



Samsung SMART Signage Stretched Display

Engage customers with powerful content in a slim, versatile package

Use of stretched format displays has grown substantially across industries from retail to transportation and beyond thanks to their ability to capture customer attention and deliver versatile and customizable content.

With flexibility in orientation and powerful visual technology enabling truly eye-catching images, Samsung SHR displays are the ideal solution and are now more efficient and useful than ever with the powerful Tizen operating system embedded. Samsung SHR displays offer a versatile signage solution to meet any need.

Highlights

- Widescreen 16:4.5 stretched display
- Embedded Tizen operating system provides easy and simple management
- Provide excellent visibility through non-glare panel and 700 nit brightness in any lighting condition
- Allow display flexibility and customize content from portrait to landscape
- Manage and display content easily with HDMI Loop out and USB playback
- Rely on robust signage durability during continuous 24/7 operation

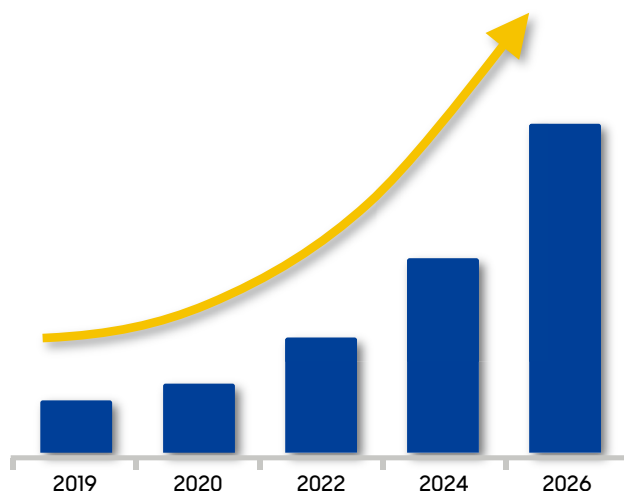
Industry trends

Stretched format displays have become commonplace in locations where businesses are looking to capture attention or clearly deliver information. They are also frequently used in locations where standard-shaped displays may not have the same impact, such as where space is limited. As result of increased demand, global stretched display market is expected to grow rapidly by the end of 2026 with an increase of more than 28 percent.

With so many different potential applications, a stretched display's most important feature is typically its design. Displays with a slim form factor provide more flexibility since displays can be used in spaces of nearly any dimension and clearly deliver information 24/7. Recently, the utility of stretched displays has expanded even further beyond advertising in retail and hospitality locations, but also to deliver critical travel information in locations such as airports, bus and train stations. Because of this, text and messages on the display must remain vivid and sharp even under hard-to-see ambient conditions.

With the most recent technological advances in these displays, such as built-in management controls, easy installation, improved maintenance and usability, the market for these displays is expected to see continued growth for the near future.

Growth potential of stretched display market



* Source:
<https://www.profsharemarketresearch.com>

Why Samsung SH37R?

Samsung SHR stretched displays offer crisp, clear images in nearly any lighting conditions with a non-glare panel and 700 nit brightness. The display's 16:4.5 stretched format and the ability to customize content with portrait and landscape orientation gives users flexibility to maximize viewer engagement with custom content without wasting space or making any sacrifices.

Samsung's SHR displays also now come with Samsung's powerful Tizen operating system embedded, giving users powerful capabilities without the need for a separate media player box. This all-in-one solution is easier for users to manage and features simplified installation and maintenance.

SH37R displays are available in a variety of environment, brightness options and features making them flexible and optimized solution for a wide variety of digital signage needs.

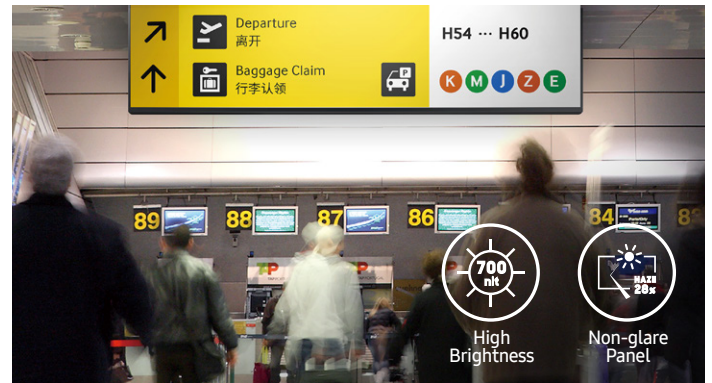


Key features



Maximize space and optimize content

Digital signage today needs to be versatile and cost effective with an emphasis on maximizing space efficiency. There has been an increasing need to utilize niche spaces with effective signage solutions. Samsung SHR displays, with 16:4.5 wide screen stretched display offer the ability to effectively communicate information in small, narrow spaces such as store shelves, ceilings, and corridors.



Deliver sharp images in various lighting conditions

Samsung SHR displays deliver vibrant, realistic images offering an unparalleled visual experience. Featuring brightness levels of up to 700 nit, these displays deliver the clearest, richest images regardless of lighting conditions. SHR Series displays excel in situations with strong light where glare may present an issue.



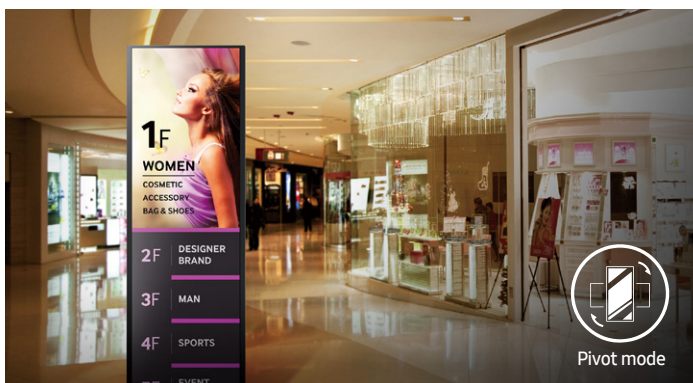
Maximize viewer engagement in a minimum amount of space

Samsung SHR displays feature a slim profile with a depth of only 44.8 mm which allows you to maximize available space. This enables the display to be installed in areas where space is limited and allows content to blend seamlessly with the environment in a slim, light, design with reduced power consumption for lower operation costs.



Powerful, all-in-one solution

The Samsung SMART Signage Platform (SSSP) is an open-source, all-in-one solution embedded in Samsung SMART signage that simplifies installation and maintenance. With SSSP, there is no need for any external devices to communicate with the server or play digital media enjoying easy development, reinforced capability with multiple-web formats, and secured protection.



Customize content from portrait to landscape

Samsung SHR displays offer pivoting capability along with image rotation software that can change image orientation from portrait to landscape for greater display flexibility. Images do not require rotation in image editing software to make them appear correctly in a different orientation as this capability is handled automatically within the display.



Daisy chain multiple displays

Due to the relative novelty of UHD in commercial display settings, SHR currently offer support for UHD streaming. With UHD resolution content on multiple displays, made possible with daisy chain, users can deliver eye-catching messages in complete clarity for greater impact.

Specifications

| Model | | SH37R | | |
|-------------------------|--------------------------------|---|--|--|
| Panel | Diagonal Size | Class 37" Measured 37.0" / 93.98cm | | |
| | Type | 60Hz E-LED BLU | | |
| | Resolution | 1920x540 (16:4.5) | | |
| | Pixel Pitch(mm) | 0.47(H) x 0.47(V) | | |
| | Active Display Area(mm) | 904.32 (H) x 254.34 (V) | | |
| | Brightness(Typ.) | 700nit | | |
| | Contrast Ratio(Typ.) | 4000:1 | | |
| | Viewing Angle(H/V) | 178-178 | | |
| | Response Time(G-to-G) | 6.5ms | | |
| | Display Colors | 8bit - 16.7M | | |
| | Color Gamut | 72% | | |
| | Operation Hour | 24/7 | | |
| | Haze | 28% | | |
| | Display | Dynamic C/R | N/A | |
| H-Scanning Frequency | | 33.6 ~ 36.6kHz | | |
| V-Scanning Frequency | | 47 ~ 63Hz | | |
| Maximum Pixel Frequency | | 48MHz | | |
| Sound | Speaker Type | N/A | | |
| Connectivity | INPUT | RGB | Display Port 1.2 | |
| | | VIDEO | HDMI 2.0 (2) | |
| | | HDCP | HDCP 2.2 | |
| | | AUDIO | N/A | |
| | | USB | USB 2.0 x 1 | |
| | OUTPUT | RGB | HDMI 2.0 (1) | |
| | | VIDEO | N/A | |
| | | AUDIO | Stereo mini Jack | |
| | | Power Out | N/A | |
| | | EXTERNAL CONTROL | RS232C(in/out), RJ45 | |
| | EXTERNAL SENSOR | IR | | |
| Tuner | N/A | | | |
| Power | Type | Internal | | |
| | Power Supply | AC100 - 240 V- (+/-10%), 50/60 Hz | | |
| | Power Consumption | Max[W/h] | 70 | |
| | | Typical[W/h] | 52 | |
| | | BTU(Max) | 239 | |
| | | Sleep mode | less than 0.5W | |
| Off mode | | less than 0.5W | | |
| Mechanical Spec | Dimension(mm) | Set | 923.3 X 277.6 X 44.8 | |
| | | Package | 1112 x 363 x 122 | |
| | Weight (kg) | Set | 6.3kg | |
| | | Package | 8.8kg | |
| | VESA Mount | | 400*200mm | |
| | Protection Glass | | N/A | |
| | Stand Type | | N/A | |
| Bezel Width (mm) | | 79 (Side), 9.8 (Top/Bottom) | | |
| Operation | Operating Temperature | | 0°C~ 40°C | |
| | Humidity | | 10~80% | |
| Feature | Key | Slim & Light LFD with Built-in MagicInfo Player S6, SSSP 6.0 WiFi Module Embedded | | |
| | Special | H/W | Temperature Sensor, Portrait Installation support, Clock Battery(168hrs Clock Keeping)Video Wall Daisy Chain(HDCP2.2:4EA,HDCP1.4:7EA), Shock and Vibration certificated(IEC 61373) | |
| | | S/W | Auto Source Switching & Recovery, LFD Home UI, Button Lock, Hot key option, Plug&Play (Initial Setting) | |
| | Internal Player (Embedded H/W) | Processor | Cortex A72 1.7GHz Quad-Core CPU | |
| | | On-Chip Cache Memory | L1 Instruction Cache : 48KB, L1 Data Cache : 32KB, L2 Cache : 2MB | |
| | | Clock Speed | 1.7GHz | |
| | | Main Memory Interface | 2.5GB, 64-bit LPDDR4 (1.5GHz) | |
| | | Graphics | Graphic resolution : 1920x540, Output resolution : 1920x540 - Supports OpenGL ES* | |
| | | Storage (FDM) | 8GB (3.88GB Occupied by O/S, 4.12GB Available) | |
| | | Multimedia | Video Decoder - MPEG-1/2/4, H.263, H.264/AVC, UHD H.264/AVC - VC-1, AVS+, HEVC, JPEG, PNG, VP8, VP9 Audio Decoder - AC3 (DD), MPEG | |
| IO Ports | | USB 2.0 | | |
| Operating System | Tizen 4.0 (VDLinux) | | | |
| Certification | Safety | CB (Europe) : IEC60950-1/EN60950-1, CCC (China) : GB4943.1-2011, PSB (Singapore) : PSB+IEC60950-1, NOM (Mexico) : NOM-001-SCFI-1993, IRAM (Argentina) : IRAM+IEC60950-1, SASO (Saudi Arabia) : SASO+IEC60950-1, BIS(India) : IEC60950-1 / IS13252, NOM(Mexico) : Tuner : NOM-001-SCFI-1993, Tunerless : NOM-019-SCFI-1998, KC(Korea) : K 60950-1, EAC(Russia) : EAC+IEC60950-1, INMETRO(Brazil) : INMETRO+IEC60950-1, BSMI(Taiwan) : BSMI+IEC60950-1, RCM(Australia) : IEC60950-1/AS/NZS 60950-1, UL(USA) : cUL60950-1, CSA (Canada) : cUL, TUV (Germany) : CE, NEMKO (Norway) : CE | | |
| | EMC | FCC (USA) Part 15, Subpart B Class A, CE (Europe) : EN55022:2006+A1:2007, EN55024:1998+A1:2001+A2:2003, VCCI (Japan) : VCCI V-3 /2010.04 Class A, KCC/ EK (Korea) : Tuner : KN13 / KN20, Tunerless : KN22 / KN24, BSMI (Taiwan) : CNS13438 (ITE EMI) Class A / CNS13439 (AV EMI) / CNS14409 (AV EMS) / CNS14972 (Digital), C-Tick (Australia) : AS/NZS CISPR22:2009, CCC(China) : GB9254-2008, GB17625.1-2012, GOST(Russia/CIS) : GOST R 51317 Series, GOST 22505-97 EN55022:2006+A1:2007, EN55024:1998+A1:2001+A2:2003 | | |
| | Environment | | | |
| Accessories | Included | QSG, Warranty Card, Power Cord, Batteries, Remote Control, External remote control sensor(IR) | | |
| | Optional | Stand | N/A | |
| | | Mount | N/A | |
| | | Specialty | N/A | |
| Media Player | | N/A | | |

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SMART Signage

For more information about Samsung SMART Signage SH37R Series Displays, visit www.samsung.com/business or www.samsung.com/displaysolutions

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