

QSR Display Solutions

A vibrant future for food & beverage

Outdoor Signage | Video Wall | Kiosk | LED signage | UHD signage | Business TV | Flip | Business Monitor | MagicINFO

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For more information

For more information about Samsung Smart Signage, Smart LED Signage and Business Monitor, visit www.samsung.com/business or www.samsung.com/displaysolutions

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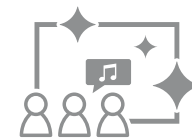
Samsung Electronics Co., Ltd.
416, Maetan 3-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-772, Korea





Transforming the QSR industry with powerful, vibrant digital displays

With increasing competition and the growing trend of contactless transactions, the QSR industry has had to make rapid changes in how they present information to customers. More than ever, these restaurants must be delivering a service that surprises and delights guests, enticing customers and driving more foot traffic. It's critical that every interaction counts, ensuring guests receive the right information at the right time, keeping them coming back for more. That's why restaurants are relying on Samsung's QSR display solutions to highlight products and services, creating a modern customer experience. For QSRs looking to take advantage of the digitization and modernization happening across the QSR industry, Samsung is the ideal partner.



Attract and delight more guest

One of the keys to success for any QSR is the ability to entice customers both in and out of the restaurant. Rich, vibrant images that display new menu items and promotions capture customer attention. Once they are interacting with the restaurant, Samsung's QSR displays ensure a seamless customer experience, delighting customers and ensuring more profitable transactions.



Make Every guest interaction count

Dynamic menus that can be customized to suit any moment in time, from a local event to a major holiday, enable better upselling opportunities and a more personalized service that keeps customers coming back for more. Plus, Samsung QSR displays support multi-service locations for a more connected experience, while faster ordering ensures greater convenience and satisfaction for every guest.

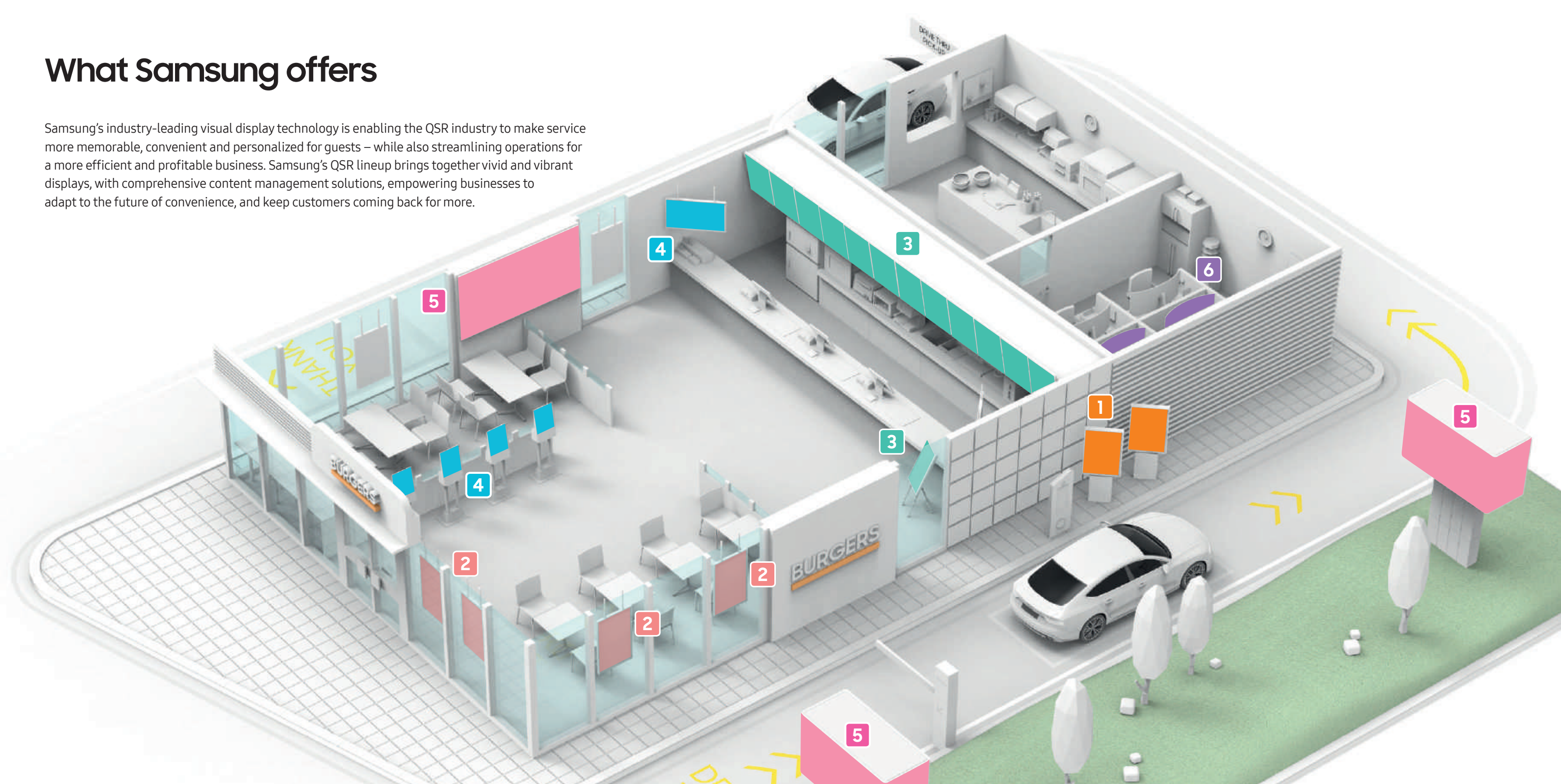


Run more efficiently

Efficiency is critical in ensuring seamless customer service, as well as maximum profitability. Samsung's QSR display solutions speed up ordering, improve team communications and with MagicINFO, boost overall efficiency while lowering overheads. Samsung displays are also durable, weather-proof and shatter-resistant for always-on business use, regardless of any lighting or weather conditions.

What Samsung offers

Samsung's industry-leading visual display technology is enabling the QSR industry to make service more memorable, convenient and personalized for guests – while also streamlining operations for a more efficient and profitable business. Samsung's QSR lineup brings together vivid and vibrant displays, with comprehensive content management solutions, empowering businesses to adapt to the future of convenience, and keep customers coming back for more.



Outdoor Digital Menu Board

Samsung's outdoor menu boards deliver consistently clear content in a variety of outdoor environments and lighting conditions, enabling maximum audience engagement. Plus, the displays are built to withstand outdoor elements that might affect the display.



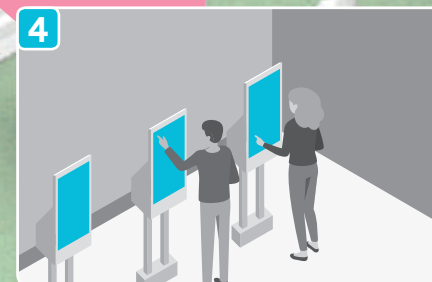
Window Display

With brilliant brightness even in direct sunlight, Samsung's window displays ensure that all content captures the attention of customers. The slim, sleek design also enables the display to fit seamlessly into any restaurant interior.



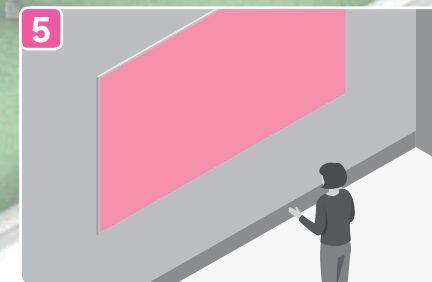
Indoor Digital Menu Board

Samsung's indoor menu boards deliver vibrant images even when exposed to direct light, while wide viewing angles mean content is visible wherever a customer is standing, meaning guests have the information they need to inform purchases.



Order Management Display

Order management displays, such as Samsung's all-in-one KMA series, offer helpful and convenient interactions to guests, improving operational efficiency as well as providing new upselling opportunities.



Promotion Display

Samsung's indoor and outdoor LED signage and premium signage attract customer attention and delight guests with eye-catching content.



Back-of-house

Samsung offers advanced management solutions that help to ensure the smooth running of the back-of-house, ensuring that staff can focus on what matters most – delivering a premium experience to all guests.

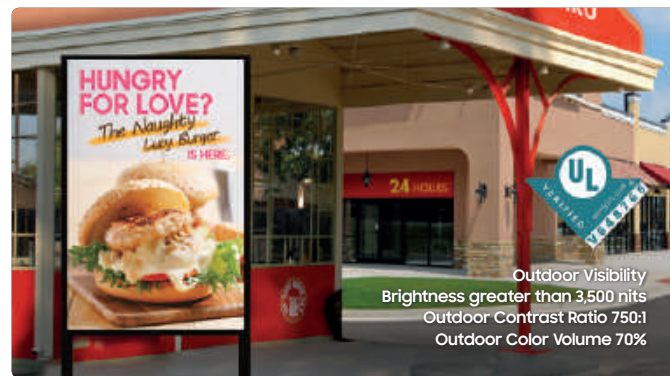
Outdoor digital menu board

Deliver clear information and content in all conditions

Samsung's outdoor signage series provide the most clear, bright and realistic images to attract and engage audiences, as well as, increase in-store visits. Regardless of weather conditions, consumers can approach the menu board to easily recognize the contents thanks to the display's high visibility.



OHA / OHN / OHN-D series



*Images and enclosure are simulated and for illustration purpose only.

Outdoor Visibility
Brightness greater than 3,500 nits
Outdoor Contrast Ratio 750:1
Outdoor Color Volume 70%

Outdoor visibility

The OH55A is UL-certified for outdoor visibility, offering brightness greater than 3,500nits and 24/7 performance to deliver crisp and vivid content, supported by a built-in auto brightness sensor which automatically adjusts the brightness based on any external lighting, for a versatile and operationally efficient display.



High visibility



Auto brightness sensor



24/7 Operation



Low reflection

Resistant to outdoor elements

The OHN series is verified to perform in outdoor settings. IP56-rated protection* ensures the OHN series will withstand physical impact as well as dust**, humidity or other outdoor elements that could affect the display.



High durability



Weather proof



IP56 certification



Magic Protection Glass

* Additional glass needed for kit type.

** Ingress of dust is not entirely prevented, but will not accumulate in sufficient quantities to interfere with the satisfactory operation of the equipment.

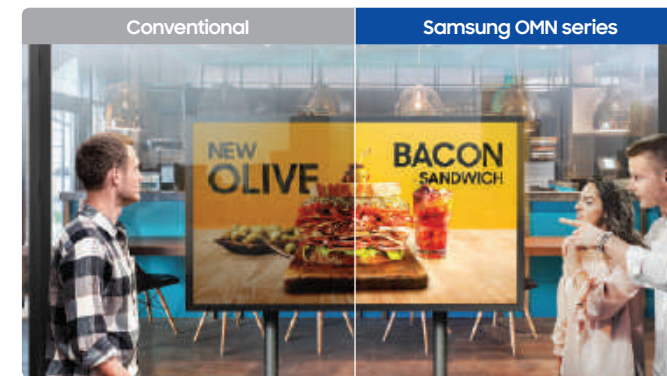
Window display

Catch the eye of potential customers

Designed for storefront windows, Samsung's semi-outdoor displays not only deliver an image with flawless clarity, but are also designed to maintain superior picture quality and visibility even when exposed to direct sunlight – a common challenge for conventional in-window displays.



OMN / OMN-D series



* Contrast ratio varies by model.

Brilliant presentation for all

Unlike conventional digital signage, the OMN Series delivers content that stands out, regardless of outdoor elements. Featuring 4,000 nit brightness and a high contrast ratio up to 5,000:1*, the OMN Series' display remains bright and clear, delivering an uncompromised picture that will capture the attention of potential customers - even in direct sunlight.



High Brightness



High Contrast Ratio



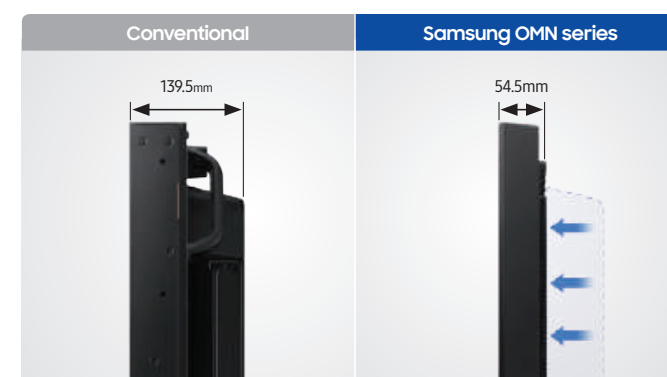
Polarized sunglasses support



Resistant to direct sunlight

Modernize space with slim design

Through innovative design, the OMN Series delivers real-to-life pictures with a remarkably slim 54.5mm depth. Its compact size makes the display a natural extension of the store, as opposed to an addition that ties up valuable space. It also gives QSRs greater flexibility in storefront design. Meanwhile, customers remain focused on rich, engaging content on a sleek, sophisticated display and won't be distracted by a bulky display.



* "Conventional" refers to Samsung's OMD-W series.



Slim depth



No cord clutter



Energy efficiency



Dual display

Indoor digital menu board

Keep customers engaged with vibrant content, visible from any angle

Samsung's indoor digital menu board displays catch the eye of customers even from a wide viewing angle or in a range of lighting conditions. The crisp, clear images ensure consumers can easily see the menu and feel confident they are making the right choice.



VHR-R / VHT-E / VMT-E / VMT-U series



View content from any angle

Wide viewing angles mean content is easily visible even if guests aren't standing directly in front of the display, meaning customers can clearly see the menu options regardless of where the screen is. Plus, wide viewing angles means an indoor menu board can become the center of a QSR's communications.



Horizontal



Vertical



500nit

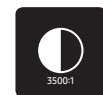


Vibrant images in any light

Non-glare panels evenly distribute light across the screen to ensure menu content can be seen accurately, creating a comfortable and satisfactory customer experience. Combined with a high contrast ratio and 24/7 operation, visuals are vivid and eye-catching any time of day or night.



Non-Glare Panel



High Contrast Ratio



24/7 Operation

* "Conventional" refers to video walls that have glare panels

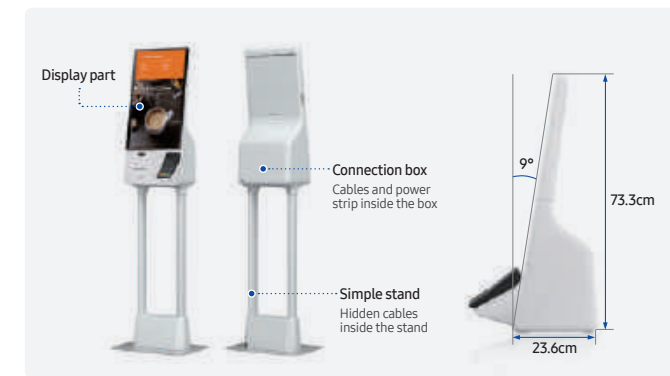
Self-ordering Kiosk

Enhance efficiency while creating upselling opportunities

Samsung Kiosk offers an all-in-one solution, providing versatile payment options without the need for a PC or other peripherals. The Kiosk increases efficiency and reduces operation and maintenance needs, allowing staff to focus on other business priorities and additional upselling opportunities.



KMA series



* Wall mount must be purchased separately.

Compact and modern design

The Samsung Kiosk adopts a modular design which provides a variety of customer payment options including credit card, barcode, QR code and NFC, along with a built-in printer. This means it needs no additional peripherals for an advanced, all-in-one solution that also makes maintenance fast and easy



Compact design



All-in-one solution

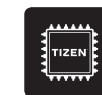


Various installation options



Powerful solution with no PC needed

Samsung Kiosk is built based on Samsung's proven SoC (System on Chip) technology. This enables the kiosk to function without the need for an external PC, delivering powerful and reliable technology for a seamless customer experience.



PC-less solution



Powerful security



Remote Management

Promotional Display

Promote special offers with dynamic content options

Samsung's innovative, indoor and outdoor LED and premium displays provide QSRs with an optimized tool for promotions, showcasing dynamic content, menu items and special offers to customers while they wait, driving increased sales.



XPR series



Built for the elements

The XPR series features an advanced heat dissipation mechanism to prevent overheating. The cabinets are also IP66 rated both front and back, while the cabinet and components inside are waterproof for added reliability in any weather conditions, ideal for QSR environments such as drive-thrus.



Heat dissipation



IP66 (front/back)

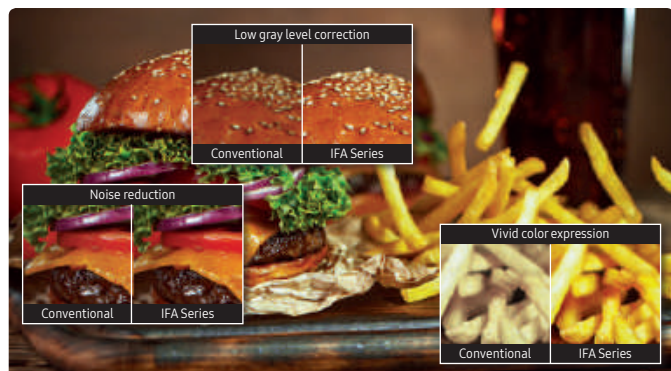


Superior reliability



High Quality component

IFA / IFR / IER / IEA series



Best-in-class LED picture quality

Samsung's IF series ensures optimal and uninterrupted picture quality so customers can clearly see all the options available. The IF series provides best-in-class picture quality for LED, producing images with exact color expression for vivid and vibrant menus that catch the eye.



Vivid color expression



Noise reduction

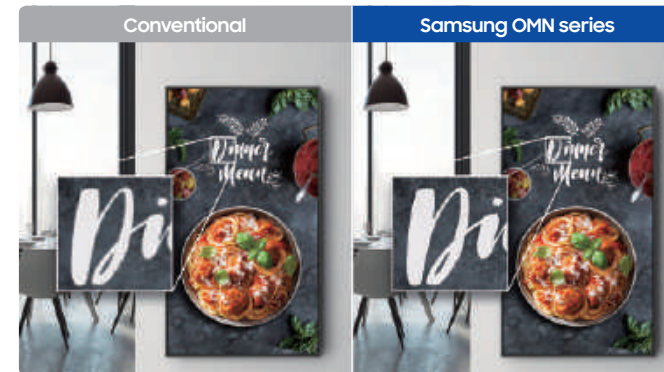


Linear grayscale



Color expert led

QHR / QMR / QBR series



* "Conventional" refers to the models that do not adopt UHD upscaling function.

Intelligent UHD upscaling

Samsung's cutting-edge, intelligent UHD upscaling technology performs edge restoration and noise reduction to deliver perfect UHD picture quality for QSRs, even with lower resolution content. This "future-proof" solution ensures best-in-class picture quality regardless of the original content resolution.



Intelligent UHD engine



Noise Reduction



Edge Restoration



HDR+

Slim and symmetrical design

The QMR and QBR series feature an all-new symmetrical design, simplifying wall mounting and ensuring installation is seamless. The flat back and slim depth ensure a display that will stand the test of time and enhance any restaurant environment.



Symmetric



Slim Depth



Narrow bezel



Long Life Cycle

Business TV

Never miss a promotion opportunity with dynamic content

Samsung Business TV is the ideal display solution for small and medium sized restaurants and cafe owners, enabling them to showcase both dynamic content and promotional messages.



BEA-H series



* Operation hour specification may vary by country.

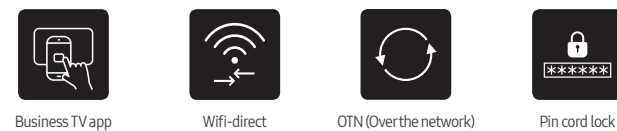
Eye-catching content

Samsung's Business TV delivers an eye-catching visual experience with UHD resolution in a range of sizes to fit any QSR environment. Crystal Display ensures optimized color expression, while High-Dynamic Range improves brightness levels to better keep the attention of customers and leave a lasting impression for future sales opportunities.



Control content with your personal device

Samsung Business TV app, available for Android and iOS devices, provides convenience by allowing users to remotely manage and control content on connected Business TVs, ensuring the right content is shown at the right time in any restaurant to maximize customer engagement.



* Image simulated for illustration purposes

Standing digital menu board

Promote special offers to customers with dynamic content options

Samsung Flip, an interactive, moveable display provides QSRs with another option to showcase dynamic content, menu items and special offers while customers wait.

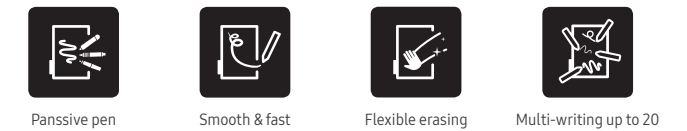


Flip (WMR series)



Immediate writing and drawing

A QSR store manager can quickly add an idea or content to the display while continuously showing pre-loaded content. This ensures every store can respond to local, individual needs and changes while also being able to show centralized content across a number of stores at once.



Versatile usage

Samsung Flip can showcase content in portrait or landscape mode thanks to convenient pivot functionality. This versatile display can also be easily moved and provides a screen-locking function to prevent any unintended modification of content.



Management solution

Improve operational efficiency with intuitive management solution

Intuitive management solutions to control digital displays throughout QSRs, allowing users to create and update information easily and as needed. At the same time, crews can easily control individual situations with a versatile business monitor.

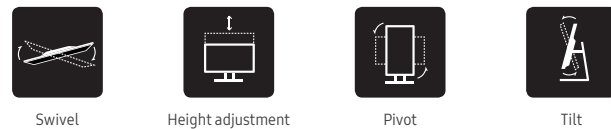


High resolution / Business monitor



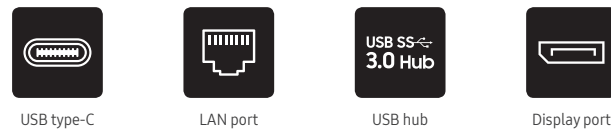
Built to fit your business space

With life-like picture quality, versatile inputs, and ergonomic designs that minimize eye strain, Samsung's comprehensive monitor lineup is an instant upgrade for any business environment. Samsung's ergonomic, customizable business monitors feature a height-adjustable stand and pivot, swivel, and tilt option that allow users to adjust positioning and place screens at the most comfortable position. If necessary, these displays also can be removed and attached to VESA-supported wall mounts for added visibility.



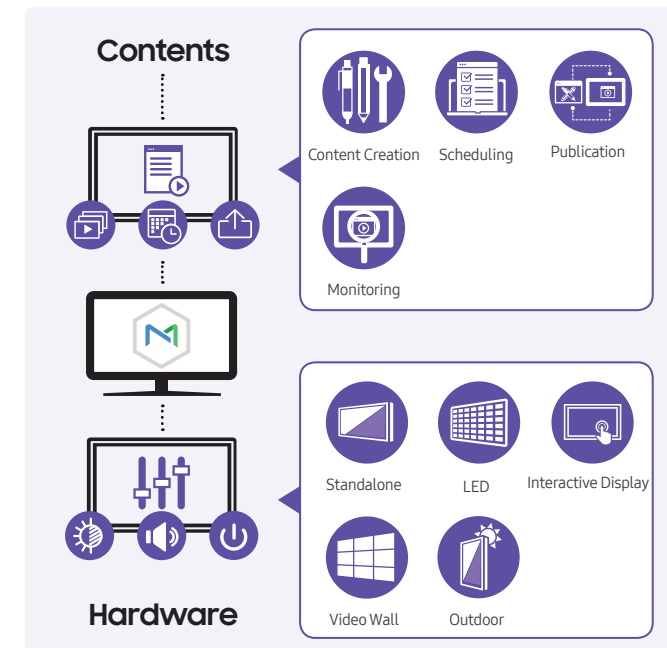
Ultimate connectivity with a single cable

The USB type-C port enables you to power, send data and even display signals between devices with just one connection. Its single connection architecture enables you to enjoy a work environment that is clutter-free and stress-free. With 90W charging output, your laptop charges while connected to the monitor, eliminating the need to carry a charger. The monitor's LAN port also allows a laptop without a LAN port to simply connect to the monitor for Ethernet use.



MagicINFO solution

Samsung's comprehensive MagicINFO platform can remotely manage both hardware and software through one single-point management system. With this solution, QSRs can conveniently create, schedule and deploy content and menu items across an entire digital menuboard. The platform is compatible with a host of display types, ensuring the delivery of compelling content regardless of the operational framework

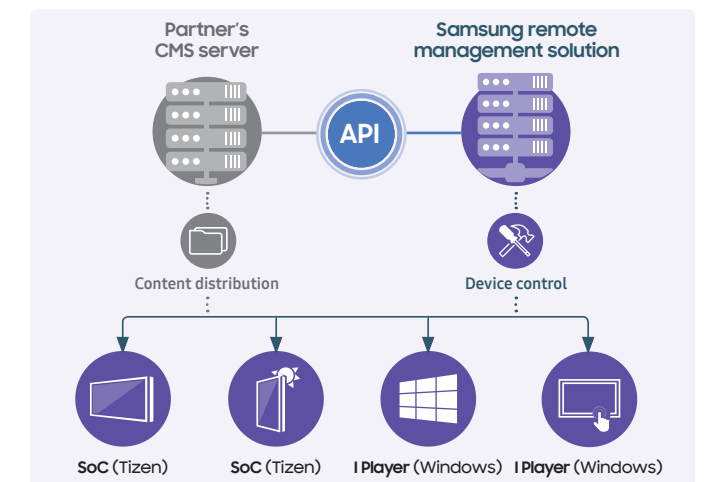


SSSP solution

The Samsung Smart Signage Platform (SSSP) is an, open-source, all-in-one solution that is embedded in Samsung's Smart signage and doesn't require any additional devices to communicate with the server and play digital media. SSSP provides an integrated media player by giving partners the freedom to create software directly on their Samsung displays.

Remote management solution

Thanks to Samsung Remote Management solution, an SSSP Partner that has its own CMS solution can perform in-depth remote monitoring of digital devices and eliminate the need for site visits or service calls.



Specifications

Outdoor display

Type	Project	Screen Size	Resolution	Brightness	Contrast Ratio	Operation Hour	IP Rating	Connectivity	S/W
Full outdoor	OHN	85"	3840 x 2160	3,300 nit	3,000:1	24/7	IP56	In: DP1.2, HDMI 2.0(2), HDCP 2.2, USB2.0 Out: Stereo Mini Jack Ext: RS232C(In), RJ45(In)	Built-in MagicInfo Player S6
	OHN-D	85"	3840 x 2160	3,300 nit	3,000:1	24/7	IP56	In: DP1.2(2), HDMI 2.0(4), HDCP 2.2, USB2.0(2) Out: Stereo Mini Jack Ext: RS232C(In), RJ45(In)	Built-in MagicInfo Player S6
	OHA	55"	1920 x 1080	3,500 nit(peak 4000 nit)	5,000:1	24/7	IP56	In: HDMI 2.0(2), HDBaseT(LAN Common), HDCP 2.2, USB2.0 Out: Stereo Mini Jack Ext: RS232C(In/Out), RJ45(In/Out), HDBaseT	Built-in MagicInfo Player S6
Window display	OMN	46",55"	1920 x 1080	4,000 nit	5,000:1	24/7	IP5X	In: DP1.2, HDMI 2.0(2), HDCP 2.2, USB2.0 Out: HDMI 2.0, Stereo Mini Jack Ext: RS232C(In/Out), RJ45(In/Out)	Built-in MagicInfo Player S6
	OMN-D	46",55"	1920 x 1080	3,000 nit(front) 1,000 nit(back)	5,000:1	24/7	IP5X	In: HDMI 2.0(2), HDCP 2.2, USB2.0(2) Ext: RS232C(In), RJ45(In)	Built-in MagicInfo Player S6

Video wall display

Project	Screen Size	Resolution	Brightness	Contrast Ratio	Operation Hour	B-to-B (mm)	Bezel Width	Connectivity
VHR-R	55"	1920 x 1080	700 nit	1,100:1	24/7	0.88mm	0.44mm (Even)	In: DVI-D, DP1.2, HDMI 2.0(2), HDCP 2.2, Stereo Mini Jack Out: DP1.2(Loop-out), Stereo Mini Jack Ext: RS232C(In/Out), RJ45
VHT-E	55"	1920 x 1080	700 nit	1,200:1	24/7	1.8mm	0.9mm (Even)	In: DVI-D, DP1.2, HDMI 2.0(2), HDCP 2.2, Stereo Mini Jack Out: DP1.2(Loop-out), Stereo Mini Jack Ext: RS232C(In/Out), RJ45
VMT-E	55"	1920 x 1080	500 nit	1,200:1	24/7	1.8mm	0.9mm (Even)	In: DVI-D, DP1.2, HDMI 2.0(2), HDCP 2.2, Stereo Mini Jack Out: DP1.2(Loop-out), Stereo Mini Jack Ext: RS232C(In/Out), RJ45
VMT-U	46",55"	1920 x 1080	500 nit	1,200:1	24/7	3.5mm	2.25mm(U/L), 1.25mm(R/B) (46") 2.3mm(U/L), 1.2mm(R/B) (55")	In: DVI-D, DP1.2, HDMI 2.0(2), HDCP 2.2, Stereo Mini Jack Out: DP1.2(Loop-out), Stereo Mini Jack Ext: RS232C(In/Out), RJ45

UHD signage

Project	Screen Size	Resolution	Brightness	Contrast Ratio	Operation Hour	Panel Type	Connectivity	SoC
QHR	43",50",55", 65",75"	3840 x 2160	700 nit	4,000:1	24/7	Non-glare	In: DVI-D, DP1.2, HDMI 2.0(2), HDCP 2.2, Stereo Mini Jack, USB2.0(2) Out: HDMI 2.0(Loop-out), Stereo Mini Jack Ext: RS232C(In/Out), RJ45	SSSP6
QMR	32", 43",50",55", 65",75",85"	1920 x 1080(32") 3840 x 2160	500 nit	4,000:1	24/7	Non-glare (43",50",55", 65",75",85")	In: DVI-D, DP1.2, HDMI 2.0(2), HDCP 2.2, Stereo Mini Jack, USB2.0(2) Out: HDMI 2.0(Loop-out), Stereo Mini Jack Ext: RS232C(In/Out), RJ45	SSSP6
QMT	98"	3840 x 2160	500 nit	1,200:1	24/7	Non-glare	In: DVI-D, DP1.2, HDMI 2.0(2), HDCP 2.2, Stereo Mini Jack, USB2.0(2) Out: HDMI 2.0(Loop-out), Stereo Mini Jack Ext: RS232C(In/Out), RJ45	SSSP6
QBR	43",50",55", 65",75",85"	3840 x 2160	350 nit	4,000:1	16/7	-	In: DVI-D, HDMI 2.0(2), HDCP 2.2, Stereo Mini Jack, USB2.0(2) Out: Stereo Mini Jack Ext: RS232C(In/Out), RJ45	SSSP6
QBT	98"	3840 x 2160	350 nit	1,200:1	24/7	Non-glare	In: DVI-D, DP1.2, HDMI 2.0(2), HDCP 2.2, Stereo Mini Jack, USB2.0(2) Out: HDMI 2.0(Loop-out), Stereo Mini Jack Ext: RS232C(In/Out), RJ45	SSSP6

Interactive display

Project	Screen Size	Resolution	Brightness	Contrast Ratio	Operation Hour	Touch Type	# of Touch	Connectivity	S/W
Kiosk (KMA)	24"	1920 x 1080	250 nit	1,000:1	16/7	Capative	Single touch	In: [Display part]HDMI1.4, USB / [Connection box part] USB(3) Out: [Display part] Touch Out [Connection box part] RS232C(3), RJ45 Ext: RS232C(In/Out), RJ45	-

Business TV

Project	Screen Size	Resolution	Brightness	Contrast Ratio	Operation Hour	Features	Connectivity
BEA-H	43",50",55",65", 70",75",82"	3840 x 2160	250 nit	4,700:1	16/7	*Crystal processor 4K, UHD Upscaling, 16/7 operation hour, Samsung Business TV app, Mobile Connection, Web browser, YouTube, Game mode, Remote Access, Auto on-off timer, Security lock	In: HDMI(2), HDCP1.4/2.2, USB(1), Out: Optical Ext: RJ45 Wireless: WiFi 5, Bluetooth

LED signage

Type	Project	Pixel Pitch	Diode type	Brightness (Peak/Max)	Contrast Ratio	Certification	Service	IP rating
Indoor	IFA	P2.1, P2.5, P4.2	Surface Mount Device (SMD)	1,600 nit / 1,000 nit (P2.1) 2,400 nit / 1,200 nit (P2.5) 1,700 nit / 1,200 nit (P4.2)	7,500:1 (P2.1) 10,000:1 (P2.5) 10,000:1 (P4.2)	EMC Class B, Safety 62368-1/60950-1, TUV, EN13501-1 Class B (TBD)	Front	IP20
	IFR	P1.5, P2.0, P2.5, P4.0	Surface Mount Device (SMD)	1,600 nit / 800 nit (P1.5) 1,600 nit / 1,000 nit (P2.0) 2,400 nit / 1,200 nit (P2.5) 1,500 nit / 900 nit (P4.0)	12,000:1 (P1.5) 7,200:1 (P2.0) 12,000:1 (P2.5) 8,300:1 (P4.0)	EMC Class A, Safety 62368-1/60950-1	Front	IP20
	IER	P1.5, P2.0, P2.5, P4.0	Surface Mount Device (SMD)	1,000 nit / 500 nit (P1.5) 1,200 nit / 600 nit (P2.0) 1,200 nit / 600 nit (P2.5) 1,200 nit / 600 nit (P4.0)	6,000:1 (P1.5) 8,000:1 (P2.0) 6,000:1 (P2.5) 8,000:1 (P4.0)	EMC Class A, Safety 62368-1/60950-1	Front	IP20
	IEA	P2.5, P4.0	Surface Mount Device (SMD)	1,000 nit / 500 nit (P2.5) 800 nit / 500 nit (P4.0)	5,000:1	EMC Class A, Safety 62368-1/60950-1	Front	IP20
Outdoor	XPR-S	P6.0, P8.0, P10.0, P16.0	Surface Mount Device (SMD) (P6.0, P8.0, P10.0) Discrete Lamp (DIP) (P16.0)	8,000 nit	8,000:1	CE, UL / ULC listed, Safety 62368-1, 60950-1	Front and Rear	IP66
	XPR-E	P6.0, P8.0, P10.0, P16.0, P20.0	Surface Mount Device (SMD) (P6.0, P8.0, P10.0) Discrete Lamp (DIP) (P16.0, P20.0)	7,000 nit (P6.0, P8.0, P10.0) 7,500 nit (P16.0, P20.0)	7,000:1 (P6.0, P8.0, P10.0) 7,500:1 (P16.0, P20.0)	CE, UL / ULC listed, Safety 62368-1, 60950-1	Front and Rear	IP66

* Detailed specification may vary by model ** Peak value according to IDMS (Information Display Measurement Standard) *** Contrast Ratio: Measured under 10lux light. Contrast in darkroom exceeds 1000000:1 **** Front service: Front service to power supply and main board on a cabinet level

Business monitor

Project	Screen Size	Flat/Curved	Aspect ratio	Resolution	Panel	Brightness (Typ.)	Refresh rate	Connectivity
S95UA	49"	Curved(1800R)	32:9	Dual QHD	VA	350cd/m ²	60Hz *120Hz when connected by DP	USB type-C, LAN, USB Hub(3.0x3EA), HDMI(2.0x2EA), DP(1.4x1EA)
S80UA	27"	Flat	16:9	UHD	IPS	300cd/m ²	60Hz	USB type-C, USB Hub(3.0x3EA), HDMI(2.0x1EA), DP(1.2x1EA)
S65UA	34"	Curved(1000R)	21:9	Ultra WQHD	VA	300cd/m ²	100Hz	USB type-C, LAN, USB Hub(3.0x3EA), HDMI(2.0x1EA), DP(1.2x1EA)
S60UA	27"	Flat	16:9	QHD	IPS	300cd/m ²	75Hz	USB type-C, LAN, USB Hub(3.0x3EA), HDMI(1.4x1EA), DP(1.2x1EA)