



## **Samsung Electronics Introduces World's First Tizen-Powered Premium Displays**

*Slim-designed P-Series with Tizen operating system features  
enhanced performance and usability for various environments*

**SEOUL, Korea – October 10, 2016** – Samsung Electronics today announced the global launch of its P-Series standalone SMART signage, the world's first Tizen-powered premium displays. Utilizing the versatile strengths of Tizen as an open source platform as well as in performance and usability, the P-Series displays, including the PHF (700nit brightness) and PMF (500nit brightness; except 32-inch display) models, will also be the first to feature the upgraded fourth generation Samsung SMART Signage Platform (SSSP 4.0).

"The launch of Samsung's new P-Series signage represents a landmark moment for our business, as we've made our already industry-leading visual displays even more capable with the addition of the Tizen platform to our SSSP," said Seog-gi Kim, Senior Vice President of the Visual Display Business at Samsung Electronics. "By equipping our displays with faster and more versatile content management tools, our customers will be better prepared to solve their most prominent customer engagement challenges."

### **Advantages as Open Source Platform**

With SSSP partners typically preferring an open source platform for standard web APIs rather than closed platform, the new P-Series displays, powered by Tizen, feature the advantages of a cross-architecture, open source platform based on a comprehensive standards-based HTML5 implementation. The new displays also will enable easier web app development with an upgraded Tizen Emulator and new Remote Debugging Tool.

### **Powerful and Durable Performance**

The slim-designed PHF (43-, 49- and 55-inch) and PMF (32-, 43-, 49- and 55-inch) series standalone displays are the first in Samsung's line-up to showcase content using the SSSP 4.0's reinforced graphics engine. As result, the P-Series displays enjoy animation performance three times better than that of previous SSSP iterations, including enhanced response times and seamless playback. P-Series users relying on real-time audience engagement gain expanded options to deliver clear content. The displays support smooth transitions between a variety of formats, without black screens or interruptions.

The Tizen-powered P-Series displays are designed for uninterrupted, 24/7 operation in any location, reducing maintenance burdens and improving peace of mind for users. Both the PHF and PMF models are IP5X certified, validating their ability to perform at optimal quality when exposed to a range of environmental factors and making them ideal for locations subject to dust and dirt, including subway stations and bus terminals.

### **Simple Usability**

As an all-in-one signage alternative, Samsung's P-Series displays condense complex display operations into a single, easy-to-navigate hub that does not require external PCs or devices to function. With the new MagicInfo Server 4.0, users can manage their entire signage portfolio through a central remote server in real time and make adjustments across individual displays or display groups from any location. A complementary toolset, including the Web Simulator and Tizen Emulator programs, further extends content development opportunities by enabling users to build and launch web-based management applications directly within the SSSP 4.0 platform.

Samsung's P-Series displays also contain an integrated centralized infrared receiver (IR) to drive more convenient operation. Although hidden from view, the centralized IR is compatible with remote control devices and drives faster and easier navigation than most standard displays, which place the IR component in harder-to-operate corner locations, allow.

### **Slim-Design for Any Setting**

A slim-depth (29.9 mm.) and narrow bezel (6.9 mm.) design makes Samsung's P-Series displays among the thinnest on the market. This compact design expands implementation possibilities, and enables space-constrained businesses to connect with audiences in previously untapped locations. Additionally, the narrow bezel composition ensures viewers remain focused on featured content rather than the display itself.

As the Tizen-backed P-Series displays enter the marketplace, several prominent companies already have recognized their ability to foster improved operations and business growth. Signagelive, a global cloud-based digital signage technology platform provider, recently migrated its media player software to SSSP 4.0. The implementation makes Signagelive's platform fully compatible with Samsung's SMART Signage line-up, and accelerates customer deployment.

For more information about Samsung's P-Series displays, as well as related Samsung Newsroom articles including photos and videos, please visit [news.samsung.com](http://news.samsung.com).

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