## About Samsung Electronics Co., Ltd

Samsung Electronics Co., Ltd inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at http://news.samsung.com

## Samsung MagicINFO Solution

For more information about Samsung MagicInfo Solutions,
visit www.samsung.com/business or www.samsung.com/displaysolutions

# Samsung MagicINFO 6

**Manage Entire Content and Devices with a Single, yet Consolidated Solution**

**SAMSUNG**

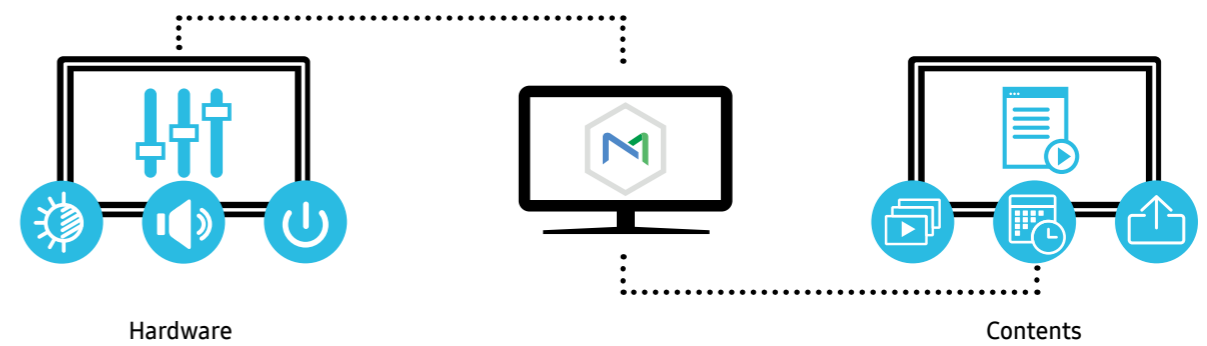**SAMSUNG**

# Why Samsung's MagicINFO Solution?

## The Solution to your Business Challenges

With Samsung's comprehensive MagicINFO platform, businesses in any environment can conveniently create, schedule and deploy content across their entire digital signage network. MagicINFO is the industry leading platform to offer seamless remote hardware and software management, enabling content teams to update message designs and schedules from any location at any time. The platform also is compatible with a host of display types, browsers and devices, ensuring the delivery of compelling, high-quality content regardless of the operational framework.
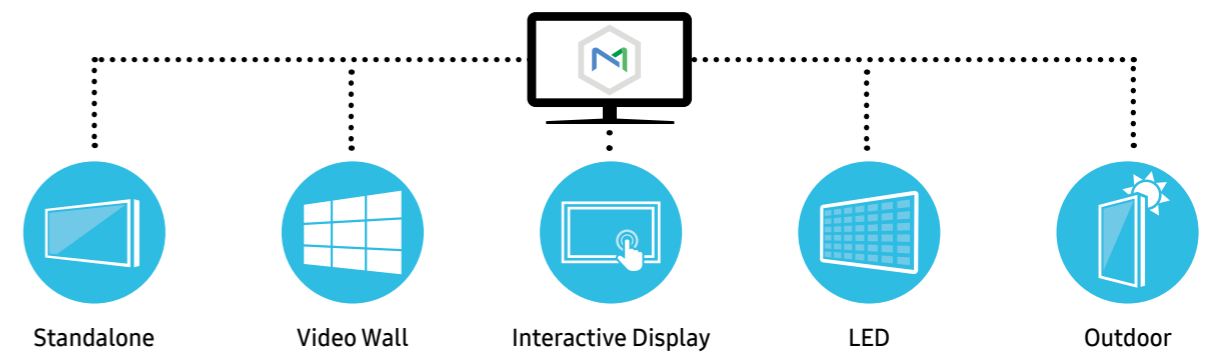
**MagicINFO**

MagicINFO Author

MagicINFO Server

MagicINFO Player

Standalone

Outdoor

Video Wall

LED
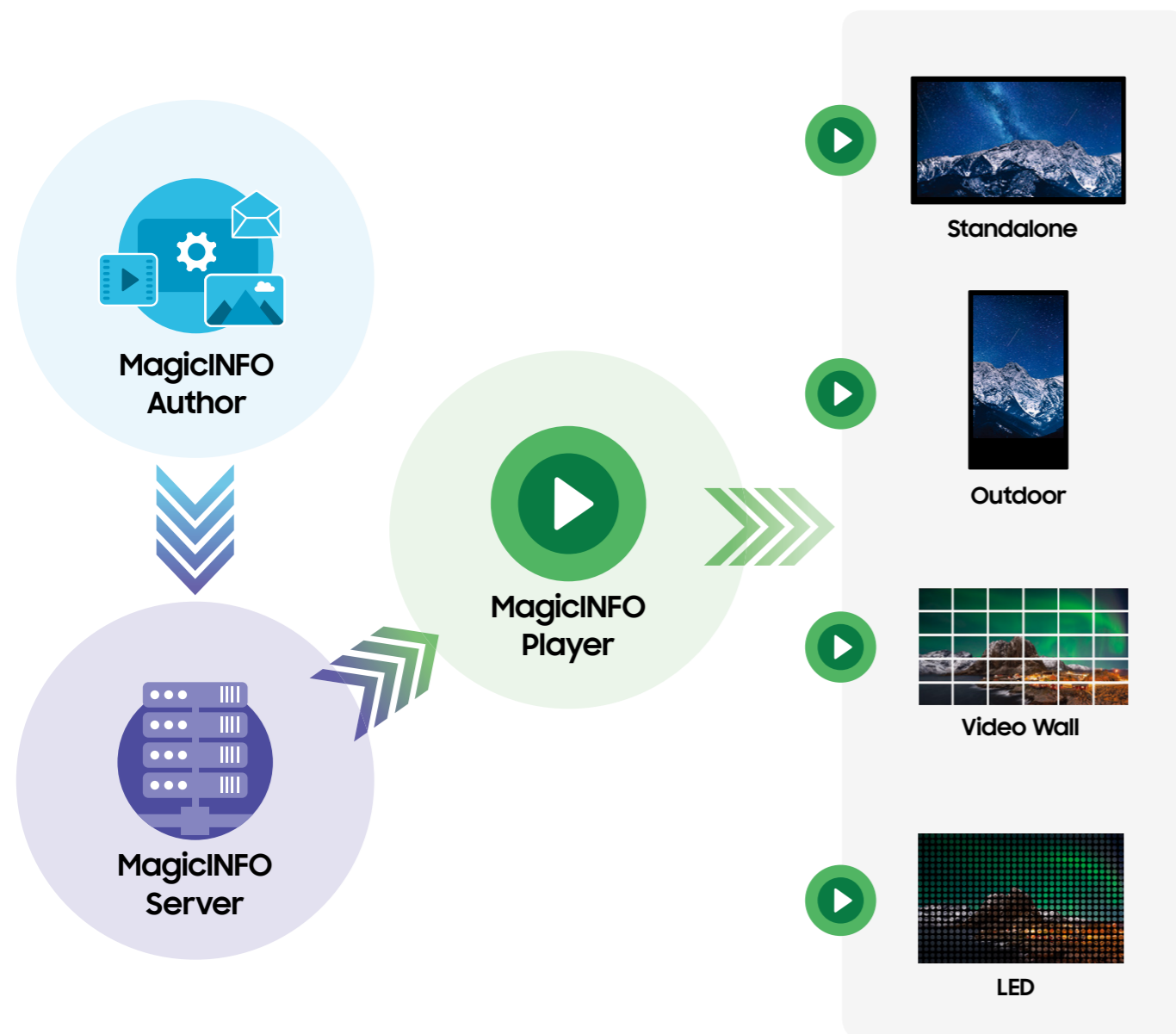
## 01 Single-Point Management
### Manage Content & Device

Hardware

Contents

## 02 Versatile Device Compatibility
### Control All Types of Device

Standalone

Video Wall

Interactive Display

LED

Outdoor

## 03 All-in-One Workflow Optimization
### From Content Creation to Publication and Monitoring

Content Creation

Scheduling

Publication

Monitoring
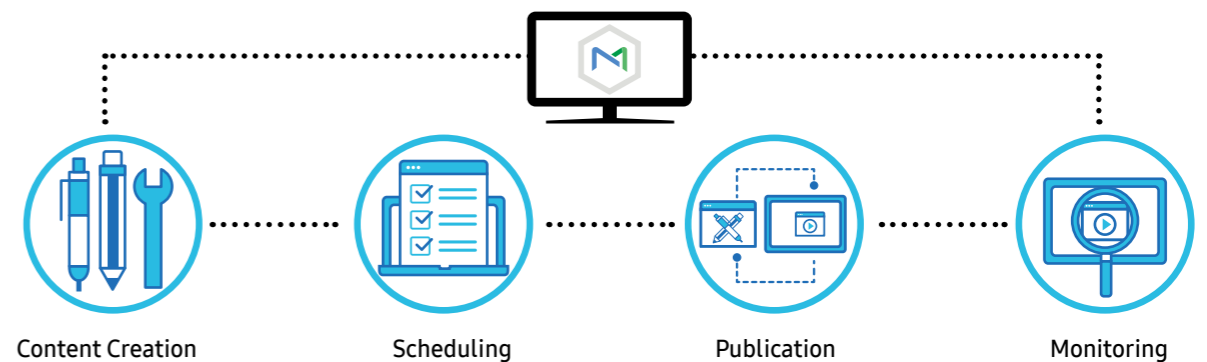
## Bring Business Content to Life through an Intuitive and Connected Workflow

Through three customizable core components, Samsung's MagicINFO condenses previously complex content authoring, management and playability processes into a basic routine that allows businesses to engage customers faster and with less effort. The **MagicINFO Author** tool offers users a detailed library of content formatting tools and an easy-to-navigate interface for seamless streaming across displays ranging from video walls to outdoor LED boards.

The **MagicINFO Server** tool serves as an all-in-one content management gateway where users can both schedule short-term content and arrange specialized playlists through a convenient drag-and-drop menu.

These features work together with the **MagicINFO Player** to showcase rich UHD and HTML5 content without demanding an external media player or dedicated PC.
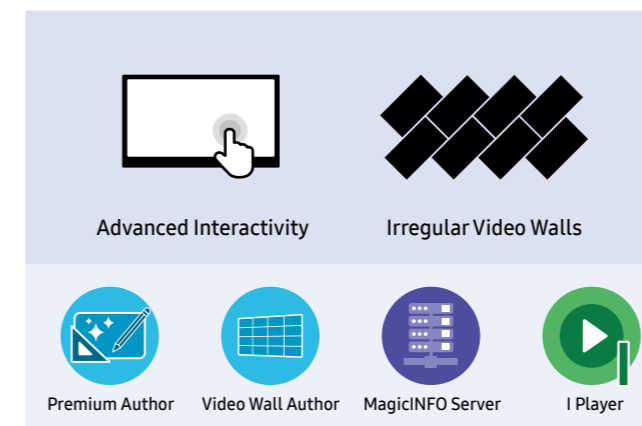
**MagicINFO Author**
- Web Author*
- Premium Author
- Video Wall Author

**MagicINFO Server**
- MagicINFO Server*
- Datalink Server
- Edge Server
- Remote Control Server

**MagicINFO Player**
- S Player
- I Player

*Web Author (Embedded in MagicINFO Server)

*Datalink Server, Edge Server, Remote Control Server should be operated with MagicINFO Server

## Finding your Solution: Which MagicINFO Configuration is Best for your Business?

Standalone | Regular Video Walls | Web Author | MagicINFO Server | S Player
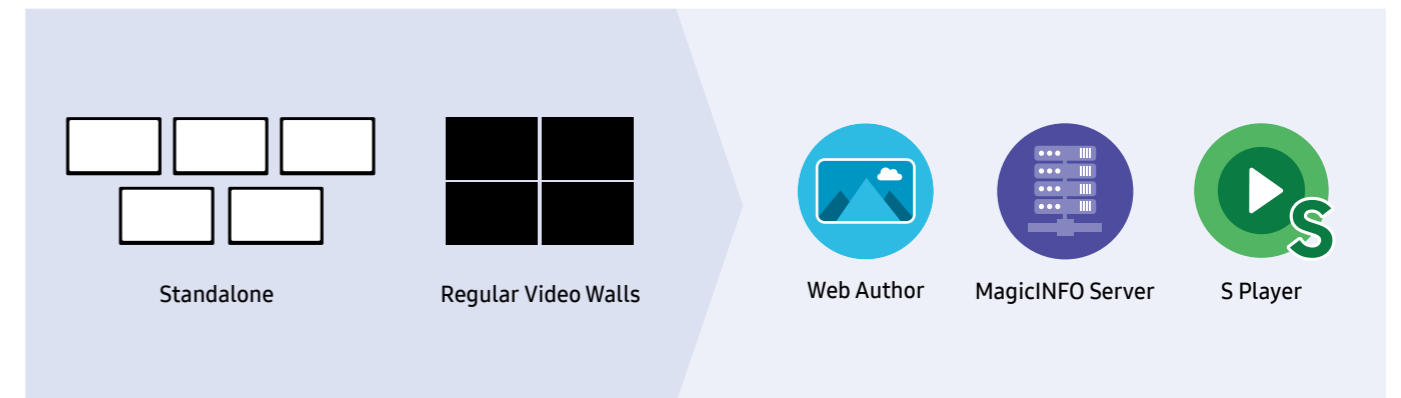
Most commonly, local retailers that use standalone and regular video wall signage find this solution effective, it includes the Web Author software with the MagicINFO Server and S Player.

Advanced Interactivity | Irregular Video Walls
Premium Author | Video Wall Author | MagicINFO Server | I Player

This solution with Premium or Video Wall Author solutions with the MagicINFO Server and I Player is designed for a business that displays irregular video walls and interactive signages.

External Data Integration
Web Author | MagicINFO Server | Datalink Server | S Player
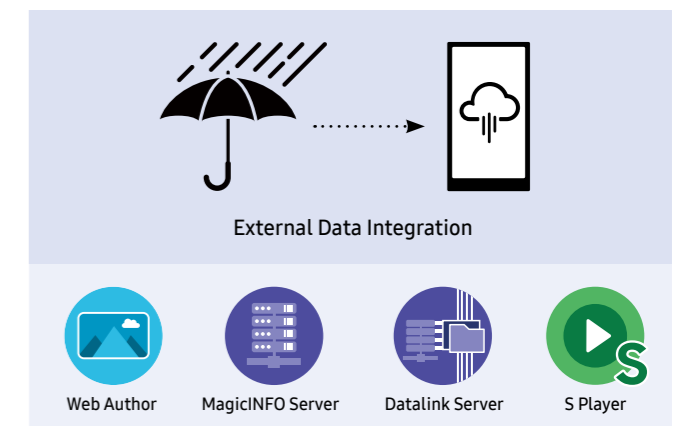
The Web Author software and the MagicINFO Server, Datalink Server and S Player is ideal for an emergency alert system or weather station that frequently pushes out real-time, critical data.

Various Locations
Web Author | MagicINFO Server | Edge Server | S Player
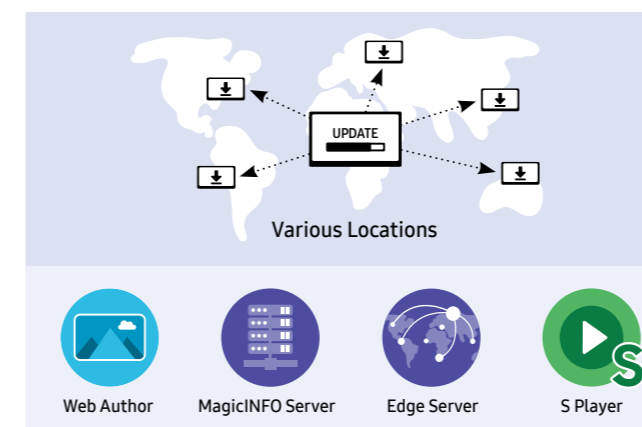
A brand with global business with a variety of content that is frequently changing, would benefit from the Web Author with MagicINFO Server, Edge Server and S Player solution.

Need for Immediate Maintenance
Web Author | MagicINFO Server | Remote Control Server | S Player
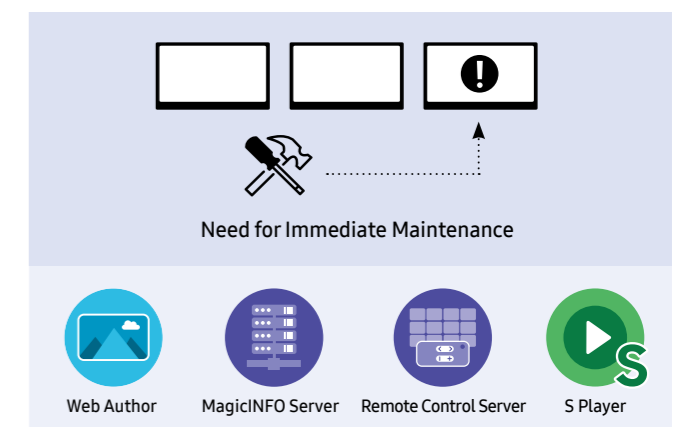
A business similar to an airport or stadium arena that airs live content with little room for error would value the Web Author with MagicINFO Server, Remote Control Server and S Player solution.

# MagicINFO Server

## Organize Content and Control Device with Ease

Samsung's MagicINFO Server technology drives a more convenient and efficient content production experience through an intuitive user menu and extensive content and playlist management options. The Server feature allows users to integrate and share content from websites, external PCs and other remote programs without hindering visual quality. Once loaded, users can then work within a simple drag-and-drop menu to tag and group content into specialized playlists and set run times, preventing the need to locate and assign individual files in real-time. MagicINFO Server also offers in-depth content management and monitoring capabilities following deployment, and grants users the flexibility to make system-wide changes with just a few quick clicks.

Content Management — Content Publication — Monitoring — Control
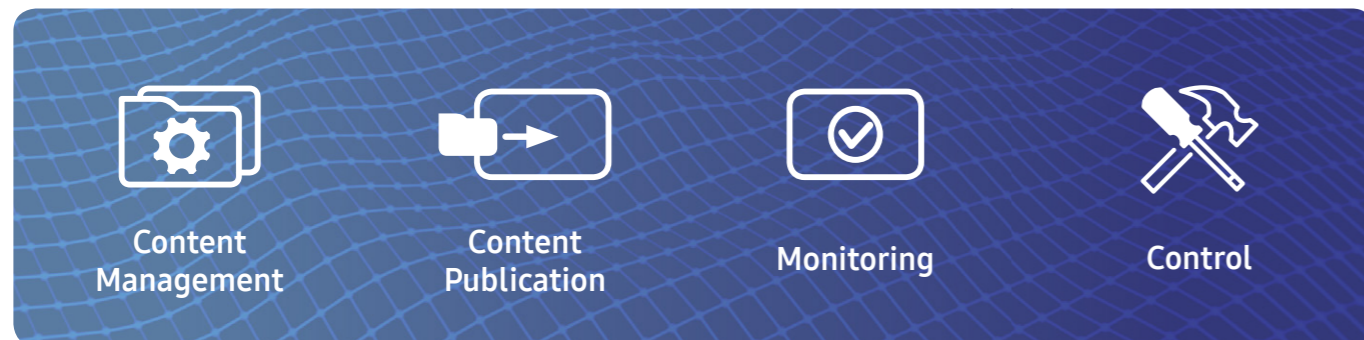
## Server Workflow

The MagicINFO 6 supports efficient content management on various types of devices. The software allows for users to make modifications across an entire signage network even when they are not at the physical display. Additionally, the MagicINFO Server uses a "drag and drop" interface making content scheduling and playlist creation simple. Content managers have the ability to receive instant email alerts notifying them of performance issues and how to address it.

Uploading Content → Playlist Creation → Content Scheduling → Device Monitoring
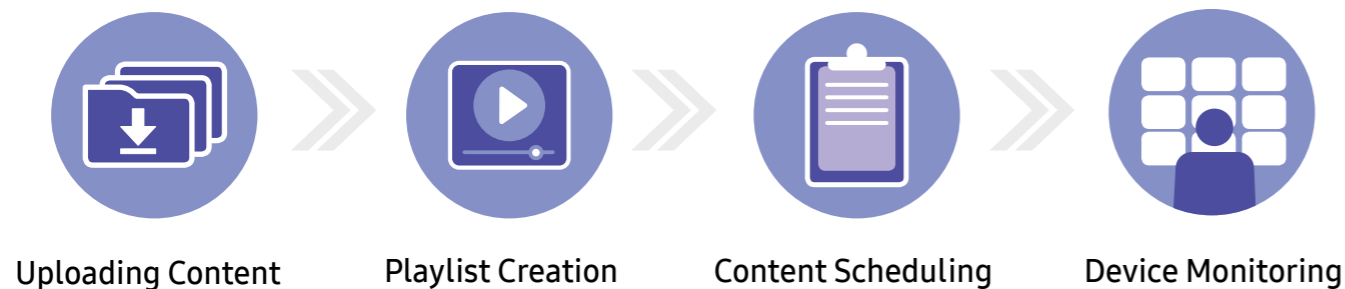
## Versatile Content Management

The MagicINFO platform mirrors the drag-and-drop user interface of the central platform, and provides similar avenues for users to adjust content schedules, build playlists and integrate new text or visuals without requiring a connected PC. Content managers also can receive mobile alerts notifying them of potential performance issues or deployment errors, and work quickly to address them from any location. These convenient benefits ultimately reduce overall content management time and expenses.
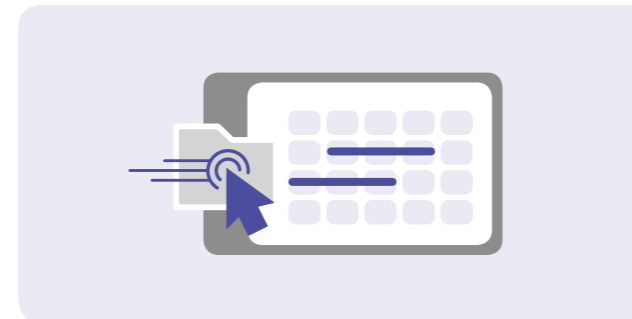
### Simple Scheduling
The simple scheduling tool allows users to easily schedule content with the click of a button, customizing the date and time content goes live.
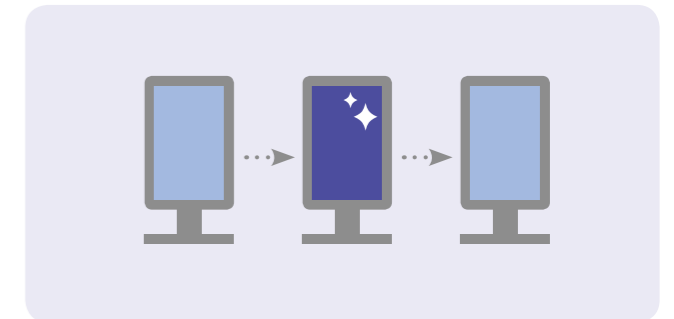
### Nested Playlist Creation
This feature reduces time and effort when scheduling promotional content by allowing the user to create a playlist with a variety of playback content that disappears after a set time period.
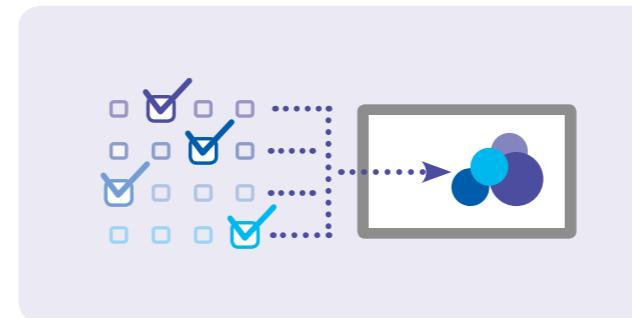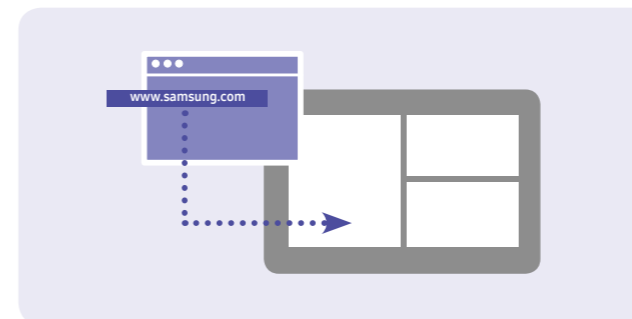
### Advanced Tag Management
Useful for a large customer base, this tool allows the user to operate massive amounts of content in one step, making content management effective and simple.
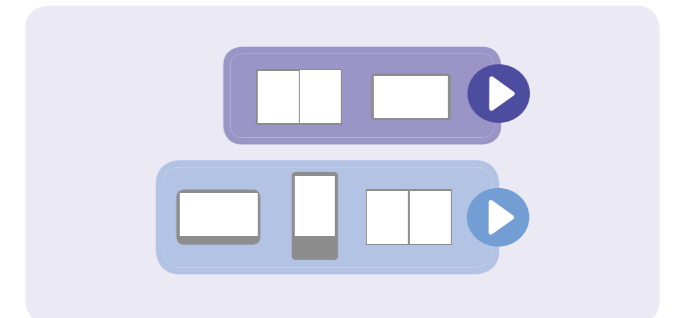
### Group Management
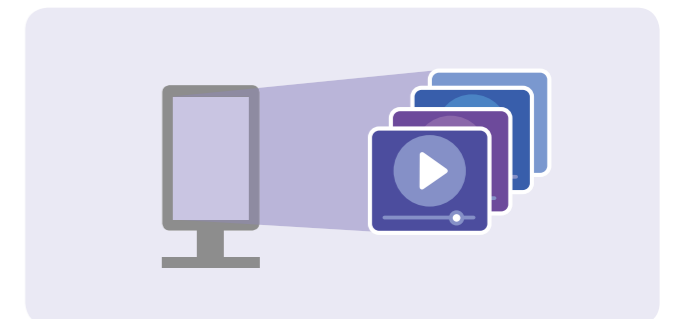The MagicINFO system conveniently manages content device by group, creating no need to set up a playlist for every separate device.

### Web Content Management
Easily manage HTML5 content by uploading a zip file or URL straight from the server and play directly to the device without internet connection.

### Playlist Restoring
Efficiently store and save previous versions of content and access it at any time.

# MagicINFO Server

## Smart, Uninterrupted Content Delivery

MagicINFO's intelligent design maintains a consistent content flow at all times, reducing potential interruptions and distractions. The platform's back-up play feature allocates content to a neighboring secondary display if the primary display becomes unavailable. Should an individual video wall screen need replacement, MagicINFO configures the new screen to the established settings and prevents the need for manual programming. The MagicINFO Server also can pull information from connected databases to anticipate and publish content based on specific user group demographics or activities.
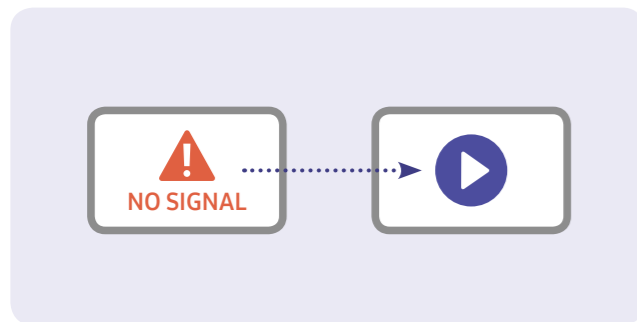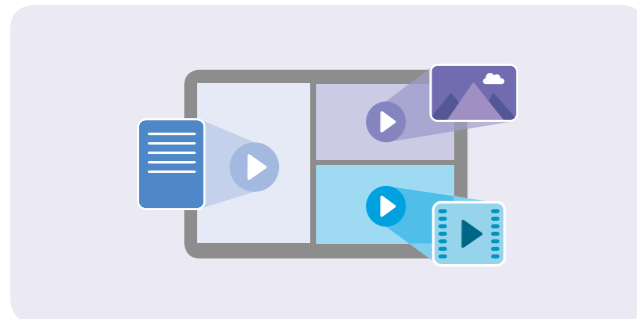
### Advanced Back-up Play
Create an error solution for visual displays including a backup setting that will continue to display important content even if the main device is out of order.
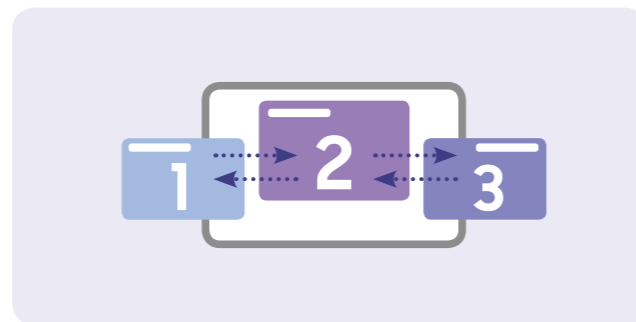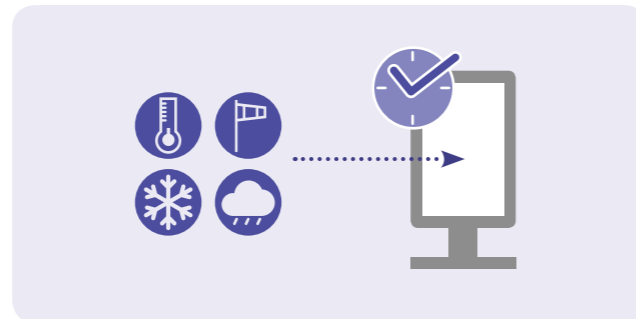
### Multi-Channel Management
Deploy up to ten multi-channels that are scheduled.

### Multi-Frame Management
Easily create multiple frames within a single display panel, each with the ability to play its own unique content.

### Real time Data Publish
Customize your content with real-time data and display the content through the sophisticated Datalink Server software.

### Smart Video Wall Replacement
When it comes time to upgrade to replace the video wall, the MagicINFO 6 software will internalize the video wall layout that was programmed.

### Do you know this?

For added convenience and impactful performance, Samsung's MagicINFO Server includes dedicated Web Authoring technologies.

Web Author

MagicINFO Server

## Detailed Performance Monitoring

In-depth monitoring and a real-time alert system offer MagicINFO users greater visibility into their overall display network performance. The MagicINFO platform oversees and identifies potential disruptions in both hardware and external server operations, and immediately contacts managers through email and mobile notifications.

### Device Monitoring
Conveniently monitor all content that is streaming through video wall devices on a single dashboard.

### Email Notification
The MagicINFO software will automatically send an email notification with an overview of the error to the main device if the system malfunctions.

### External Server Monitoring
This features allows for dynamic content distribution and the ability to monitor the status of the external server from the user dashboard.

### Error Detection
MagicINFO 6 software allows for proactive monitoring and provides over 40 hardware and software errors with information on how to diagnose and fix a problem on your network.

## Secure Hardware Management

As a content platform that can support both remote hardware and software management, MagicINFO centralizes and expands user control. The MagicINFO technology serves as a virtual "remote control," permitting content managers to change display properties from any location. Users also can establish multiple independent content frames on a single screen without interference or security challenges.
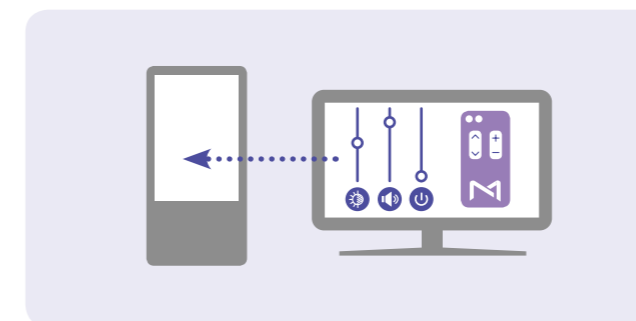
### Remote Control
Enable to adjust critical settings from any location, with an intuitive interface mirroring the experience of standing right in front of the display.
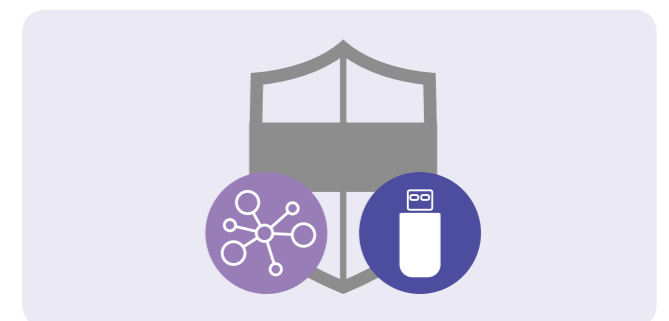
### Security Control
With this feature, user can monitor and control each signage's security setting including network port access and USB navigation based on company's security policy.

# MagicINFO Author

## Diversify and Enliven Business Content

Today's businesses require new and compelling content avenues that capture audience eyes while also upholding their own brand identity. Samsung's versatile Author technology empowers users to expand messaging potential without disrupting operations or demanding significant resources. The MagicINFO platform now includes an even broader library of templates, icons and images, offering greater opportunity for businesses of all formats to tailor content for their unique audience needs. Users also can customize and integrate visual effects to make featured text and imagery pop, and enhance engagement in captive settings – such as waiting rooms and transportation terminals – through widget connectivity. By syncing displays with Accuweather, RSS feeds and other data-based programs, operators can provide valuable real-time information and potentially direct attentive audiences to supplemental messaging.
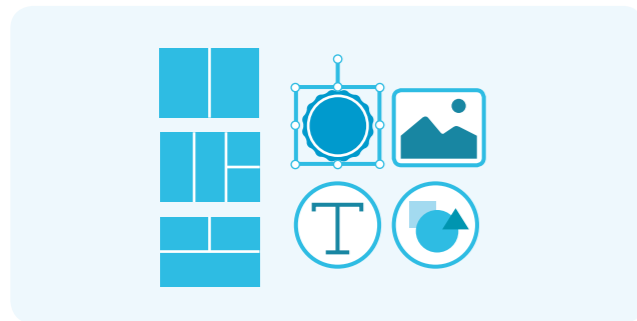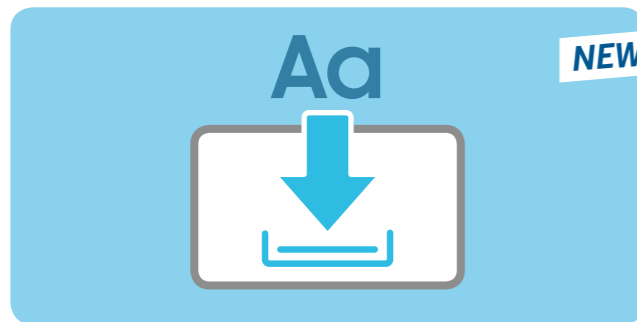
### Lots of Templates & Clip arts
MagicINFO 6 comes with built in decoration stickers and stamps to make content more visually appealing to the consumer.
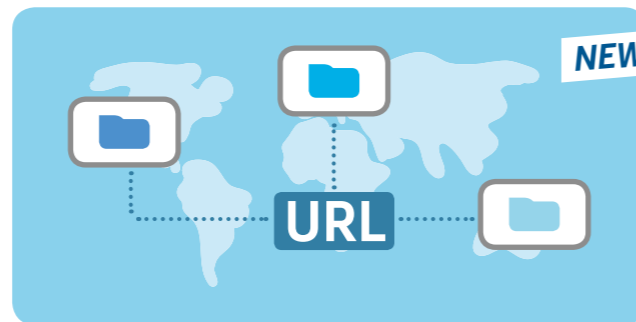
### Widget Integration
Customers can experience more dynamic, visually engaging content with built-in applications such as, Accuweaher, Media RSS and Preview.

### User's Font Support
This feature gives users the ability to customize and install personalized, preferred font that aligns with the established brand.

### Variable Tag
By simply tagging devices to a single URL destination, only one URL address is needed to access and edit content.

### Dynamic Visual Effect
The MagicINFO 6 display comes with new dynamic visual effects that can be customized for special occasions including snow, rain, confetti and smoke.

### CEF, QR Code Creation*
This feature allows for simple content creation, giving users the ability to create new content using a CE or QR code.
*This feature is only applied to I Player.

# MagicINFO Player

## Stream Clear, Brilliant Content without Interruption

Samsung's MagicINFO Player feature expands playback functionality while offering businesses new possibilities to engage and inform target audiences. Whether in portrait or landscape format, MagicINFO showcases content at consistent 4K UHD picture quality. This elevated graphic power also accelerates play and refresh rates to prevent lag or streaming delay, while also eliminating black screens or gaps as content transitions. The MagicINFO Player also accommodates up to three simultaneous FHD quality videos from multiple sources, empowering more diverse and captivating storytelling.
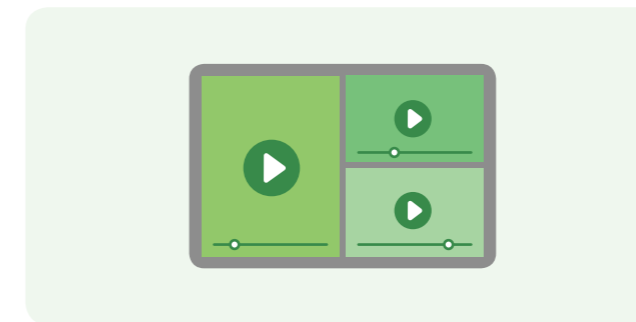
### UHD Content Playback*
Offers customizable and stunning UHD video playback.
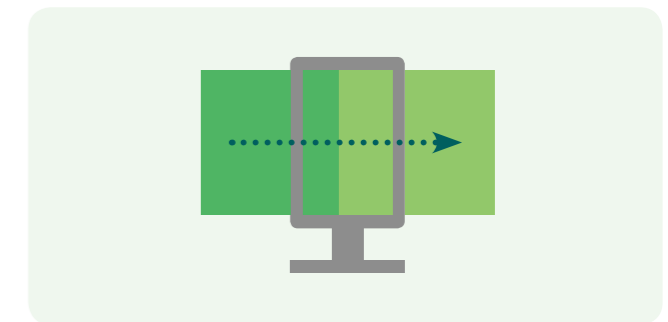*This feature can be varied based on hardware specifications of the device.

### HTML5 Playback
The highly-compatible HTML5 content allows users to efficiently and flawlessly play content it without any conversion or additional steps.

### Multi-Video Playback
Support up to three unique FHD videos in one single template for both landscape and portrait viewing mode.

### Seamless Content Transitions
This feature creates a smooth transition between content with no lag, black screen or gaps during playback.

### Remote Workspace
Supports remote access from the signage to the user's PC with improved security using the cloud server, this creates no need for PC or laptop in a meeting.

### Do you know this?
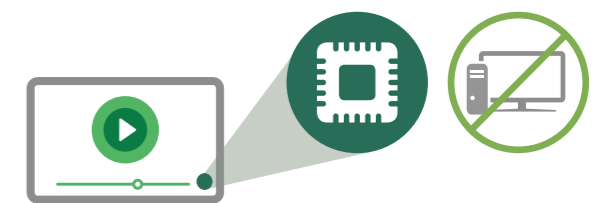
Powered by Samsung's System on Chip (SoC) technology, the MagicINFO platform supports PC-free content development and management.
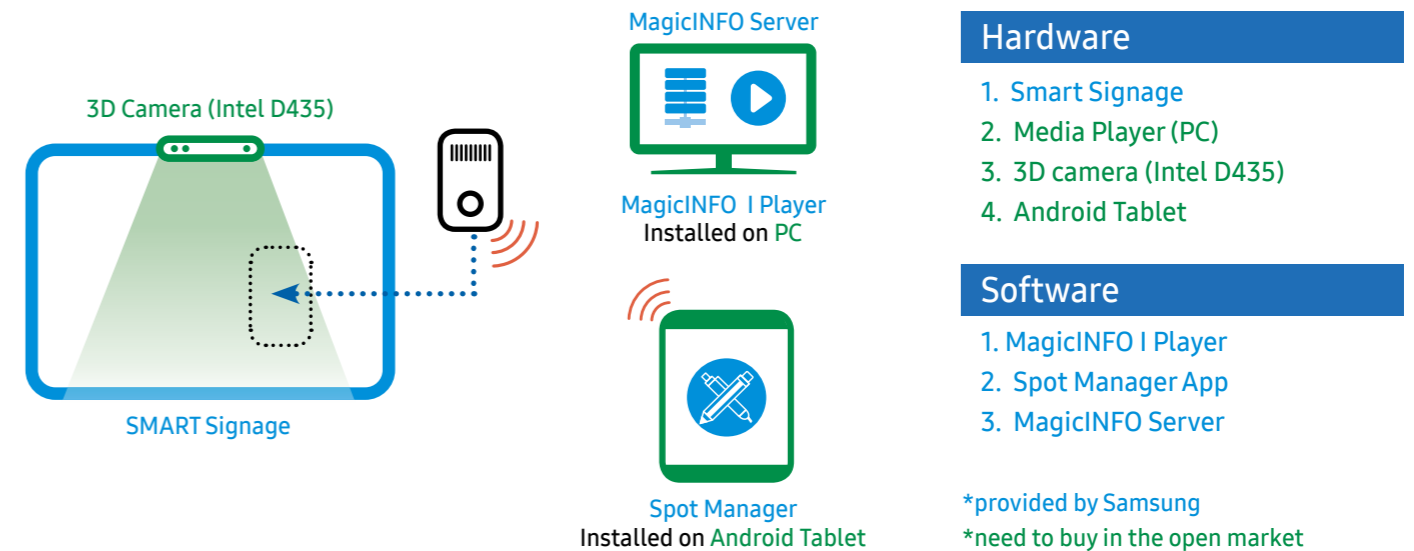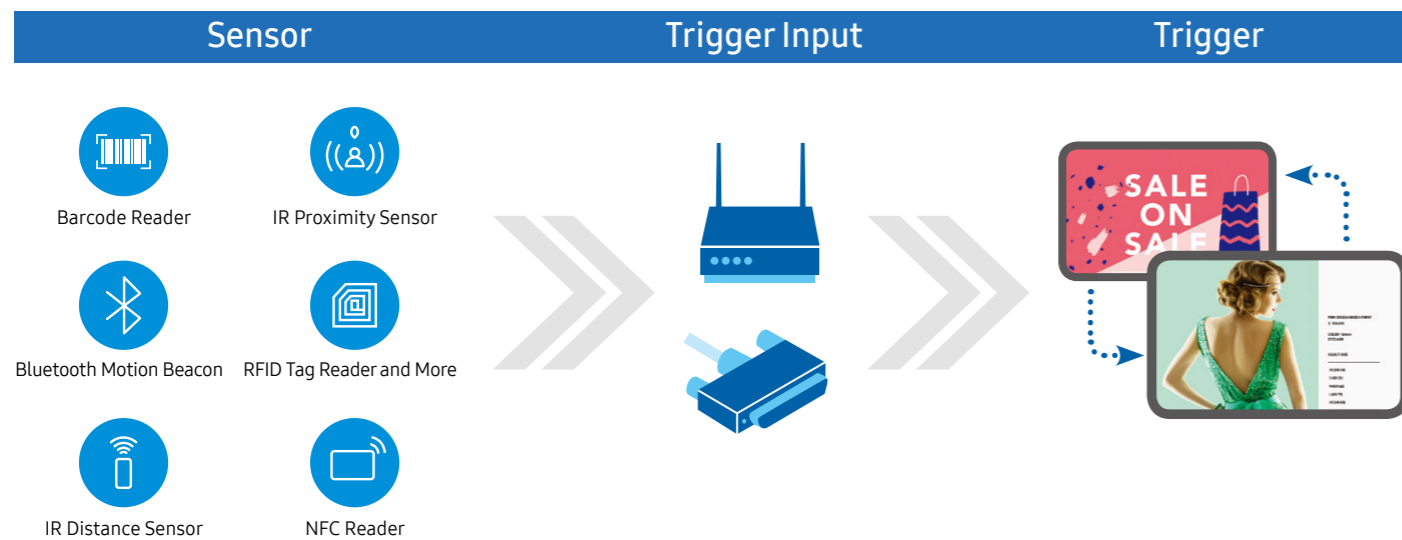
# Event Trigger

## Strengthen Customer Engagement and Purchase Intent through Tailored Content Delivery

Samsung's advanced MagicINFO platform elevates targeted audience interaction through specialized recognition sensors that trigger the deployment of product- or customer-centric content based on specific behaviors. The MagicINFO Player tool's compatibility with IR, NFC, Barcode and RFID indicators allows managers to program content that automatically appears following a customer action, ranging from a personalized welcome message to sales or promotional content connected to a certain product or service. Users also can program certain areas of their screen to adjust with specific customer responses, rather than simply replacing the entire screen.

# Spot Solution

## Respond to Consumers' Motions in 3D for Real-Time Content Updates

Beyond reactive targeted content delivery, Samsung's MagicINFO platform features state-of-the-art detection technologies to better offer real-time messaging that suits customer needs. A connected 3D camera captures and studies customers' motions and activities, and works with the complementary Spot Manager app and MagicINFO I Player facilitator to place relevant content in the areas of greatest visibility. This Spot solution intelligence enables businesses to better craft and deploy messages that will resonate and inspire customer activity.

| Sensor | | Trigger Input | Trigger |
|---|---|---|---|
| Barcode Reader | IR Proximity Sensor | | SALE ON SALE |
| Bluetooth Motion Beacon | RFID Tag Reader and More | | |
| IR Distance Sensor | NFC Reader | | |

**3D Camera (Intel D435)**

**MagicINFO Server**

**MagicINFO I Player** Installed on **PC**

**SMART Signage**

**Spot Manager** Installed on **Android Tablet**

### Hardware
1. Smart Signage
2. Media Player (PC)
3. 3D camera (Intel D435)
4. Android Tablet

### Software
1. MagicINFO I Player
2. Spot Manager App
3. MagicINFO Server

*provided by Samsung
*need to buy in the open market

# Advanced Features

## Operational Benefit

### Reduce Maintenance Efforts with Corporate Aligned Management

MagicINFO offers a host of features that streamline maintenance, saving users valuable time and eliminating common operational frustrations. Upon activation of the Premium Server's LDAP Organization Sync functionality, the MagicINFO platform automatically connects with the LDAP server and assigns and stores user IDs and roles. The platform also designates multiple managers as administrators, preventing delays should a single person become unavailable. The MagicINFO Solution's ideal combination of flexibility, reliability and ease of use ensures optimal performance while reducing costs and operational burden.

### Multi Administrator
MagicINFO 6 software has a multi administrator setting for every administrator connected to the server, which allows for simple share of work.
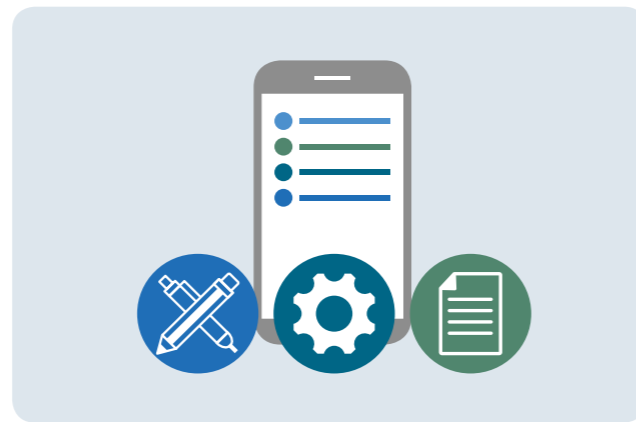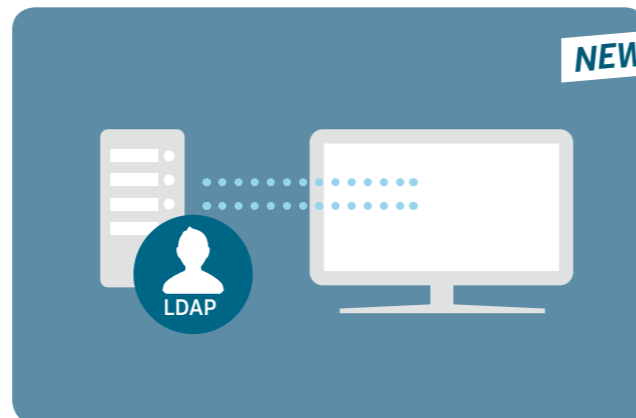
### Mobile Access
Users can connect to the server at any time, whether they be remote, working from home or on the weekends.

### Web Manual
The web manual setting allows the user to easily update and maintain the manual on the web.

### Advanced Sync LDAP Organization
This feature allows customers to sync existing LDAP groups with Premium Server groups automatically, enabling customers to manage several groups through one server.

## Partner Benefit

### Customize Content that Reinforces Branding and Meets Operational Needs

The MagicINFO solution is the most customizable yet, offering new ways for businesses to craft content that suits their brand and operational needs. Backed by an Open API structure, the MagicINFO platform accommodates the branding and messaging demands of any environment. During turning on a device, users also can program to display their own logos or taglines on the screen. Depending on the scenario, design teams also can easily work within MagicINFO to create customized templates, ranging from QSR menu boards to promotional retail landscapes.

### Open API
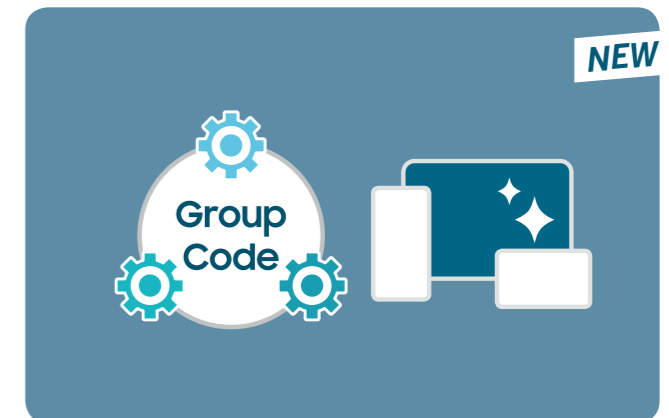This feature expands APIs to allow sellers to rebrand or customize a solution.

### Customized Template
Customization is simple with this tool, allowing consumers to create unique template to appeal to their specific consumer.

### Display Customized Logo
Users can display a customized logo while turning on a device to ensure brand visibility.

### Device Group Code
Save time with initial setting recognition, the server will automatically store the settings which will increase productivity.