

# Samsung MagicInfo® S

An easy-to-use, embedded signage solution for bigger business presence with impactful digital displays



# A complete management platform to optimize digital signage displays

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## Discover the increasing benefits of digital displays

When digital signage was first introduced, many small businesses that considered replacing traditional messaging methods with digital signage refrained. The complexity, cost and space requirements needed to operate and maintain this technology were initially prohibitive. However, digital signage has become a practical and affordable option, even for companies with limited budgets and space. Large format display (LFD) costs are continuously decreasing, making hardware more affordable to a wider range of businesses. Additionally, digital signage solutions offered by Samsung are now lower in complexity and size, and higher in quality and potential benefits.

Samsung MagicInfo® S is an embedded content authoring, content management and media player-on-chip solution within Samsung LFDs. MagicInfo S helps small businesses save time and money. For business owners, ease of content management and high performance help reduce total cost of ownership.

Conventional display setup requires media players, set-top boxes and extra cables; MagicInfo S eliminates this extra setup and streamlines the installation process.

With MagicInfo S, business users can deploy and manage customized digital signage at a low cost, delivering a singular and unique experience to store visitors. For small businesses looking to expand promotional opportunities, MagicInfo S delivers the following benefits:

- **Convenient embedded functionality.** Begin playing media content out-of-the-box with Samsung LFDs.
- **Easy content creation.** Create myriad types of dynamic content with the template manager and content creation software.
- **Simplified scheduling.** Plan the timing of messages based on changing business priorities and consumer habits.
- **Accessible video wall management.** Fascinate store visitors with striking visual arrangements.

## Industry trends

Digital signage is emerging rapidly as a viable and effective communication tool. This dynamic promotional method can grab shopper attention in a way static signage cannot. Many users of this technology report increased convenience and effectiveness with digital signage over traditional signage. Yet, businesses are demanding simpler installation, operation and maintenance of LFDs.

By replacing traditional signage with digital signage, businesses can provide a more interactive experience to customers, save significant resources and deliver more impactful, timely messages:

- **Provide an engaging experience.** Company messages can be created to entice store visitors to take action. For example, limited-time in-store-only specials can be broadcast when visitor traffic is heaviest.
- **Conserve resources.** With convenient digital signage, company owners and managers can save labor costs. With easy content development tools, employees no longer have to spend hours creating specialized messages.
- **Deliver relevant messages.** Businesses often have varying information to convey to shoppers at different times of day, week or year. With digital signage, users can program messages to change automatically, down to the second.

These benefits have created a growing demand for affordable digital signage solutions within a variety of industries, including corporate, retail, food service, travel and entertainment. As more businesses use digital signage, consumers increasingly expect retailers and other businesses to capture their attention with compelling, dynamic content.

## Integrated features to customize content

### Start playing media content immediately with the embedded MagicInfo S solution

MagicInfo S, including the content player, is embedded within each Samsung LFD, enabling easy operation. MagicInfo S software is embedded based on the Samsung System-on-Chip (SoC) technology, where hardware and software, such as a CPU, flash disk memory (FDM) storage, a graphic engine, and double data rate (DDR) memory are implemented. The solution requires no external media player or cumbersome set-back box (SBB), which reduces equipment costs, and enables users to take advantage of time-saving plug-and-play operation. For additional time savings, MagicInfo S supports various codecs, so no file conversion is needed. MagicInfo S solution is offered as MagicInfo Premium S, an economic yet powerful solution for standalone display, and MagicInfo VideoWall S, an easy-to-use and efficient video wall signage solution embedded within Samsung video walls.

MagicInfo Premium S supports content play and remote management both with and without network connection. For digital signage without network connection, users can simply display port media files on a USB drive, plug the USB drive into the LFD, and then watch the content play on the LFD. With the embedded solution and USB drive Auto Play, users can begin developing and displaying dynamic content right out of the box. It also supports various video and audio codecs without additional external media player required.



Figure 1. MagicInfo S is embedded directly on the LFD's SoC.

### Readily develop content with easy content creation tools

With MagicInfo Premium S, users can take advantage of pre-loaded templates to quickly create content. The pre-loaded templates can be edited with the embedded Template Manager. With Template Manager, customized content can be created in just a few minutes by entering text and selecting a content source to play from either internal memory or a USB drive. Up to two video sources can be supported in a template through the embedded Template Manager, allowing for a dynamic presentation of important information. This flexibility allows for the development of a broad range of custom content to match specific marketing messages.



Figure 2. Users can quickly and easily develop content with the user-friendly MagicInfo S interface.

### Create even more dynamic content with an advanced authoring tool

With numerous helpful functions, MagicInfo Premium Author makes content creation a snap. MagicInfo Premium Author is an advanced content creation software application that can be downloaded at no cost. It contains Content Wizard that enables users to create effective presentations.

Users can not only use the basic preloaded templates provided with MagicInfo Premium S, but also create highly customized, complex layouts with Premium Author.

This powerful, inclusive tool is designed for ease of use. It includes hundreds of clip art images and a custom template creation feature. A WYSIWYG interface helps users arrange content as it will appear to viewers.

## Convenient tools that streamline message development and display

### Schedule and manage content easily using handy scheduling tools

Custom content can be conveniently scheduled directly on the LFD or remotely over the network, helping companies save money and resources on content management tasks. With this convenience, users can quickly change messages based on changing promotions and consumer habits. They can also:

- Schedule content that changes in various time increments, such as seconds, minutes, hours or years, using a calendar-like schedule view.
- Check the status of a selected schedule, and cancel publishing when needed.
- Publish schedules to selected device groups.
- Reschedule automatically with updated content or play lists.

For direct content management, including local scheduling, users can operate the remote controller as an input device. Direct content management also supports internal or USB drive Auto Play and local scheduling. Small shops can use this function to customize when content is played. For example, a small bakery and deli could set the display to automatically turn on during store hours, and turn off when the shop is closed. The display could be set up to play information about muffins and croissants in the morning, and sandwiches and salads at lunchtime. Ads could be tailored to suit adults in the morning as they grab breakfast on the way to work, and children during after-school hours, when they accompany parents to pick up deli foods for dinner.

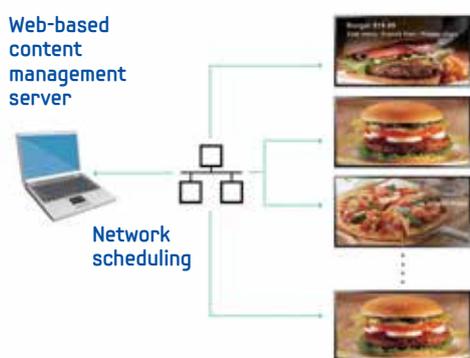


Figure 3. Users can deploy differing content to displays in various locations.

### Control LFDs—even from a remote location

With remote device management, administrators can manage detailed settings for video displays remotely from a PC in the company network. Remote device management requires MagicInfo Premium Server, an additional solution that can be expanded without installing a set-back box (SBB) or changing the current LFD solution. Administrators simply connect to Premium Server from any PC browser in the network and manage LFDs connected to the company network via Internet or intranet. The server then sends commands to the network-connected LFDs.

Remote management functions include turning displays on and off, and monitoring the name and network address of each display. Administrators can remotely configure, monitor, adjust and update multiple LFDs.

Additionally, administrators can remotely monitor, control and approve LFD content. From a remote, central location, administrators can view, manage and schedule content, and fix malfunctions.

Users can control LFD systems virtually anywhere, in near-real time. They can:

- Monitor the state of individual displays.
- Adjust power, source change, panel, volume, color, brightness and RGB values.
- Check storage via network connection.

Content can be updated, positioned, edited and resized on the remote PC and then displayed on the LFD over the network.

For even greater convenience, users can schedule and publish content to the media player. The web-based management application supports the delivery of sophisticated content to numerous video displays remotely, without the need to physically visit each one.

## Video wall functionality at an affordable price

### Simplify video wall setup with no need for SBBs

The embedded MagicInfo VideoWall S display solution supports content display for video walls enabling companies to entice the audience with dazzling video wall creations. Without the need for a separate set-back box (SBB) PC or scheduler software, the solution lowers not only the startup cost but also operation and maintenance costs. Using this solution, content managers can manage content on video walls with ease.

MagicInfo VideoWall S ensures flexible display management and dynamic arrangement of displays, which provides the whole unique customer experience. Displaying content from different sources such as PC and HDMI can be scheduled for specific dates and times in advance to make a meaningful impact on the audience. For example, showing Sports TV program between pub information at the time of live sports game is available with MagicInfo VideoWall S. For a more dynamic display, content managers can play content from a single or multiple video clips for different displays. So, the video content as many as the number of LFD displays can be played simultaneously. For a single video clip or an image, managers can choose to show it across all screens or repeat the same image over several individual screens. Finally, individual LFD screens can be arranged in unique shapes for more artistic presentation, and be displayed horizontally or vertically for optimal view.

This flexibility allows content managers to find customized ways to amaze viewers with animated visuals and real-life-scale content. MagicInfo VideoWall S supports display of images and videos on up to 16 (4 x 4) displays, with the content displayed in full HD (FHD) quality across all video walls. For example, a video wall of this size offers 220 sq. in. of screen area using 55 in. LFDs. Such a noticeable display yields more than enough viewing area to make a meaningful impact on customers.

The MagicInfo VideoWall S solution also supports a unified control of video wall, which enables easy adjustment and control of brightness, volume, power, and source input. Just one adjustment of brightness, for example, affects all displays without having to individually adjust for each display.

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**MagicInfo VideoWall S enables users to readily perform a variety of critical content management and creation functions to develop impressive video wall displays.**

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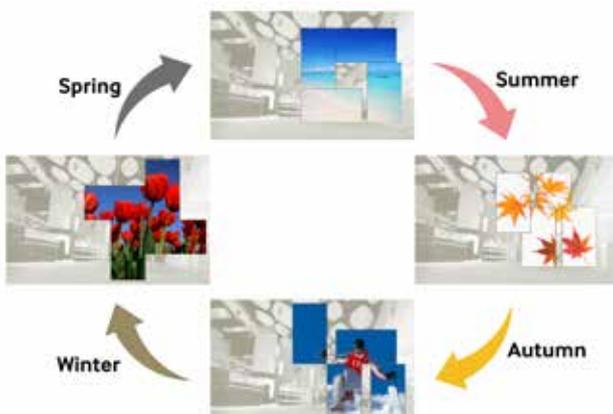


Figure 4. Displays can be arranged in dynamic layouts on video walls, helping capture audience attention.

# Helpful features for effective content management

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## Reduce the initial display investment

With MagicInfo S, businesses can decrease the initial costs of investment in a single Samsung LFD or a video wall composed of several displays by eliminating the need for an external media player. Costs are also reduced because no additional content management software must be purchased. In addition, energy efficiency, based on a limited number of electronic components, helps to meet budget requirements.

### Single LFD setup

For a single LFD setup, there is no need to buy an additional PC module to act as a media player or content scheduler. This functionality is built into the Samsung LFD.

### Video wall setup

With a video wall setup, there is no need to buy an additional PC module for each display. Users also eliminate the cost of media player and decrease the cost of construction and installation. Energy efficiency also helps to lessen costs because there are fewer components to manage.

## Attract customer attention and build brand recognition

With the embedded MagicInfo S, content can be displayed and managed more easily and creatively than ever before. MagicInfo Premium S provides built-in content authoring, content management and media player functionality. This solution enables users to:

- Operate MagicInfo Premium S immediately, as it is embedded within the CPUs of Samsung LFDs.
- Initiate the content development process immediately and readily make changes based on business needs with a web-based server for centralized content publication.
- Deploy content quickly with scheduling functionality.

The platform offers convenience to small businesses, enabling rapid development and management of digital signage content. Users can use numerous file types to develop, store and display customized content. The valuable Template Manager helps users more readily develop content by adding custom information to preexisting designs. Remote control operation and a clear user interface help users manage content and administrative functions.

MagicInfo S additionally supports video wall content display with MagicInfo VideoWall S. Users can perform content and asset management as well as device monitoring and control to optimize display functionality and deploy content in various configurations. With this solution, users can flexibly manage and design multiple displays to entice customers in a creative way.

# Samsung MagicInfo S

## MagicInfo S Supported LFDs

|                         | PEC             | MEC                          | MDC                     | UDC             | UEC             |
|-------------------------|-----------------|------------------------------|-------------------------|-----------------|-----------------|
| Size                    | 40", 46", 55"   | 32", 40", 46", 55", 75", 95" | 32", 40", 46", 55", 65" | 46", 55"        | 46", 55"        |
| LED Type                | Edge BLU        | Edge BLU                     | Direct BLU              | Direct BLU      | Edge BLU        |
| Brightness              | 700 nit         | 450~600 nit                  | 350~450 nit             | 700 nit         | 500 nit         |
| Contrast Ratio          | 4000:1          | 5000:1                       | 5000:1                  | 3500:1          | 5000:1          |
| Resolution              | 1920 x 1080 FHD | 1920 x 1080 FHD              | 1920 x 1080 FHD         | 1920 x 1080 FHD | 1920 x 1080 FHD |
| DP 1.2 Loop Out Support | o               | o                            | o (only for 65" model)  | o               | o               |

## Legal and additional information

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### For more information

For more information about Samsung MagicInfo S, visit [www.samsung.com/business](http://www.samsung.com/business)



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