

## Samsung Showcases QLED Signage at ISE 2017

Written by Marco Attard  
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ISE 2017 sees Samsung present two additions to the SMART Signage lineup-- the quantum dot-powered QLED Signage UHD displays and fine pixel pitch IF LED signage.



"The start of the New Year is the ideal opportunity for businesses to evaluate how they can better leverage modern digital signage to grow and prepare for the future," Samsung senior VP Seog-gi Kim says. "Our commitment is to offering solutions that help businesses translate content into unprecedented opportunity."

The QLED Signage UHD displays come in 55- and 65-inch sizes, and promise 100% colour volume, optimised contrast and distortion-free image quality. Quantum dot integration enables a balance of light and dark brightness, with deeper blacks, sharper whites and more precise colours regardless of surrounding room lighting.

Meanwhile the fine pixel pitch IF series LED displays (P1.5, P2.0 and P2.5 models) provide a combination of "excellent" picture quality and intuitive management through the combination of industry-best video processing and picture tuning technologies. Specialised scene adaptation analyses and fine-tunes grayscale levels within each frame to maximise contrast and remove glare and visual distortion, and a dynamic peaking setting enables peak brightness levels up to two times brighter than standard LED maximum brightness specifications.

A user-friendly design provides faster display setup with minimum maintenance required, and a complementary Samsung LED signage Box (S-Box) transmits UHD content across multiple screens without need for splitters or external conversion boxes. Additionally customers can configure signal redundancy through existing cable structures and create, schedule and deploy content from a single location through the embedded MagicInfo platform.

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