

SAMSUNG

Immersive customer experiences

Winning in the new retail environment with Samsung Display Solutions.





The future face of retail

We are witnessing the digitisation of the entire retail ecosystem. While many have long debated whether online or offline will 'win' the retail battle, it is becoming clear that the future face of retail is a seamless merger of the two. Converge with data and logistics and you have a single, integrated overview that forms the blueprint for the next wave of disruption in retail.

Immersive experiences are paramount if retailers want to attract new customers, increase footfall, maximise sales and operations and build long-term loyalty in this new digital world.

Customers are looking to be entertained when they decide to go shopping offline. And it's up to retailers to deliver the wow factor and make their trip worthwhile and more rewarding.

Samsung Display Solutions provide a digital canvas for retailers to create their own immersive experiences. The right display can deliver awe-inspiring, hallmark experiences that capture the imagination and differentiate, to experiences that make the customer journey effortless. But ultimately, each experience must have purpose within a brand's wider ecosystem to create a seamless masterpiece.

"The impact of the online-offline ("O2O") revolution is being highly underestimated and stands to take legacy retailers almost completely by surprise."

—Fortune*

How Samsung Retail Display Solutions can help



1 Brand differentiation

Bring your brand story to life in standout ways.

Retail has and always will be a form of entertainment. The in-store experience is the most engaging way to tell a brand's story. It's the only place where a customer can really get to interact with a brand that they can see, touch, smell, hear, or even taste. Find your brand individuality.

Create a living space that brings your brand story to life by integrating display solutions into the customer experience ecosystem and take them on a journey of discovery.

Whichever way you approach your brand story, remember: be consistent. Any glitches in the experience can lead to a customer being turned off and leaving with a negative experience, potentially never to return.

Create visual impact.

Samsung Video Wall Solutions can be linked to create a single large display for more open areas. Our premium **UH55F-E model** features a bezel-to-bezel width of just 1.7mm to produce a near-seamless experience that captivates customers. Set up is easy, with simple colour calibration via a mobile app.

Deliver superior message clarity.

Draw in and inform audiences with **Samsung Outdoor Signage**. Save time changing external printed material and deliver rich, clear messaging. Our **OH55F model** features anti-reflection glass for

excellent visibility in direct sunlight and is tough enough to handle external impacts of up to IK-10 certification.

Capture attention.

Promote content with exceptional clarity in any storefront window through **Samsung Indoor Signage**. Our **OM55N model** features ultra-high brightness, emphasising content regardless of lighting conditions.

2

Seamless customer experiences

Remove friction across the customer journey.



The vast majority of today's retail customers use digital to help their purchase decisions. Ultimately, they're looking for convenience.

Transparency is key for any brand, but even more so now people are using their phones pre-, during and post-purchase. Retailers have the opportunity to surprise and engage customers with open messages such as peer reviews and comparative pricings.

Customers expect brands to help them at every stage of the customer journey, especially in-store, where they expect to find comprehensive product knowledge. Retailers can bring the product experience to life in high-risk purchases with QLED solutions that allow customers to experience it close to reality.

Create compelling customer engagement.

Samsung Interactive Displays

leverage capacitive touch technology that enables up to 10 different touch points simultaneously. Built to IP5x certification, they can withstand demanding usage environments. Our **PM43F-BC model** delivers dynamic, touch-enabled content without requiring external PCs or devices, while its anti-haze coating drives smooth, uninterrupted on-screen navigation.

Deliver lifelike quality.

Elevate the traditional content experience with **Samsung SMART Signage** that features QLED Signage—delivering exceptional picture quality through quantum dot technology. Our **QH55H model** delivers customer-facing content at HDR quality.

All content can be streamed over the network and can be played back via the internal UHD media player.

"62% of shoppers use their phones to look up customer reviews before making an in-store purchase."

—Pew Research Center*

3

Embrace data

Transform sales and operations.



Personalisation is arguably the biggest trend in retail and is linked to higher sales. With the amount of data and technology available, customers expect brands to deliver personal content, products and experiences.

Brands will gain a competitive advantage by leveraging data effectively—from predicting customer desires to stock management to lighting and maintenance.

Centralise display content.

Update message designs and schedules from any location at any time with **Samsung Content Management Software***. **Magicinfo™** is a network-based solution that manages in-store and other customer data. It simplifies content authoring

to help retailers engage faster with their audience. The platform is compatible with a wide range of Samsung systems with inbuilt media players.

Anywhere content management.

Control displays from remote locations and save on IT time and costs with **Samsung Remote Management***. Our **System-on-Chip technology** simplifies the operation of digital networks, allowing for agile content delivery and negating the need for external media players. It also enables users to check remote display status to quickly swap out any displays that are offline.

"Marketing will shift from globalisation to personalisation. Personalisation is not a trend, it is a marketing tsunami."

—Forbes**

*Solution requires a Magicinfo™ licence.

** Forbes 'Why Personalization Will Transform The Way We Think About Global Brands' May 2013

Case study



Superdry Norway

"We've seen an increase in customers in many of our stores, just because we have installed digital displays. People want to come in to see what else we have."

—Superdry Norway

The Oslo Flagship store of global apparel brand Superdry implemented a large direct-view LED display in a storefront window to attract attention, drive the brand and pull shoppers in off the street. Indoor display solutions enabled marketers to show the full product range and ensure products and promotions were current.

Static posters that needed to be planned well in advance have been supplanted by digital displays that effectively reflect near real time thinking about promotions.

Samsung solutions

Samsung Display Solutions help retailers create immersive experiences that enhance performance.



Smart Signage

Samsung Video Wall Solutions-UH55F-E

Outdoor Signage-OH55F

Indoor Signage-OM46D-K

Indoor Signage OM55N

Interactive Displays

PM43F-BC

PM55F-BC

Standalone Display

QH55H

Solutions

Magicinfo™

Remote Management

Checklist

Thinking of digital display integration for your retail environment? Here are a few tips to help you make the right choice.



□ Aim for standout.

Bring your brand to life through indoor and outdoor displays with ultra-bright and high-speed refresh rates to deliver reliably smooth video streaming that can't be ignored.

□ Make it yours.

Plug-and-play displays are customisable, scalable, and come in a range of shapes and sizes to provide a perfect fit across all your retail environments.

□ Make it interactive.

Display Solutions allow your customers to introduce, view and share content from their personal devices quickly and efficiently.

□ Make no mistake.

A crystal-clear picture ensures complete data visibility and detailed representation of your offering.

□ Invest for the future.

Displays with the right content management platform and capabilities deliver ever-smarter campaigns and richer shopping experiences.

□ Keep it simple.

Samsung's Intuitive Content Management System makes creation, scheduling and deployment simple and efficient.

□ The perfect fit.

Be sure your new display solutions will integrate seamlessly with your existing hardware and software.

□ Your brand's best light.

Natural or ambient light interference can be challenging in certain retail environments. With Samsung Display Technology, picture quality dynamically adapts, and brightness is twice that of standard signage.

□ Minimal design.

Cable guides and embedded Wi-Fi on Samsung Display Solutions provides a clean, organised retail space, allowing for content and firmware updates without the need for messy cables.

□ Stretch your budget.

Flexible leasing is available on all our display products through Samsung Capital. Our specialist experts are always on hand to make sure you get the most out of your technology, and the best value for money.

There when you need us.

All Samsung Display solutions come with a comprehensive support with up to 36 months cover as standard. That covers the cost of repair or a like-for-like replacement, if your product should develop a fault which impacts the user experience. We also have a dedicated team of product specialists at our Business Services Centre ready to provide you with technology-specific assistance. Support is available Monday to Friday, 8am-6pm.