

Samsung SMART Signage Platform (SSSP)

Digital signage is all around us. It is used in airports, train stations, shopping centres, supermarkets, hospitals, restaurants, schools, public buildings and business premises.

It is used to inform, warn, entertain, inspire and seduce; to generate sales and to provide better customer service. Yet, not every business is making the most of its potential. Many are put off by the perceived complexity of content creation and delivery, the need to purchase extra hardware or the ongoing cost of running and maintaining digital signage.

No limitations

The Samsung SMART Signage Platform removes these barriers. The combination of energy-efficient Samsung large format displays, an embedded media player, integrated management software and a SDK for developers makes it easier than ever to make the transition from static signs to vivid, interactive content that can be updated at the touch of a button.

Whether you are new to digital signage or have established and sophisticated requirements, our new platform provides a better way of doing things. The embedded media player, built-in storage and integrated MagicInfo LITE and MagicInfo-S Premium software content management software give you everything you need to create, distribute, schedule and play vivid multimedia content. Because no additional media player or computer is needed, our solution saves money, space and effort, whilst reducing energy consumption by 15%.

Suited to your requirements

With the flexibility to suit a wide range of applications, the platform supports standalone and network displays and 4 x 4 videowalls. Depending on your requirements, you can transfer multimedia files to a display via USB removable storage and use the remote control to add material to pre-installed templates. Or, you can use a web-based remote management tool to send different content to multiple displays throughout your business. Whichever option you choose, simplicity and ease of use are guaranteed.



Cloud-enabled

The Samsung SMART Signage Platform can send content from a web server directly to a display anywhere in the world. This lets you provide clear, consistent messaging across multiple locations and keep content fresh and relevant.



From a central location, you can quickly update content with new pricing or special offers to take advantage of new business opportunities. By using digital signage in a more dynamic way, you can maximise opportunities to generate income and profit.

Eye-catching Multimedia

Let your imagination run free with Samsung SMART Signage Platform. MagicInfo LITE and MagicInfo-S Premium software support a wide range of multimedia formats to add interest and dynamism to your content, including .avi, .mkv, .asf, .wmv and .mp4.

With sophisticated features like scrolling text and graphics and the ability to show two videos in one screen, the embedded solution will meet most users' needs.

Those with more demanding requirements can future-proof their system and access additional functionality by attaching a small PC module running Samsung MagicInfo-S Premium software to the back of a display. This lets you add RSS feeds, web pages, overlapping video and other elements to your content, including support for interactive touch.



Integrate video



Add sound



Static or rolling images

Easy to create content and distribution



Simple, Cost-effective Solution

Samsung SMART digital signage displays offer a powerful streamlined solution that reduces the total cost of ownership for digital signage deployments, providing savings in hardware, installation and operating costs. Software can be developed for your specific application, for seamless content delivery with lower total cost of ownership (TCO).



Customised Solutions

Backed by a stable of top-tier software developers and solution providers, customers will have access to some of the most successful signage experts in the world, to assist in creating customised solutions. The platform will make life easier for any organisation looking to transition from static signage to rich, dynamic digital displays.



Software Developer Kit

Samsung's Software Developer Kit (SDK) allows the software community to develop a customised solution. End users can benefit from third-party development of apps and content, or end users can develop custom apps utilising their own development team.



Extensive Content Support

Samsung's SMART Signage Platform supports a wide range of 1920x1080 video and audio codecs, including those with extensions .avi, .mkv, .asf, .wmv, .mp4 and many more.



Embedded Media Chip



SOC (System on Chip) or application processor is a microprocessor with a specialised architecture for deployment in embedded systems, such as Samsung Large Format Displays.

Samsung LFDs with SOC embedded have the ability to decode a majority of multimedia codecs delivering

enhanced multimedia content experience through Software which use SOC resources.

This can be combined with large internal LFD memory therefore eliminating the need to use an external PC or Media Player and help to keep costs low.

SOC Specifications

Processor	Cortex-A9 1GHz Dual Core CPU
On-Chip Cache Memory	L1 (I/D): 32KB / 32KB, L2 (Unified): 512KB
Clock Speed	1GHz CPU Dual
Main Memory Interface	1GB Dual 32bit DDR3-667 (1333MHz)
Graphics	2D & 3D Graphics Engine – Up to 1920x1080, 32bpp – Supports OpenGL ES
Storage (FDM)	4GB or 8GB (Up to 2GB Occupied by O/S)
Multimedia	Video Decoder - MPEG-1/2, H.264/AVC (Dual) - VC-1, JPEG, PNG Audio DSP (Decoder) - AC3 (DD), MPEG, DTS and etc.
IO Ports	USB 2.0
Operating System	Linux



Lower acquisition and running costs

At a time when businesses must justify every pound they spend, Samsung's economical digital signage platform has real appeal for system integrators and end users. Reduced hardware requirements, easier installation and maintenance and energy-efficient operation all contribute to a low total cost of ownership (TCO).

- Embedded system-on-chip eliminates the cost of external media players and PC modules and reduces energy consumption by 15%.
- Image rotation feature enables users to change images from landscape to portrait mode without having to buy a separate PC module.
- Samsung energy-efficient LED displays use up to 35% less energy and emit less heat than CCFL LCDs.
- Web-based remote management allows administrators to upgrade software on all displays from a central location.
- Remote diagnostics keeps maintenance to a minimum.
- Lightweight displays require less support for easier installation and repositioning.
- Optional overlays protect displays in heavy use areas.

MagicInfo

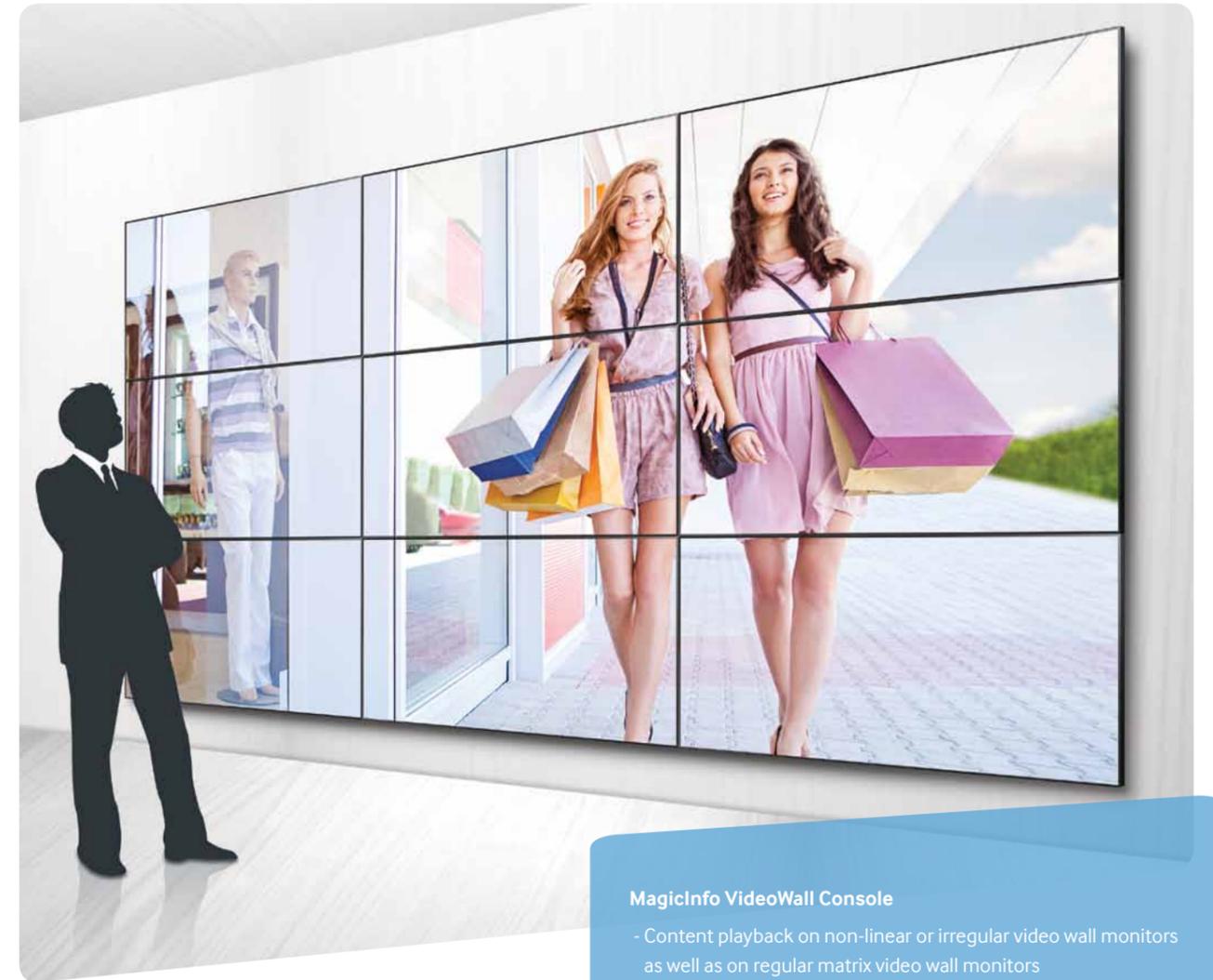
Easy Content Creation

MagicInfo is the powerful authoring and content management software at the heart of Samsung SMART Signage Platform. Every LFD display comes pre-installed with MagicInfo LITE and either MagicInfo-S Premium (for standard displays) or MagicInfo-S Videowall (for videowall displays).

MagicInfo Lite offers useful entry-level features, such as the ability to store and schedule content from USB storage on standalone LFDs. It can also manage connected LFDs via a web management server.

MagicInfo Premium S provides extra functionality including 70 pre-installed templates, both portrait and landscape; network scheduling of multiple LFDs with varied content; and advanced display options, such as showing two videos on the same screen.

MagicInfo VideoWall S offers similar functionality with support for videowalls and the ability to spread one video clip across multiple screens or show a different clip on each monitor.



Create beautiful visuals easily using a selection of media files, MagicInfo, a USB and a compatible LFD device.



Create content in 4 steps

At the heart of MagicInfo is the template manager. This software allows the user to quickly generate their own content with consummate ease.

- Step 1** - Select the template manager in the MagicInfo menu
- Step 2** - Select from one of the 70 pre-loaded templates, 35 landscape and 35 portrait.
- Step 3** - Upload your own content including images, text and video simply by plugging in a USB drive.
- Step 4** - Save your custom template and select 'run'.

MagicInfo VideoWall Console

- Content playback on non-linear or irregular video wall monitors as well as on regular matrix video wall monitors
- Playback of contents using various layouts as predefined
- Job Schedule Features
- Live editing of the currently playing content on video wall monitors
- Playback of images from IP Camera or PC Screen on video wall monitors using LivePlayer
- Working with MagicInfo-i Premium Edition Server MagicInfo VideoWall Client
- VideoWall Client plays the published contents

MagicInfo Video Wall

VideoWall is an application that publishes video wall contents created in the authoring tool MagicInfo VideoWall Author, or general contents (images, movies, etc.), through its VideoWall Console and plays the published contents on the video wall monitors.

MagicInfo VideoWall Author

- Create and edit formal and informal videowall contents to be displayed on up to 16 monitors
- Produces screens divided into multiple elements
- Supports various elements (Image, Video, IP Camera, PC Screen)
- Enables the creation of VideoWall contents using timeline
- Creates scenes using pages