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## **Samsung Electronics to Showcase 'Next Level' Display Innovations at ISE 2016**

*Clearer displays, thinner bezels, smarter functionality and better connectivity as Samsung unveils the OH55D outdoor signage and other headline solutions*

**AMSTERDAM, Netherlands – February 9, 2016** – Samsung Electronics Co., Ltd., will showcase a complete portfolio of digital signage and visual display solutions at the [Integrated Systems Europe \(ISE\) 2016](#) tradeshow, between February 9th and 12<sup>th</sup> at the RAI Amsterdam, in the Netherlands. Under the theme of 'Taking Innovation to the Next Level', Samsung will show a range of display products optimized for retail, hospitality, meeting-room and entertainment environments, among others. In Samsung's biggest ever ISE booth (#AM-100) at 1,415 m<sup>2</sup>, attendees be able to experience the company's vision of the future of cutting-edge display technology.

"As Samsung manufactures the world's most brilliant and powerful visual displays, we consistently seek new avenues to further refine our technology and enable our partners to offer new and differentiated experiences to their own customers," said Seog-gi Kim, Senior Vice President of Visual Display Business at Samsung Electronics. "We're looking forward to bringing our vision of the future to life at ISE 2016. As well as demonstrating how our complete display portfolio and latest technology will unlock new opportunities to deliver fresh, interactive content to our partners most important audiences."

Samsung's diverse line-up will range from large-scale video walls and crystal-clear LED signage to retail-friendly transparent OLED and mirror displays. All of which will help show visitors the value of immersive and informative viewing environments and how influential they can be in driving improved engagement and, ultimately, sales.

### **Powerful, Durable Outdoor Signage**

Samsung's outdoor signage suite enables businesses to share brilliant, highly-visible content in even the most challenging conditions. As highlighted by the OH55D display, Samsung's outdoor technologies feature internal heating and cooling systems that adjust settings for continued performance in temperatures ranging from -30 to 50° C. Furthermore, the OH55D display is IP56 certified to prevent damage from dust and water.

Easy to install in kiosks and other complex outdoor usage scenarios, the OH55D display maintains consistent 2,500 nit brightness and a 5,000:1 contrast ratio. Coupled with an embedded automatic brightness sensor that adjusts settings in real-time, users can be confident that their messages will be seen clearly with minimal impact from surrounding natural and ambient light sources.

### **Professional-Grade Video Walls**

Optimized for a range of indoor retail, corporate and public-viewing applications, Samsung's professional-grade, narrow bezel (3.5mm bezel-to-bezel) UD55E-A video walls combine advanced color management capabilities with the visual enhancements of large-format signage, to deliver clear and consistent content.

Each UD55E-A video wall undergoes rigorous factory calibration and tuning to prevent brightness and color accuracy irregularities, and ensures that viewers receive messages without visual distraction. As the industry's first video walls to feature integrated DisplayPort (DP) 1.2 and HDMI ports, the UD55E-A displays accommodate UHD content across a variety of configurations.

ISE 2016 attendees can also get a first look at the industry's slimmest video wall. Samsung's UHF-E display features a thin bezel-to-bezel design (0.9mm on the upper and left sides, 0.5mm on the lower and right sides) that keeps viewers focused on the display's content rather than the display itself. Equipped with the same durability and color presentation components as its predecessors, the UHF-E video wall represents a sleek, stylish alternative for delivering uninterrupted content in most indoor environments.

### **Fine Pixel-Pitch LED Signage**

Designed for corporate, control room and customer-facing environments, Samsung's indoor SMART LED displays deliver compelling content and inspire collaboration at a lower total cost of ownership. These displays feature top-tier diodes and customizable pixel pitch compositions ranging from 1.5 to 2.5mm, providing seamless visibility while simultaneously accommodating users' specific operational needs. Combined with design elements that produce the same deep contrast, realistic picture quality and color consistency viewers expect from Samsung's latest televisions, the LED signage portfolio offers users an extra edge to stand out within often-crowded indoor environments.

In addition, Samsung is spotlighting how its indoor LED signage represents a higher-performing and lower-maintenance alternative to legacy classroom and boardroom technologies. In lieu of projectors and analog boards, Samsung's LED displays condense multiple pieces of equipment into a single signage solution that expands content sharing possibilities and enhances collaboration.

### **The Next-Generation Retail Store**

Through its "retail store of the future" exhibit, Samsung invites ISE attendees to view how interactive and sensory displays will drive new customer engagement. Samsung's ML55E mirror displays and TO55F transparent OLED signage can be used for both promotional and welcome messaging. They can also function as a virtual catalogue of accessories and products. In fashion and cosmetics applications, shoppers also can use the mirror to digitally view how a particular product would look, to enable more informed purchasing decisions.

Samsung's booth will showcase a wide range of future-focused technologies and applications, including:

- A replica hotel guest room, containing Samsung's LYNK REACH centralized in-room content management system
- Touchscreen-enabled small signage that provides supplementary information and encourages seamless wayfinding in entertainment environments
- Interactive white board (IWB) displays that enable real-time content sharing and promote simultaneous group collaboration in boardroom and classroom settings
- A dedicated applications exhibit where several Samsung partners will demonstrate how the company's display technologies enhanced their operations. This includes case studies using Samsung SMART Signage Platform (SSSP) content management and H.Browser hospitality connectivity systems.

ISE is Europe's largest annual professional AV and electronic systems event, and is expected to draw more than 60,000 attendees and exhibitors.

For more information on this press release including videos, photos and related Samsung Newsroom articles, please visit [news.samsung.com/global/samsung-electronics-to-showcase-next-level-display-innovations-at-ise-2016](http://news.samsung.com/global/samsung-electronics-to-showcase-next-level-display-innovations-at-ise-2016).

**About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press materials, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).

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