



SPECTACLE

UX(n) series

ENHANCE THE EXPERIENCE

Samsung LFDs make more of any situation. Enhance the entertainment experience with vibrant, vivid displays that add excitement to any event.



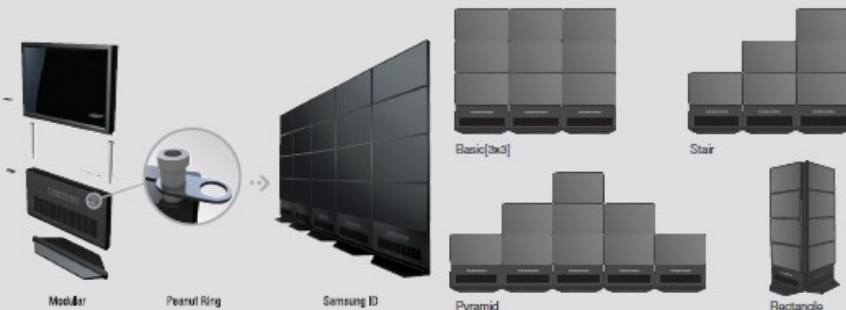
Ultra Slim Bezel

At an amazingly slim 11mm, Samsung LFD's ultra slim bezel keeps the focus on the image and not the frame around it. The ultra slim design makes modular, multiple unit display configuration extremely flexible with a result that can appear virtually seamless.

High Readability

Samsung LFDs have a high-brightness LCD panel optimized by S-PVA technology for viewing from an extremely wide angle without distortion. This high readability ensures that your customers get easy access to the important information they want and need.

SAMSUNG LFD MONITOR SPECTACLE

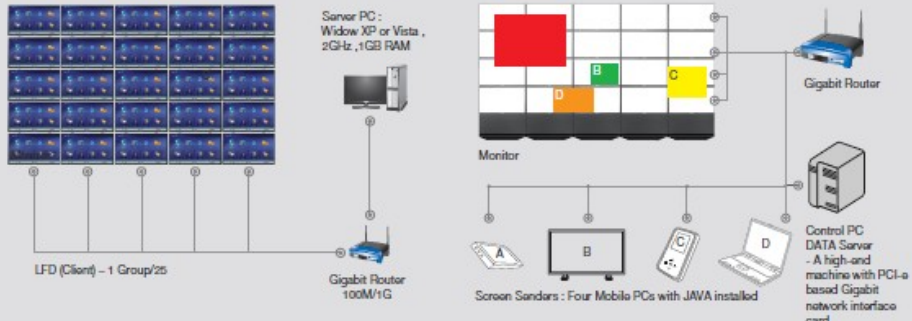


Samsung ID

Perfect for exhibition halls, sports venues or shopping malls, Samsung's modular Samsung ID system provides multi-display installations that are attractive, flexible and easy to set up. The simple installation lets you configure the system of your dreams as quickly and easily as using Lego blocks. Whether you want a video wall, a video tower or to design your own eye-catching display, the flexible connections and control system make it a snap.

Samsung ID Installation Method

Samsung ID Installation system provides multi-display installations that are attractive, flexible and easy to set up—perfect for venues of every size, shape and activity. Samsung's simple, modular installation lets you configure the system of your dreams as quickly and easily as putting together Lego blocks. The flexible connections and control system let you create a video wall, a video tower or even a display of your own design.



MagicInfo

Samsung MagicInfo is a powerful professional user interface that enables the creation and control of an extended network environment. Configuration is made simple by the use of LAN (100 meter-based Ethernet), and because one PC can control all monitors, multiple network displays become instantly accessible with no overlay on additional PCs. (Network Models Only)

Samsung UD

Imagine an interactive display with ultra-high resolution: welcome to Samsung's new Samsung UD. The highly interactive display lets users drag and drop images, zoom in or zoom out or choose between images sent by up to 25 different PCs all to the same large and brilliant display. This is the next generation of video interactivity, bringing viewers into the experience and giving them the opportunity to interact with the content they want.

SPECTACLE LINE UP

LM(n) Series

Samsung LFDs have what it takes to stand up to the large scale arena environment, with limitless horizontal expandability and vertical stacking, all enhanced by Fast Response Time Technology.

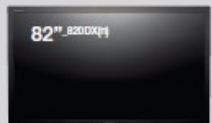
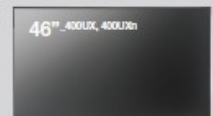
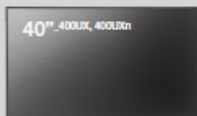
570, 700, 820DX(n)

Samsung S-PVA Technology brings eye-catching images to a wider audience by providing vivid, distortion-free viewing from almost any angle, making these displays ideal for standing out in the busy mall environment.

P50, 63F(n)

Enhance the gaming atmosphere and provide gorgeous ambience for your guests using brilliant, vivid Samsung LFD displays.

40" 46" 50" 57" 65" 70" 82"





ARENA

UX(n) Series <

Feature



BIG MALL

An Exceptional Experience

Large screen, Full HD Samsung LFDs stand out from the crowd no matter how large the space. Our unique and sophisticated MagicInfo technology is the perfect solution for digital signage without the need for a dedicated PC. Plus, the superior reliability offers arresting images that capture people's attention...every time.

570, 650, 700, 820 DX(n) <

Feature

Best for Public Display...

- Large screen size : 57" / 70" / 82"
- Anti-Image retention mode
- Multi display control (MDC)

High Performance...

- Full HD support
- Built-in network support (MagicInfo) - 2.3GHz Dual core, 4GB FDM, 1GB DDR2

Specification

Size 57", 70", 82" / Brightness 600nit (cd/m²) / 65" 700nit (cd/m²) / High dynamic contrast 5,000:1





CASINO

Look Your Best

Samsung's vivid and stylish LFDs help you look your best in the busy environment of the casino with full HD large screens that provide exceptional readability. And our Advanced Audience Measurement system can help you make the most of your presence by delivering ads specific to the audience of the moment.

P50, 63F(n) PDP <

Feature

Optimized for Indoor Venues...

- Best & vivid picture quality
- 6-way Anti burn-in SAW
- Enhanced color with DNE

High Performance...

- Full HD support
- Network support with SBB
- Built-in network support (MagicLink) - 2.3GHz Dual core, 4GB FDM, 1GB DDR2

Specification

Size 50", 63" / Full HD resolution / High brightness 1,000nit (cd/m²) / High contrast 50" 30,000:1 / 63" 10,000:1





3RD PARTY
ADVERTISING



PRIVATE
PROMOTIONAL

MX(n)/CX(n) series

BETTER TOOLS FOR ADVERTISING

Make the most of your advertising venues with Samsung LFDs—optimal, wide angle, vibrant displays optimized for indoor viewing and guaranteed to please your customers and consumers.

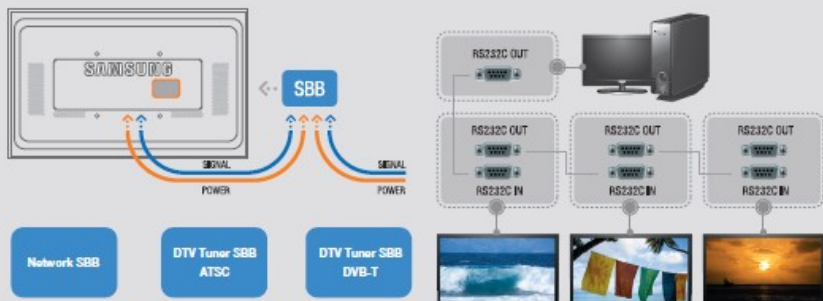


High Flexibility

Samsung LFDs are well-constructed, built to perform optimally in a wide variety of circumstances for many years to come. Supreme picture and sound quality complement a full suite of useful features to provide you with an enduring technology investment.

High Quality Design

Superior technology encased within a beautifully designed high-gloss bezel is one of the key features that differentiate our LFD TVs with the competition. Finding beauty in something so technologically advanced, yet so easy to use, is a hallmark of the Samsung brand.



Increased Efficiency and Functionality

Built with our Set Back Box (SBB) feature, your Samsung LFD can help to increase operational efficiency and boost functionality. The SBB feature allows for greater capabilities such as a DTV tuner without the need for additional equipment. It will also help to streamline your supply chain management process with your vendors, dealers and distributors.

MDC

Multi Display Control (MDC) is a powerful, user-friendly feature that enables up to 25 separate display units to be controlled as a single system via the built-in RS232C interface. The MDC software is easy to use; simply list the units to be controlled and select the functions to be displayed.



Audience Measurement

Samsung's innovative new Automated Audience Measurement Solution uses advanced face-tracking technology to analyze the audience's gender, age and ethnicity. The sophisticated video analytics technology is over 90% accurate, helping to deliver audience-tailored contents efficiently and effectively. This amazing system also provide useful metrics on the number and kinds of viewers, and measures their level of interest, helping you determine the success of your visual content when advertising on digital signage.

3D Motion Sensing

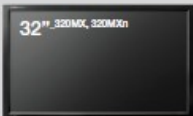
Integrated interactive technology maximizes the effectiveness of advertising with Samsung's amazing new 3D Motion Sensing technology. An onboard infrared illuminator and camera work seamlessly with the integrated computer's sophisticated programming to recognize customers' gestures and react, providing truly interactive content guaranteed to reach out and grab the attention of your audience.

AD & PROMOTION LINE UP

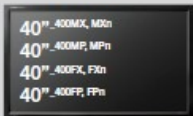
MX(n) Series

Catch the attention of new customers with vivid displays that stand out, even in busy retail environments, giving you the opportunity to attract new business.

32"

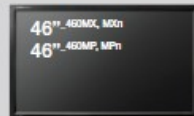


40"



42"

46"



50"

57"

63"

CX(n) Series

Make more of the experience and enthrall your customers' with vibrant displays that add excitement to any environment.

40"



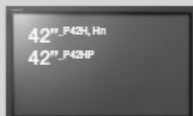
46"



PDP Series

From movie previews to ticket information, Samsung LFDs are the perfect tool for building excitement and making more of the experience.

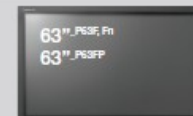
42" P42H, Hn
42" P42HP



50" P50H, Hn
50" P50F, Fn
50" FP



63" P63F, Fn
63" P63FP





RETAIL

Bring Out Your Best

A suite of cost competitive, yet technologically advanced, features optimized for indoor viewing increase screen readability, making it easier to compete in visually busy indoor environments.

MX(n) Series ◀

Feature
 Maximized Readability... • Various functions support with SBB - Network / TV Tuner

Specification
 Size 32", 40", 46" / Brightness 40" 450nit (cd/m²) / 32" 500nit (cd/m²) / 46" 470nit (cd/m²)
 Dynamic CRI 40,000:1 / MOVi: Built-in network solution (MagiLink)
 Built-in speaker- 8W x 2 (32"), 10W x 2 (40"/46")





PUB

Make the Experience Memorable

Samsung LFDs have the flexibility to make more of any food and beverage situation. Enhance your customers' entertainment experience with vibrant, vivid displays housed in stylish high-gloss bezel designs that accentuate the environment.

CX(n) Series <

Feature

- Stylish Design... • High glossy black bezel for indoor venues
• Hidden speaker

- Multi Function... • Built-in TV tuner with speaker
• Built-in network solution (MagiLink)

Specification
Size 40", 46" / Brightness 40" 450nit (cd/m²), 46" 470nit (cd/m²)
Dynamic CR 40,000:1 / Built-in speaker 10W x 2



THEATER

Build the Excitement

Whether showing movie previews in the MultiPlex lounge, giving customers important ticket selling information, or increasing sales through vending machines, Samsung LFDs are an exceptionally versatile tool for getting customers to come back for more.

P42, 50H(n) <

Feature

- Optimized for Indoor Venues... • Best & vivid picture quality
• 6-way anti burn-in SW
• Enhanced color with DNIe
• Various functions support with SBB - Network, TV Tuner
- Network support with SBB
• Built-in network solution (In mode)
• Hidden Speakers

Maximized Flexibility

Specification
Size 42", 50" / High brightness 1,300nit (cd/m²) / High contrast ratio 10,000:1





INFORMATION
DRIVEN

DX(n) series

SUPERIOR INFORMATION PRESENTATION

In many situations easy access to clear, current information is vitally important. Samsung's real-time information solutions give you instant access to current information. And for outdoor environments, the extremely durable moisture-proof and dust-proof construction ensures a long life for your investment.



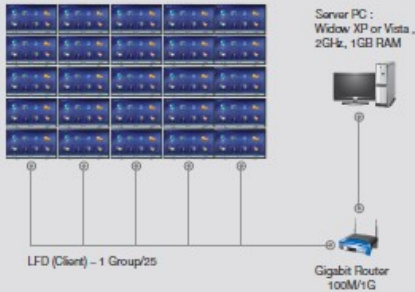
Brilliant Touch Screen

Samsung LFDs' ultra-high resolution touch screen Digital Information Displays (DIDs) show more than just beautiful images. These dynamic displays serve up interactive information that helps to increase the interaction among consumers, delivering a more engaging and memorable experience.

High Reliability with DID Panel

The lower operating temperature of Samsung's DID panel ensures a lifetime of immaculate images and spectacular readability, eliminating image corruption and the effects of extensive use that can lessen the image integrity. (DX Series)

SAMSUNG LFD MONITOR INFORMATION



MagicInfo

Samsung MagicInfo is a powerful professional user interface that enables the creation and control of an extended network environment. MagicInfo is the ideal choice for businesses that want to enjoy the benefits of a robust digital display solution without the need of a dedicated PC for each individual display.

With the MagicInfo interface solution, you have the ability to transmit media files (photos, music and movies) as well as office documents (MS PowerPoint, Excel, Word, HTML and

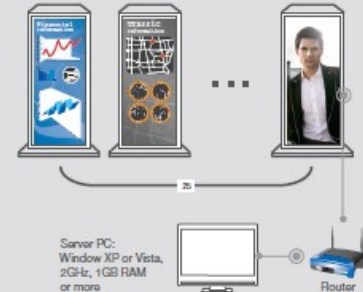
PDF) from a server within your network that is connected to the LFDs through a standard LAN (100 meter-based Ethernet).

This unique interface solution exclusive to Samsung's LFDs provides a considerable savings in operation costs and improves the delivery of your key message. (Network Models Only)



Touch Screen

Samsung's advanced DID Touch Screen technology draws an audience and keeps them there while you deliver your message. Responsive technology works wonders for engaging customers giving you a greater opportunity to reach them with your advertising. Interactivity stimulates sales, and the ultra-high resolution and durable design ensure that your advertising investment will yield compelling results for years to come.



Information System Organization

With Samsung's MagicInfo, organizing your information system has never been easier. You can configure and manage up to 25 displays using just one server making large format displays of transportation information or financial data fast, clear and accurate while eliminating unnecessary complexity, for smoother, more dependable system.

INFORMATION LINE UP

DX(n) Series

These displays are optimized for public viewing, providing stunning clarity and a wide viewing angle to make it easier to find your travel information quickly.

40"	46"	50"	57"	65"	70"	82"
40" _40DX/DXn	46" _46DX/DXn	52" _52DX/DXn	57" _57DX/DXn	65" _65DX/DXn	70" _70DX/DXn	82" _82DX/DXn

TSn Series

Travelers need quick access to clear information. These large format displays provide crisp clarity and a wide viewing angle making it easy to find out what you want to know.

40" _40TSn	46" _46TSn				70" _70TSn	82" _82TSn
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A DEPARTURE

Flight	Destination	Time	Gate
LH 404	NEW YORK	16:35	A07
AF1419	PARIS	16:40	A12
RG 7173	SAO PAULO	16:55	B03
EK 046	DUBAI	17:00	A06
BA 901	LONDON	17:05	C04
US 193	LOS ANGELES	17:15	A11
BA 7306	SYDNEY	17:35	A08
SA 7576	CAPETOWN	17:40	C02
SU 106	MOSCOW	17:50	A05
LH 2338	SHANGHAI	18:00	C08
AI 8760	DELHI	18:25	A09

C DEPARTURE

Flight	Destination	Time	Gate
LH 404	DELHI	20:35	C03
AF1419	SYDNEY	20:40	D05
RG 7173	NEW YORK	20:55	C01
EK 046	PHOENIX	21:10	B00
BA 901	DUBAI	21:15	B04
US 193	CAPETOWN	21:25	A15
BA 7306	MOSCOW	21:45	E01
SA 7576	PARIS	21:50	D02
SU 106	SAO PAULO	22:15	A02
LH 2338	MOSCOW	22:30	C15
AI 8760	SHANGHAI	23:00	A10

F1 - F12

G1 - G8

H1 - H9

J1 - J10

AIRPORT

We Get You There

Travelers need quick access to clear information. Samsung's large format displays are optimized for public display, providing stunning clarity and a wide viewing angle to make it easier to find what you want to know when you're on the go.

DX(n) Series

- Feature**
 Optimized for Public Information Display... • Built-in Fan, Commercial LCD panel
 • Clear image quality • High Brightness
 • Anti-image retention mode
 • Multi display control (MDC)

Network Support... • Built-in network solution (MagiCnet) - 2.3GHz Dual core, 4GB FDM / 1GB DDR2

Specification
 Size 40", 46", 52", 57", 65" 70", 82" / Slim bezel 20mm (40", 46" only) / Brightness 700nit (cd/m²) (40", 46", 52", 65" 600nit (cd/m²) (57", 70", 80") / High dynamic contrast 5,000:1



FINANCIAL

A Clear Stream of Information

Samsung's constant real-time network solutions make it easy to see what is going on. Our network solutions provide a constant, clear stream of information that enables you to make sound decisions based on the events of the moment.

MX(n) Series

- Feature**
 Good for Network Indoor Information Display... • MX(n) Built-in network solution (MagiCnet)
 • MC Network function support with SBB

Specification
 Size 32", 40", 46" / Brightness 32" 500nit (cd/m²)
 40" 450nit (cd/m²), 46" 470nit (cd/m²) / Dynamic CR 40,000:1

