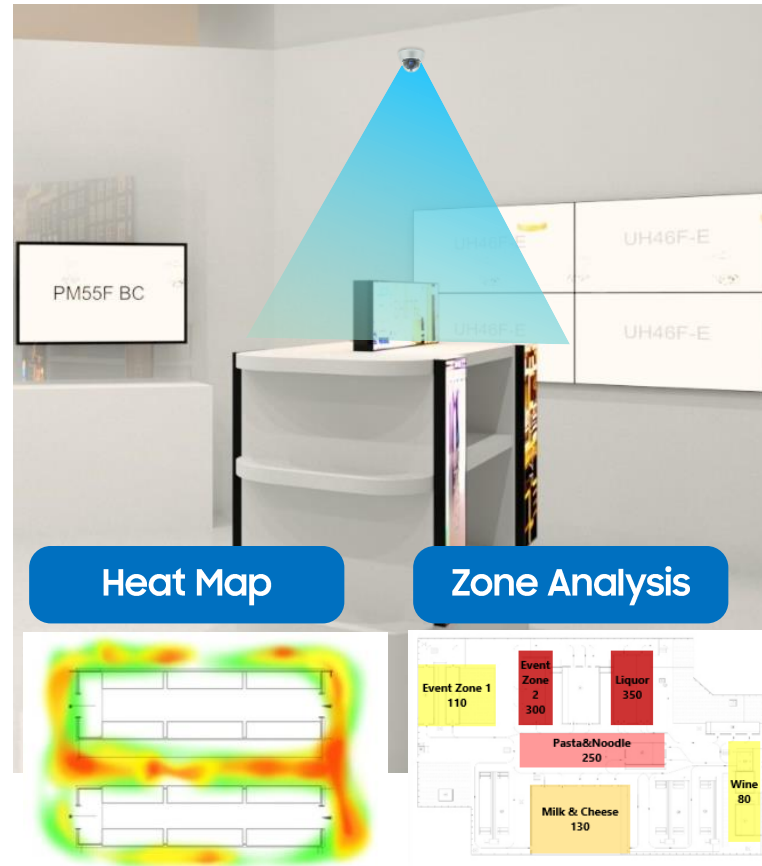


Remote Software update

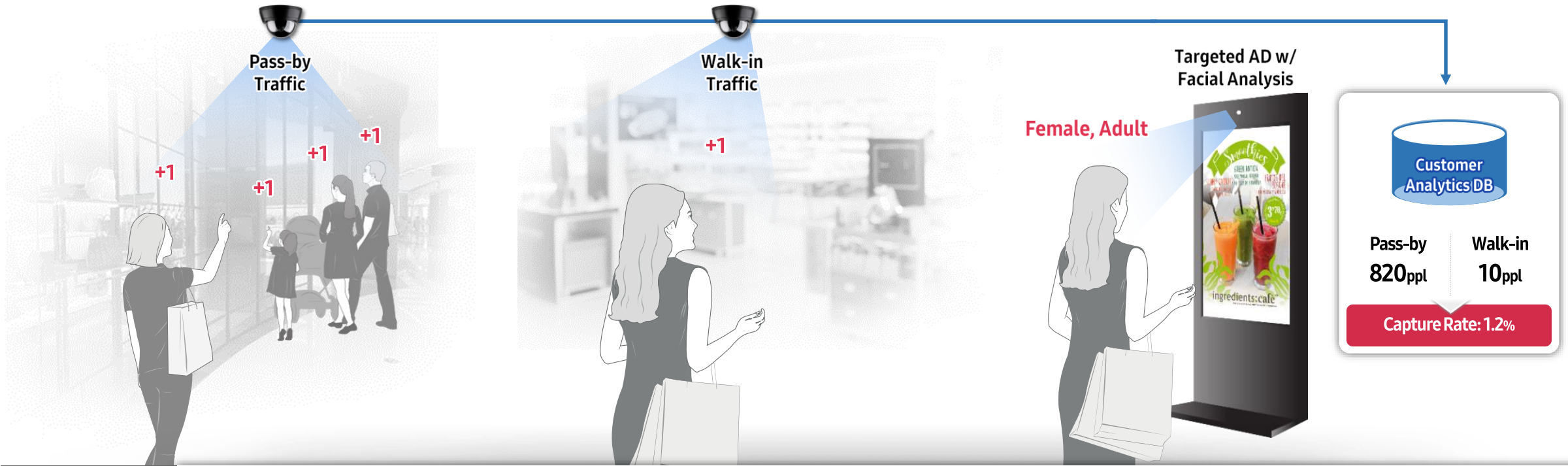
Manage display firmware versions. Users can also register or publish new firmware for their displays.

Retail Solutions

Various retail solutions are under PoC to support retail business



Key Features – Behavior Sensing (Anonymous Video Analytics)



Activities

- Track visitor pass-by and walk-in traffics, zone analysis, and demographic data like gender and age
- Show targeted ADs on a display using facial analysis solution

Benefits

- Ability to measure visitors capture and conversion rate plus demographic data by dayparts, locations, and weather conditions
- Increase the effectiveness of ADs by displaying highly relevant content to potential shoppers



Thank you

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