

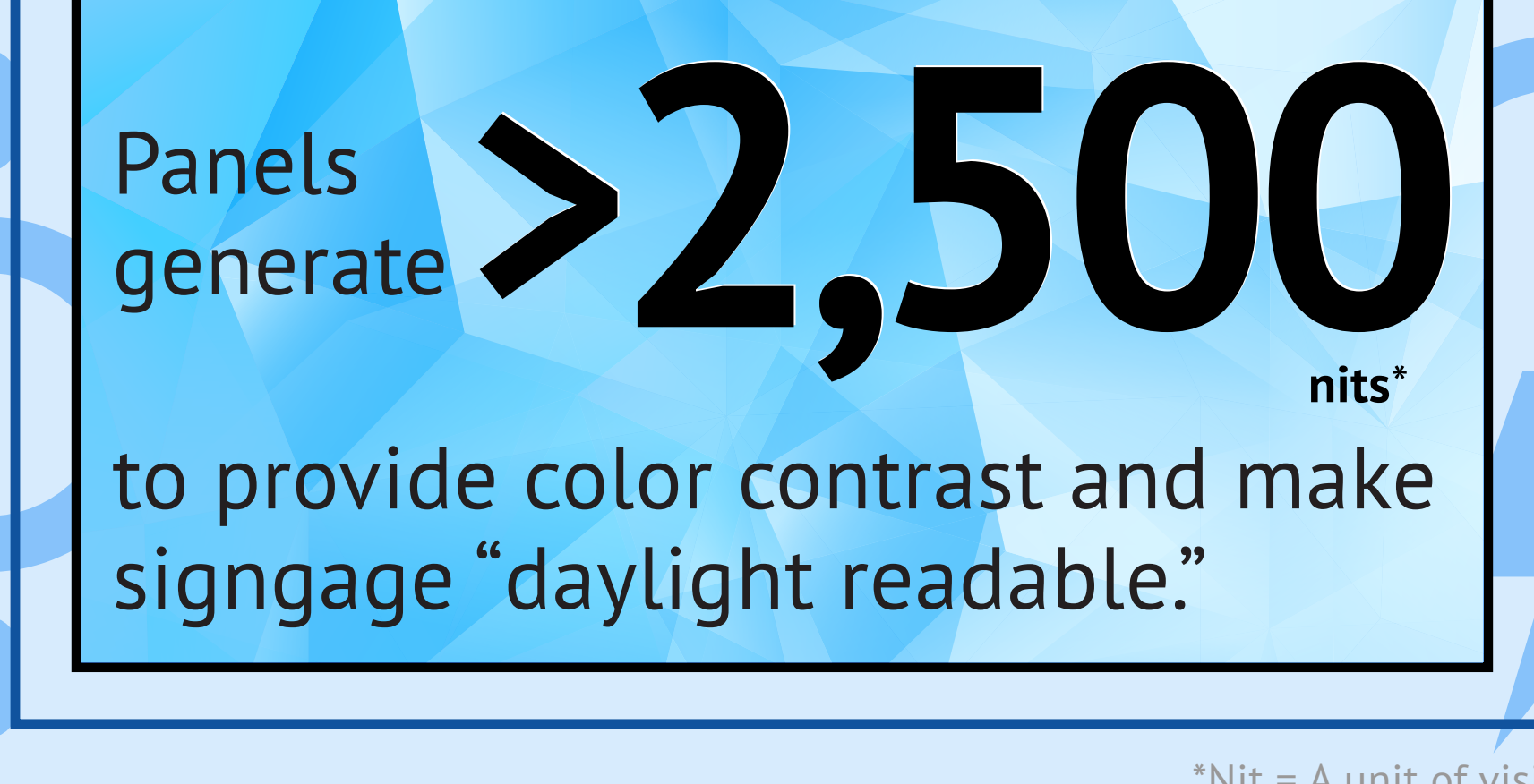
High-Bright Digital Signage

Now Compelling and Readable in Any Weather



Challenging Weather is No Longer an Issue

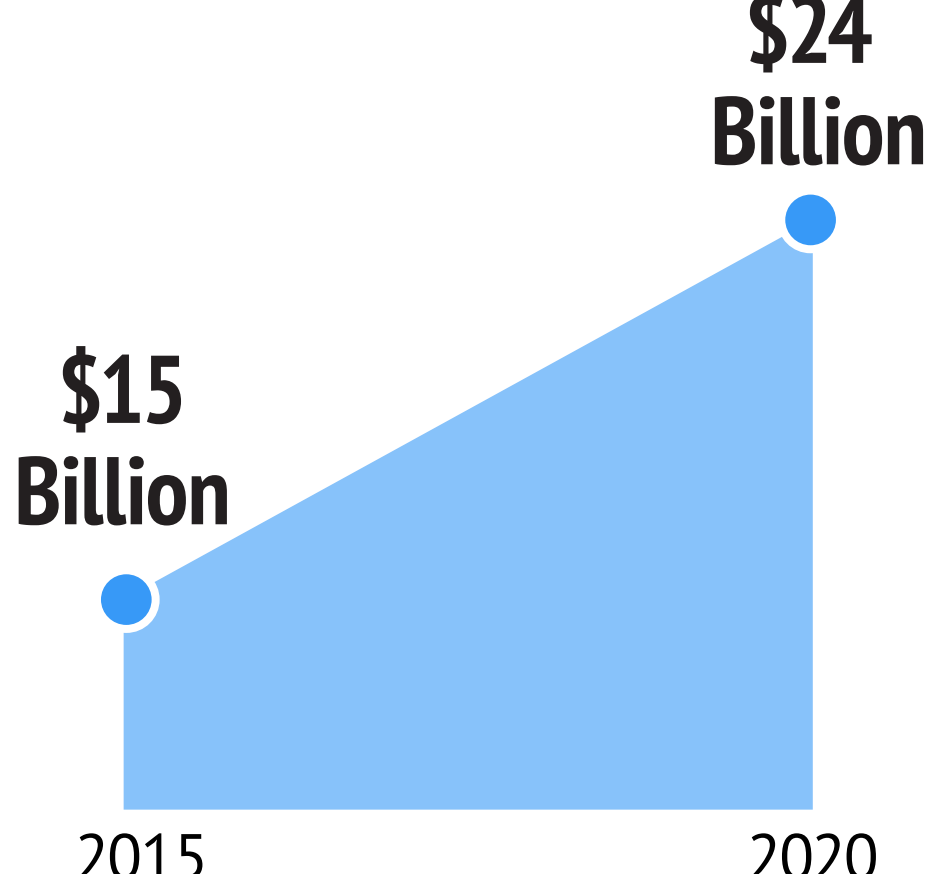
New high-bright technology can provide 24/7 clarity and readability—no matter what the conditions.



*Nit = A unit of visible-light intensity

Market Growth is Expected

New outdoor use cases are expected to help **grow** the overall digital display market



Industries that Benefit

With high-brightness technology, digital signage can now be used by a wide range of businesses.

Quick Service Restaurants (QSR)

Public Transportation

Branch Banking

Retail

More than 50% of QSR business takes place in the drive-thru lane. Clear high-bright outdoor displays can deliver easy-to-read menus.

Drive Thru

- Shorten order processing times
- Increase revenues per order
- Comply with FDA regulations
- 250 CALORIES

FUTURE

Beacon technology and powerful analytics can serve up personalized suggestions based on customers' past purchases.

Welcome Back!
Would you like your usual?

Stressed travelers seek guidance in crowded, confusing venues. Outdoor-readable digital displays can minimize distress and maximize traffic flow.

- Share vital information, despite weather conditions
- Swiftly disseminate changes in travel conditions
- Generate new revenue with compelling ads
- Make display maps user-friendly with touch integration

FUTURE

Integrate digital displays with nearby retailers to provide time-sensitive advertisement opportunities.

BEST PRICE

Onsite bank traffic is down, with fewer opportunities to sell sophisticated financial products. Digital window displays and large video walls can engage and educate.

- Project powerful marketing messages to both indoor and outdoor viewers
- Quickly adjust financial offers if local conditions change
- Explain and promote more complex products while customers wait

FUTURE

Leverage mobile gamification apps and beacons to create personalized messaging in real time.

Brick-and-mortar retailers are losing customers to web and mobile channels. Single or multiple digital screens can head off competitive distractions.

- Engage passersby with motion and interactivity
- Provide up-to-the-minute information and pinpoint promotions
- Push content, coupons, points to customer's mobile phone

FUTURE

Generate and display unique QR codes to be scanned by the shopper for new information about products, services and sales.

The Samsung OH and OM Series outdoor and semi-outdoor digital display solutions provide **new marketing and sales opportunities** for the QSR, Transportation, Branch Banking and Retail industries.

CLICK HERE TO DOWNLOAD THE WHITE PAPER:
[Embrace the Power of Outdoor Digital Signage](#)

BLOG: insights.samsung.com | TWITTER: @SamsungBizUSA | WEBSITE: www.samsung.com/outdoordisplays

SOURCE: Frost & Sullivan research.

