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Samsung Transforms the Modern Meeting with New Interactive Digital Flip Chart

At CES 2018, Samsung Flip shows how ideas can be instantaneously shared across devices and how multiple people can contribute, widen and build on ideas in real-time

LAS VEGAS, NV – January 7, 2018 – Samsung Electronics Co., Ltd. will offer CES 2018 attendees a first look into its vision for a “Workplace of the Future” with the unveiling of its new Samsung Flip digital flip chart display. Introduced at the company’s First Look event, the Samsung Flip WM55H promotes more collaborative digital engagement by alleviating the most prominent challenges businesses face when organizing, facilitating and recapping meetings.

An upgrade on both standard paper flip charts and analog boards, the Samsung Flip display expands opportunities to generate game-changing ideas while maintaining the familiar feel of traditional writing. However, unlike its predecessors, Samsung Flip allows easy sharing, annotation, movement and even searching, as well as the ability for multiple users to create content at once. Additionally, the Flip’s portable, wheel-based stand transforms any location into a huddle room, meaning added flexibility to businesses with limited conference space. Finally, the Flip display’s intuitive interface was specifically designed to be user-friendly and allow for timely, uninterrupted conversation.

“The often-flawed logistics of the modern meeting make it easy for participants to feel disengaged and for vital ideas and discoveries to become lost,” said Seog-gi Kim, Executive Vice President of Visual Display Business at Samsung Electronics. “Today’s workers require more powerful and flexible technologies, and we truly believe that our new Samsung Flip display offers endless possibilities for driving impactful collaboration. We are excited to debut the Samsung Flip at CES 2018, and we look forward to building upon this technology to help businesses work better, smarter and faster.”

Productive and Interactive Collaboration

Through simultaneous multi-user engagement, the Samsung Flip ensures that all voices and ideas are heard during a given meeting. Up to four different participants can introduce content or annotate directly on screen at the same time using either their fingers or a dual-sided pen. In doing so, each user can customize his or her own writing style, size and color, with each notation made clear and visible by viewer-friendly UHD resolution.

For added interactivity, the Samsung Flip display also offers extensive device compatibility through both wireless connectivity and USB, PC and mobile ports. An integrated screen-sharing functionality makes Flip content available on connected PCs, smartphones and tablets without interruption or reduced visual quality. Likewise, users also can import personally-stored content onto the Flip display’s screen and introduce fresh ideas to the discussion.

Customized and Comfortable Creativity

The Samsung Flip display delivers unprecedented collaboration efficiency by condensing the multiple tools and processes required for a traditional meeting into a sleek, stylish all-in-one design. Participants do not need a specialized touch pen to interact with the screen, and can erase notes through a quick palm swipe. Flip users also can access up to 20 pages of writing space, with embedded search functionalities available to instantly direct participants to specific content. This continuous, rolling stream avoids the lost time and interruptions that often result as participants have to search through multiple sheets of paper or lines of notes to locate a specific detail.

Each Flip display is customizable and can configure to portrait or landscape orientations to suit unique meeting needs. When coupled with its height-adjustable stand, the Flip also maximizes available writing space at users' preferred positions. Should a meeting require more centralized, roundtable-style discussion, users can remove and connect the Flip display to a compatible wall mount.

Convenient and Secure Conclusion

As meetings wrap up, the Samsung Flip display securely stores all content within a central database, eliminating the need for cumbersome recaps or handwritten transcription. An airtight, password-based protection system safeguards meeting details and ensures that only approved users can access the information. Once logged in, meeting facilitators and participants can download and share featured content through email or traditional printing. Users additionally can save meeting notes to a USB drive or other external sources.

Following its CES 2018 launch and ensuing availability in the U.S. and Europe, Samsung plans to introduce the Flip display to global professional users later this month. The Samsung Flip display also will be available for purchase through online and brick-and-mortar furniture retailers, as well as traditional professional B2B display channels.

For a closer look at the Samsung Flip, visit Samsung's CES booth #15006, on Level 1 of the Central Hall in the Las Vegas Convention Center from January 9-12, 2018. To learn more about the Samsung Flip display and access related Samsung Newsroom articles, photos and videos, visit news.samsung.com.

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