



## **Samsung Electronics Showcases the Future of Customer Engagement with New QLED Signage at ISE 2017**

*Quantum Dot QLED Signage UHD Displays Feature 100 Percent Color Volume and Precision for One Billion Colors*

**Amsterdam, the Netherlands – February 7, 2017** – At Integrated Systems Europe (ISE) 2017, Samsung Electronics will once again change the dynamics of content delivery with the introduction of the two latest additions to its pioneering SMART Signage lineup – the quantum-dot powered QLED Signage UHD displays and fine pixel pitch IF Series LED signage.

“At ISE 2017, Samsung is excited to showcase its vision for the future of visual display with the unveiling of our QLED Signage UHD and IF Series LED displays which offer the most true-to-life picture possible”, said Seog-gi Kim, Senior Vice President, Visual Display Business at Samsung Electronics. “The start of the New Year is the ideal opportunity for businesses to evaluate how they can better leverage modern digital signage to grow and prepare for the future, and our commitment is to offering solutions that help businesses translate content into unprecedented opportunity.”

### **Incomparable Content Presentation with Samsung QLED Signage UHD Displays**

Through quantum dot picture refinement technology, Samsung’s QLED Signage UHD displays (55- and 65-inch models) create a brilliant and detailed viewing experience. These advanced displays achieve 100 percent color volume, and can emphasize subtle visual details at varying levels of brightness while maintaining precision and integrity for one billion different colors. When combined with optimized contrast and distortion-free picture quality, the QLED Signage displays are further equipped to showcase a range of color hues and previously undetected content features.

The quantum dot integration enables Samsung’s new QLED Signage to balance light and dark brightness and preserve gradation for a presentation that is deeper and more realistic than that offered by conventional alternatives. These refinements produce deeper blacks, sharper whites and more precise colors regardless of surrounding room lighting to ensure consistently brilliant customer-facing content.

Beyond an enhanced presentation, the QLED Signage displays offer business users greater flexibility to share content in accordance with their unique branding and operational needs. Configurable in both landscape and portrait orientations, the QLED Signage displays provide a wide viewing angle capable of attracting customers at far-reaching distances. As a result, audiences can view content with consistently excellent expression and quality from any location.

Durably designed for long-term performance, the QLED Signage displays also represent a sustainable, energy-efficient alternative. The quantum dot integration equips the QLED Signage displays with a composition that is both environmentally-friendly and high-performing.

### **An Optimized Indoor LED Experience with IF Series LED Signage**

As more businesses turn to LED signage to revitalize the customer environment, Samsung’s fine pixel pitch IF Series LED displays (P1.5, P2.0 and P2.5 models) provide an ideal combination of excellent picture quality and intuitive management. Scheduled for full release in early 2017, the IF Series LED

displays combine Samsung's industry-best video processing and picture tuning technologies to add clarity and sophistication to business-ready content – all within a compact, low-maintenance design.

Samsung's IF Series LED displays incorporate a host of customized features to add realism and detail to static and interactive content. Through specialized scene adaptation, each IF Series LED display analyzes and fine-tunes grayscale levels within each frame to maximize contrast, and remove glare and visual distortion. A complementary dynamic peaking setting enables displays to achieve peak brightness levels up to two times higher than that of standard LED maximum brightness specifications.

For added installation versatility, the IF Series LED displays employ a minimalistic design that offers both full-front and rear access. As a result, users can enjoy convenient, quick-turn maintenance without sacrificing a neat and seamless installation. An advanced cabinet structure further drives smoother implementation, and eliminates the LED module and catwalk space gaps that tend to accompany more challenging frontal layouts. This alignment ensures improved picture uniformity regardless of cabinet and LED module positioning.

The IF Series' user-friendly design allows the displays to get up and running faster, and with minimal ensuing maintenance required. Samsung's complementary LED Signage Box (S-Box) transmits UHD content across multiple screens without requiring expensive splitters or external conversion boxes. Users additionally can configure signal redundancy through their existing cable structures, and conveniently create, schedule and deploy content from a single location through the embedded MagicInfo platform.

### **A Glimpse into the Future**

Under the theme of "Your Future. On Display," Samsung's booth at ISE 2017 (#4-S100) will feature a variety of next-generation technologies optimized for retail, corporate, transportation, restaurant and hospitality settings. Through this forward-thinking approach, Samsung will showcase new avenues for businesses to improve customer engagement and generate sales through brilliant, immersive and informative content.

Additionally, Samsung will offer a series of expert-driven special events at its booth to offer ISE attendees a first-hand look at how its latest innovations can generate new customer engagement opportunities:

- Samsung's **SMART LED Signage Mega Launch Showcase** (February 7, 2 p.m., Amtrium Hall 4-S100, Second Floor) will kick off ISE 2017 by offering a deep dive into its enhanced SMART LED Signage portfolio, and outline the company's plans for continued LED innovation in 2017.
- Following their formal ISE introduction, Samsung will further detail the inspiration behind and visual prowess and capabilities of its new QLED Signage UHD displays at its **QLED Signage Showcase** (February 8, 11 a.m., Amtrium Hall 4-S100, Second Floor).
- At ISE 2017, Samsung additionally will unveil the latest enhancements to its all-in-one signage management platform, backed by the powerful Tizen operating system, at its first ever **Tizen SMART Signage Summit** (February 8, 2 p.m., Amtrium Hall 4-S100, Second Floor).

Samsung's booth (#4-S100) will be open from February 7 through 10 for ISE 2017.

To learn more about ISE 2017, please visit [www.iseurope.org](http://www.iseurope.org). For more information about Samsung's complete signage lineup, as well as related Samsung Newsroom articles including photos and videos, please visit [news.samsung.com](http://news.samsung.com).

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