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Samsung Electronics Ranks No. 1 in Global Digital Signage Unit Sales for Seventh Consecutive Year

Diverse SMART Signage Portfolio Helps Samsung Continue with a Leadership Position in Digital Signage Marketplace

SEOUL, Korea – April 20, 2016 – For the seventh consecutive year, Samsung Electronics Co., Ltd. maintained its position as the worldwide leader in digital signage unit sales. Recently released sales figures from IHS, the leading source of insight, analytics, and expertise in display technology, validate Samsung's leadership in the industry, its pole position dating back to 2009.

Samsung's successful 2015 results indicate a continuation of the momentum the company has built in the digital signage space in recent years. As global clients seek more dynamic avenues to capture customer attention, Samsung has continued to innovate its technologies to capitalize on the growing need for versatile, high-performing displays in a range of environments.

According to the IHS Technology report "Public Display Market Tracker Q1 2016", Samsung accounted for 28.8 percent of the global market share for digital signage unit sales. This signifies an increase on the 26.9 percent market share which Samsung maintained at the close of 2014. (Data Source : IHS Public display market tracker, Product Definition : Public display + Public display TV)

"Samsung is the company behind some of the world's most brilliant and powerful visual display innovations, and we believe that continuous innovation will take our business – and our customers' businesses – to even greater heights," said Seog-gi Kim, Senior Vice President, Visual Display Business, Samsung Electronics. "These latest IHS Inc. rankings reflect years of hard work and dedication to provide our partners with the tools to create immersive and personalized experiences for their audiences, and we look forward to maintaining our position as the global digital display leader for many years to come."

Featuring a range of interactive and informative displays, Samsung's SMART Signage portfolio delivers tailored end-to-end solutions for numerous industries including government, education, hospitality, healthcare, financial services and retail. These technologies enhance collaboration and productivity while also offering a more powerful visual alternative to the consumer-grade displays often used in these settings, and include:

- **LED Signage** – Backed by Samsung's advanced video processing and upscaling technologies, these displays combine scalable design with LED visual quality to offer audiences in indoor and outdoor environments a clear, readable picture.
- **SMART Outdoor Signage** - Samsung's durable OHD Series SMART Signage produces brilliant messaging in outdoor settings. These bright, high contrast displays provide clear picture quality and 24/7 durability to minimize visual distraction regardless of weather or exposure to other natural elements.
- **Video Walls** – Customizable for any screen combination or shape requirements, these displays eliminate color expression gaps and visual inconsistencies to deliver impactful messaging in a large-scale format. In 2015, Samsung released the market's thinnest-bezel video wall to further eliminate visual distraction and maintain audience focus on featured content.
- **Interactive Whiteboards (IWB)** – Samsung's multimedia-friendly displays accommodate real-time content sharing to expand interactive communication possibilities in boardrooms and classrooms. These interactive whiteboards are compatible with pen and human touch for added flexibility.

To learn more about Samsung's complete SMART Signage portfolio, visit www.samsung.com.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

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