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### Samsung MagicINFO™ Solution

For more information about Samsung MagicINFO™ Solutions, visit [www.samsung.com/business](http://www.samsung.com/business) or [www.samsung.com/displaysolutions](http://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

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# Samsung MagicINFO™ 8

Empower your business with insights

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## Three-part content management solution

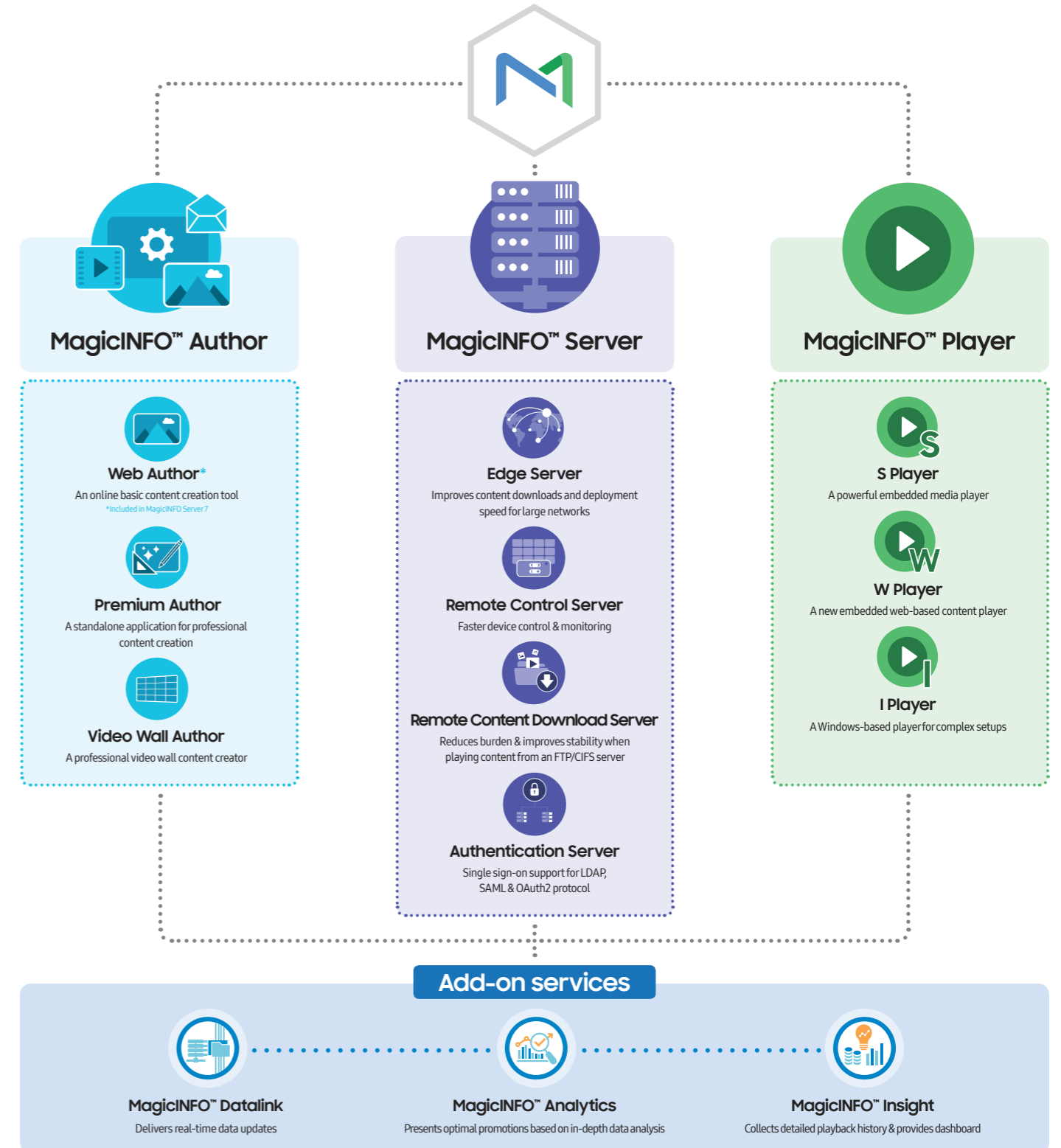
In the current competitive and fast-moving landscape, businesses need peace of mind that their content will perform effectively so they can focus on best serving the customer. MagicINFO™ is a complete solution allowing businesses to conveniently create, schedule and play content across a signage network. The powerful platform is comprised of three primary components: Author, Server and Player.

Author provides comprehensive content creation tools in an easy-to-navigate interface. Server is an all-in-one content management gateway for scheduling, arranging playlists and distributing content. Player enables users to showcase content without requiring any external media player or a dedicated PC.



## Bring content to life with intuitive, powerful functionality

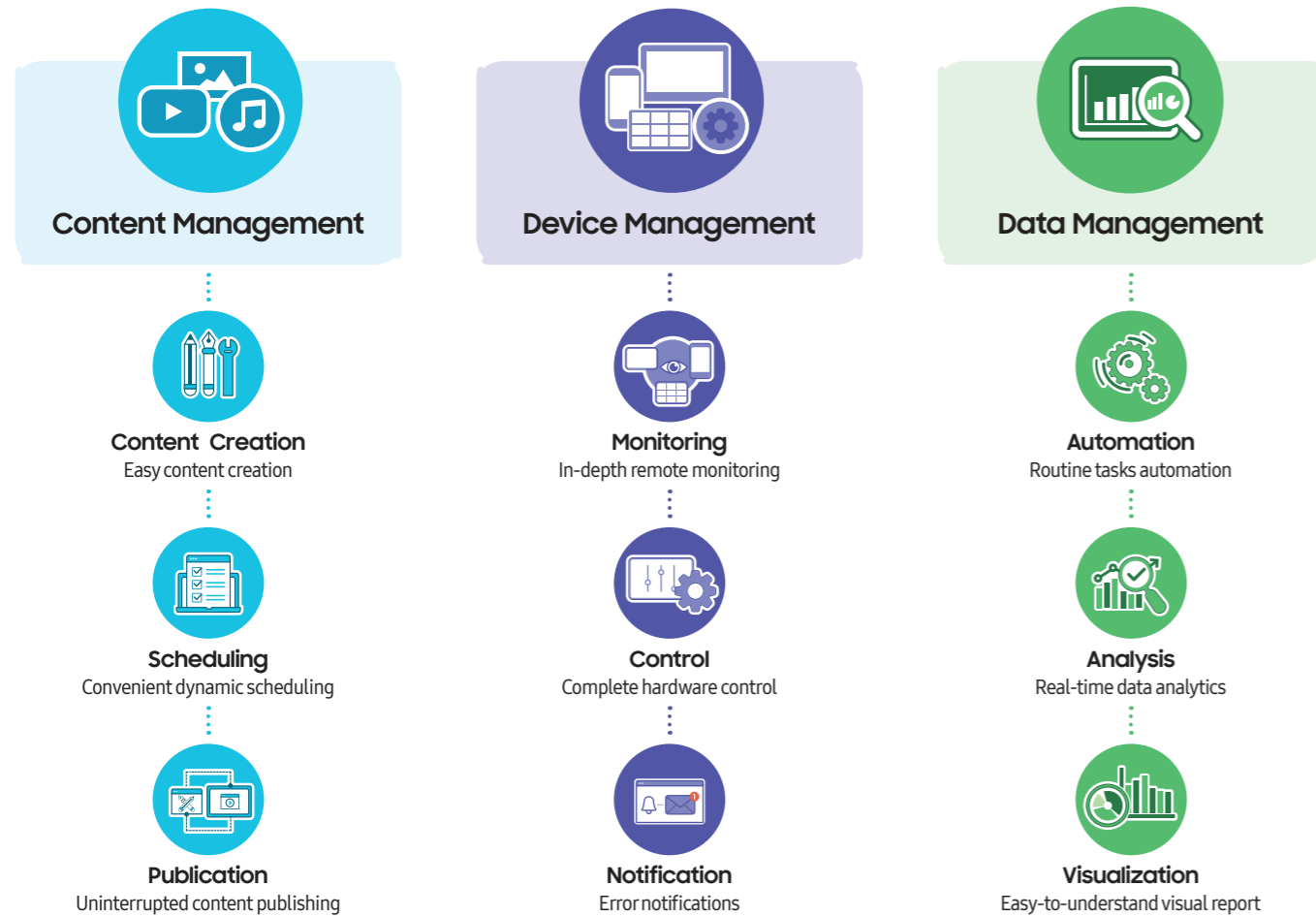
MagicINFO™ Author, Server and Player each contain core sub-components as part of the comprehensive solution. New with MagicINFO 8, is a web-based player and a business intelligence tool.





## Comprehensive solution for any business

Samsung's MagicINFO™ is an all-in-one solution supporting content, device and data management. From content creation to publication and monitoring, users can manage content and devices on a single platform. The latest version of MagicINFO can even analyze the data and automate promotions to reduce costs and provide business insights to users.



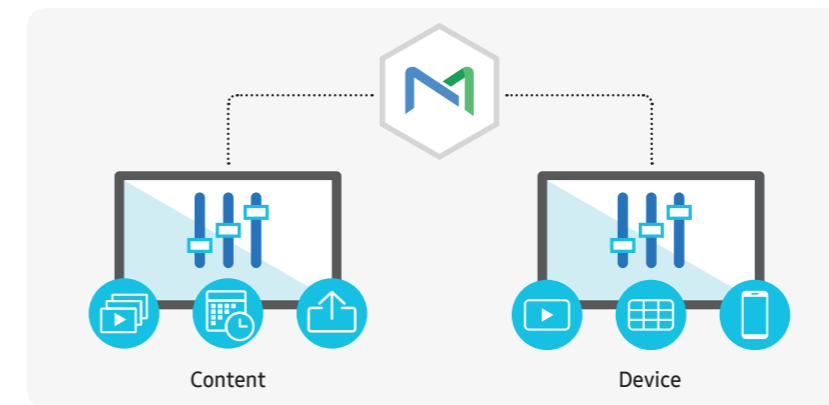
## Enhanced data management

Today's leading businesses make data-driven marketing a priority in order to provide customers with the best experience possible. That's why MagicINFO™ 8 includes several new features expanding usability for a wider range of business needs and giving users the ability to automate routine tasks. Now scheduling can be set up based on specific conditions including a wide range of variables, so the most effective content is automatically presented. Additionally, with web content becoming more commonly used across platforms, MagicINFO now features a new web content player and web-based content creation tool that doesn't require technical coding.

For enhanced data management, MagicINFO 8 includes the new business intelligence tool, MagicINFO Insight. MagicINFO Datalink has also been updated with a host of new features for more powerful and efficient performance.

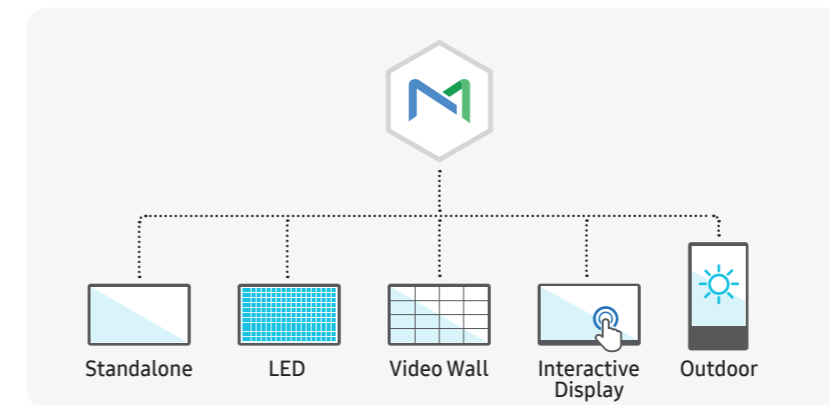
## Why choose MagicINFO™?

Samsung's MagicINFO™ solution solves many of the most common challenges faced by businesses looking to utilize digital signage. From troubleshooting hardware issues to deploying content across various displays and even delivering advanced data analytics and automating processes, MagicINFO makes digital signage simple and effective.



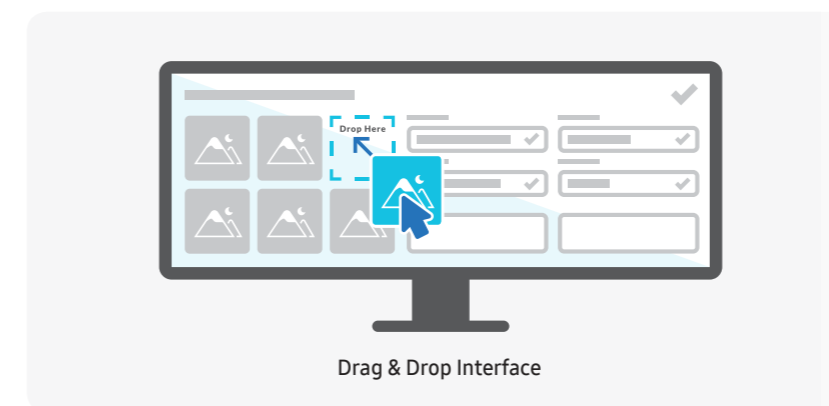
### One-stop Device and Content Management

With MagicINFO™, users can manage both the content and device on a single platform. Unlike other content management solutions, Samsung's MagicINFO is a completely integrated solution for monitoring and controlling hardware issues remotely.



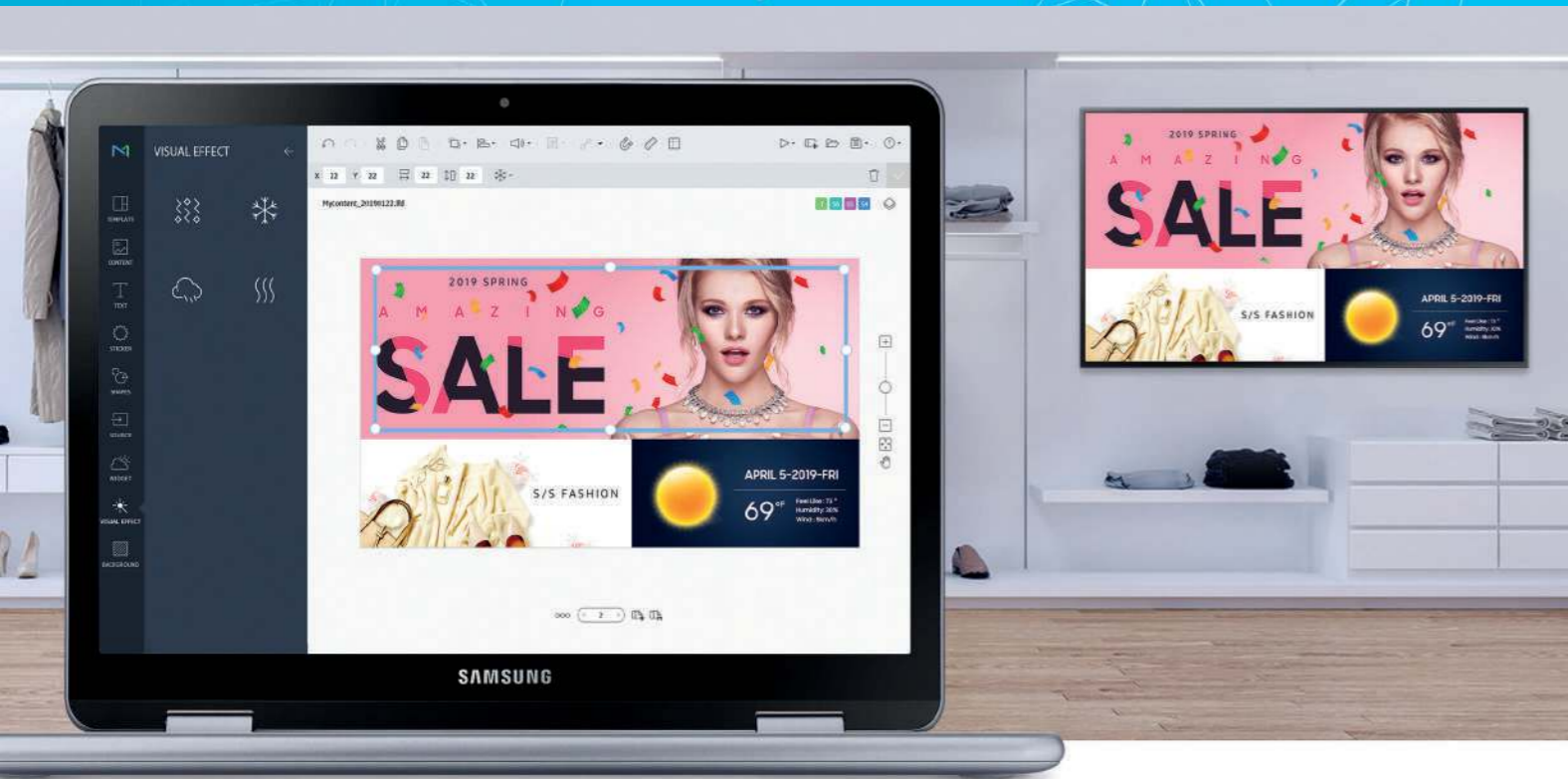
### Versatile Device Capability

MagicINFO™ is a single integrated solution for all types of displays including LCD and LED signage from standalone to outdoor, interactive displays, video walls and more.



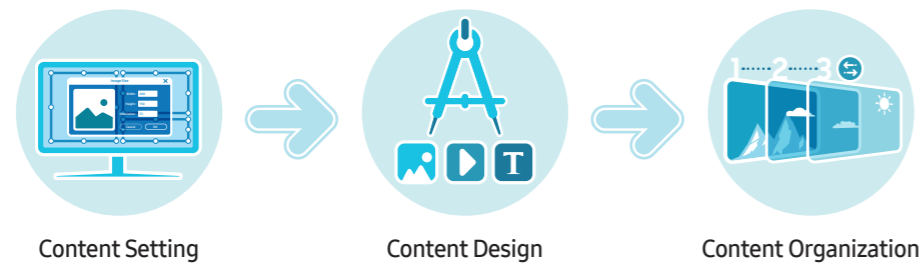
### Intuitive User Interface

Unlike other content management solutions which can only be used by trained professionals, Samsung's MagicINFO™ has an intuitive drag-and-drop web interface for users of all backgrounds, with no special training needed.



## Compelling and convenient content creation

Content is king, this has never been truer than now. Customers have come to expect engaging and high-quality content from businesses to inform their purchase decisions and build brand loyalty. MagicINFO™ Author supports landscape and portrait layouts as well as formal and informal video wall setups for any specific business needs. Users can design content from a variety of supported templates and clip art, even adding widgets or QR codes for additional customer engagement. Users can also organize content using layers to capture customer attention and as use of web content for digital displays increases, Author now enables the creation of web content including JavaScript, CSS and HTML without any coding.



## Feature list

- Embedded Templates
- Embedded Clip arts
- Various File Format Support
- Dynamic Visual Effect
- Widget Integration
- CEF, QR Code Creation
- Advanced Media Slide
- Web Content Authoring
- Embedded Web Components
- Custom Web Effect Support
- Content Lock
- Web Content Preview
- Video Wall Authoring
- User's Font Support
- Variable Tag
- Simple Web Element Upload
- Global Play Policy

\*Only supported by Premium Author

\*Only supported by Web Author

## What can MagicINFO™ Author do for you?

Embedded Templates & Clip Arts

Dynamic Visual Effect

Widget Integration

## Complete customization

MagicINFO™ Author provides various embedded components for optimized content creation. Firstly, built-in templates and clip art, including decorative stickers and stamps, make content more visually appealing and grab the attention of consumers. Dynamic visual effects can also be added, bringing content to life with options such as snow, rain, confetti and smoke. Finally, Author supports built-in applications, including Media RSS, for full user integration.

### What's New

Web Content Authoring

Embedded Web Components

Custom Web Effect Support

## Web content construction with no coding needed\*

MagicINFO™ Author makes it easier than ever to create web content, including HTML, CSS and JavaScript, without any coding required. A host of new embedded web components are available, allowing users to easily access widgets and upload their own custom web elements. These include custom design fonts to make their content stand out and ensure it aligns with any established brand guidelines, in addition to fully customized web effects for dynamic and engaging content.

\*Features listed here are only supported for content created specifically for W player.

User's Font Support

Variable Tag

Content Lock

## Intuitive features for enhanced user experience

Custom font designs can be uploaded by users for fully customized content which aligns with established brand guidelines. Simple tagging of devices to a single URL destination means only one URL address is needed to access and edit content. Users can lock specific parts of content to prevent other users from modifying, while having the ability to also lock any element by size, position or design style. This allows for the localization of content, without changing key brand content such as logos.

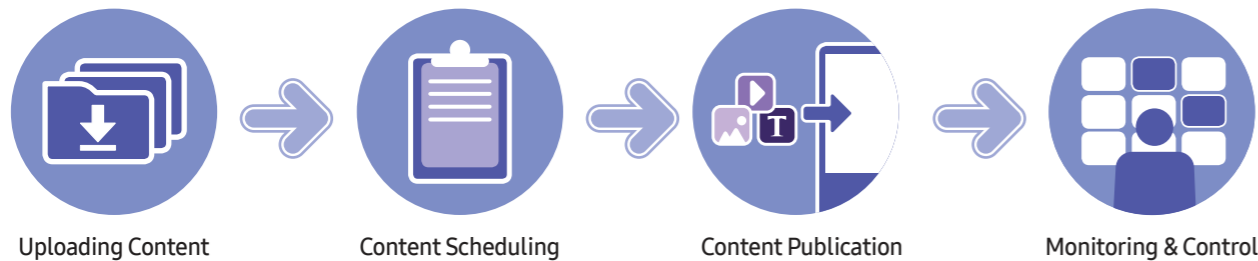
## Content Management

## Device Management



## Streamlined content and device management

It is not only the quality of content that's important, but how and when it is delivered in influencing purchaser decisions. MagicINFO™ Server makes it easier than ever to manage both content and device, allowing users to upload, organize and build playlists from various content types with an easy drag-and-drop interface. It enables scheduling by specific tags, groups of displays, while reducing potential publishing interruptions. Scheduling can also be set up based on custom conditions, automatically showcasing optimal content every time. All content and devices are monitored on a single dashboard, alerting users via email notifications of any errors they elect to receive. MagicINFO also serves as a virtual "remote control," permitting users to change display properties from anywhere as though users were standing right in front of the display.



## Feature list

Content Management	Content Distribution	Monitoring & Control
<ul style="list-style-type: none"> <li>Simple Scheduling</li> <li><b>NEW</b> Conditional Scheduling</li> <li><b>NEW</b> Tizen App Deployment</li> <li>Nested Playlist</li> <li>Playlist Restoring</li> <li>Tag Management</li> <li>Web Content Management</li> <li>Video Wall Layout Manager</li> </ul>	<ul style="list-style-type: none"> <li>Backup Play</li> <li>Dual Signage Presentation <small>*Only supported by I Player</small></li> <li>Multi Channel Management</li> <li>Multi Frame Management</li> <li>Group Management</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring Dashboard</li> <li>External Server Monitoring</li> <li>Error Detection</li> <li>Device Health</li> <li><b>NEW</b> Advanced Email Notification</li> <li><b>NEW</b> Direct Remote Control</li> <li><b>NEW</b> Advanced Security Control</li> </ul>

## What can MagicINFO™ Server do for you?

**What's New**

Tizen App Deployment

Device Tag & Group Management

Nested Playlist

### Specific, seamless scheduling

MagicINFO™ Server enables users to deploy both content and the Tizen App, meaning the launch of the app can be carefully selected in addition to when content is played. Scheduling can also be organized by specific tags, groups of displays and content, enabling users to more efficiently schedule and creating no need to set up a playlist for every separate device. In addition, Server allows users to create a playlist of various content that disappears after a set time period for specific promotions or campaigns.

**What's New**

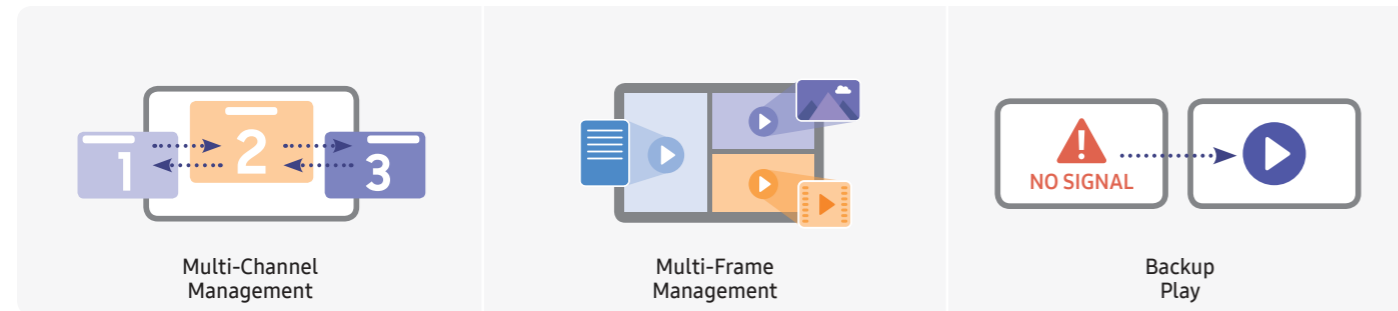
Internal data	Conditional Scheduling	External data
<ul style="list-style-type: none"> <li>Device Name</li> <li>Screen Size</li> <li>Resolution</li> <li>Network</li> </ul>	<p><b>Optimized Content</b></p>	<ul style="list-style-type: none"> <li>Weather</li> <li>POS Data</li> <li>Location</li> <li>Time</li> </ul>

### Conditional scheduling

MagicINFO™ Server supports scheduling based on a variety of custom conditions, from device information such as screen size and resolution, to POS data and even weather. Instead of setting schedules for individual displays, Server allows managers to set basic conditions before it automatically displays the most effective content based on the conditions set. This reduces the time and effort required to create, schedule and deploy playlists for multiple occasions.

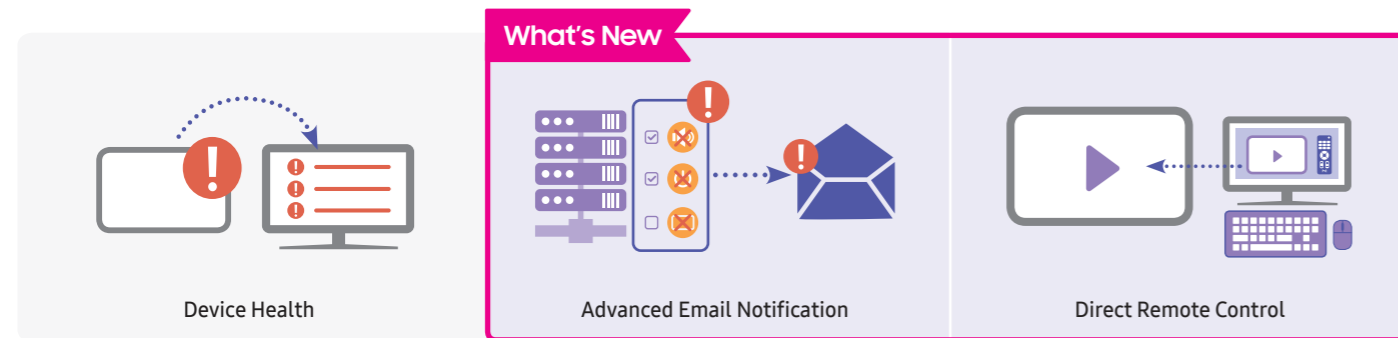


## What can MagicINFO™ Server do for you?



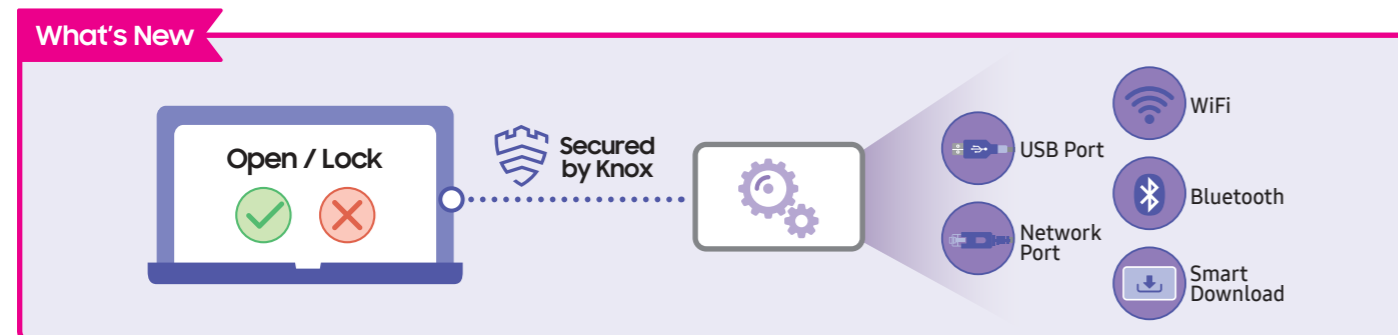
### Dynamic content distribution

MagicINFO™ Server can deploy up to ten multi-channels that have been scheduled, as well as easily create multiple frames within a single display panel, each with the ability to play its own unique content. Server also prevents any gaps in delivering critical content through a backup play setting that transfers content to a secondary display if the main device is out of order, ensuring there is no disruption to the business.



### Full network monitoring and control

MagicINFO™ Server enables users to remotely control important display settings from anywhere with an intuitive mirroring interface, which functions as though users were standing right in front of the display. The details of any hardware errors and warnings are also provided so that users can diagnose any issues, identify the cause and solve it via a web manual. Users are alerted of any content or device errors, provided by monitoring capabilities on a single dashboard and shared via email notifications for maximum efficiency.



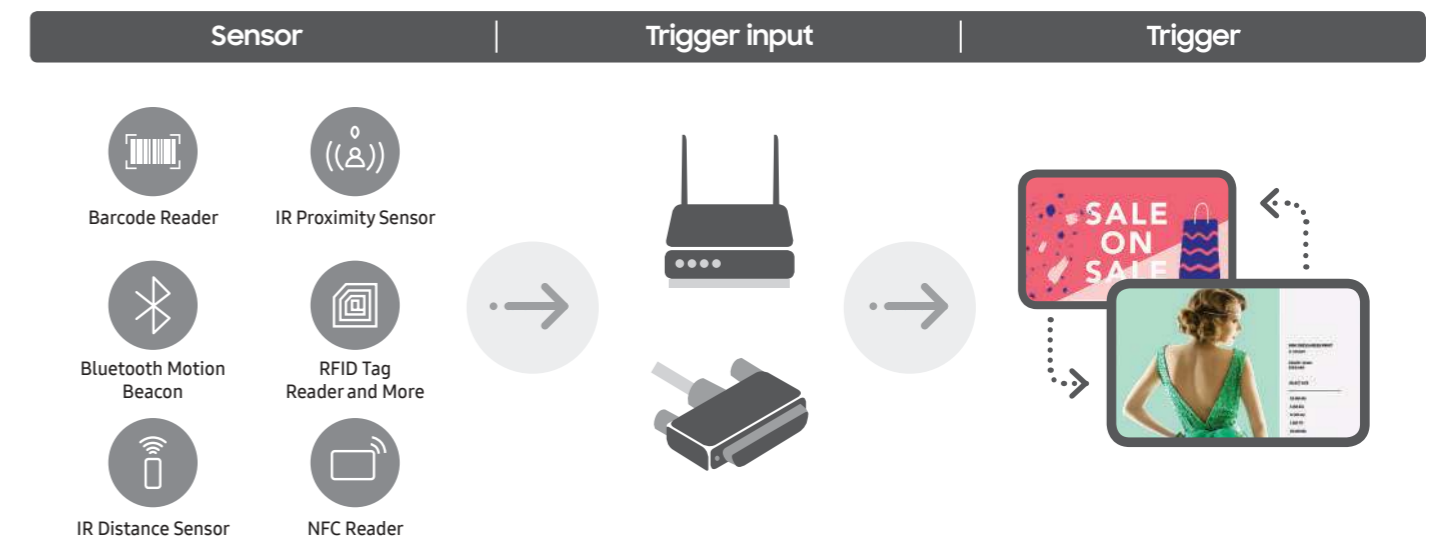
### Comprehensive security protection

Users can monitor and control the security settings of all displays, including network port access, USB navigation, Wi-Fi and Bluetooth connection, as well as the smart download feature based on the security policy of each company. IT administrators can launch centralized, customer-specific security policies while also enabling or disabling device functionality such as displays in a public space, where access for passersby should be restricted for safety and security reasons.



## Increasing audience engagement through tailored content delivery

Samsung's MagicINFO™ platform offers advanced audience targeting capabilities. By interacting with specialized sensors, content or products are displayed based on recognition of specific customer behaviors. Compatibility with IR, NFC, Barcode and RFID indicators allows managers to program content that automatically appears following a customer action, ranging from personalized welcome messages to promotional content connected to a certain product or service. Users also can program certain areas of a display to react to specific customer responses, rather than replacing the entire screen.





## What can MagicINFO™ Player do for you?

8K Playback

Multi-Video Playback

Seamless Transition

### Eye-catching performance

MagicINFO™ Player provides each user with advanced graphic performance capability to showcase content in 8K quality for enhanced customer engagement. Player can also deliver up to three simultaneous FHD quality videos from multiple sources, in both portrait and landscape. These features are supported by seamless transitioning, preventing any lag or streaming delay while also eliminating black screens or gaps as content transitions to ensure customer attention is captured – and maintained.

## Powerful playback even with web content

Web content has quickly become one of the core platforms for developers and content creators. MagicINFO™ Player is compatible with multiple web formats and standards, allowing rich content playback for optimum business flexibility. MagicINFO Player's enhanced playback functionality provides advanced graphic performance and showcasing content in 8K quality. The Player can deliver three simultaneous FHD quality videos from multiple sources for more captivating storytelling and seamless playback eliminates gaps as content transitions. The embedded Player also eliminates the need for an additional external media player or hardware, saving valuable space while reducing energy consumption and maintenance costs.



Powerful Playback



Cost Saving



Easy Maintenance

## Feature list

- 8K Content Playback
- NEW** • Tizen App Playback
- UHD Content Playback
- NEW** • W Player
- Multi-video Playback
- NEW** • Smart Download
- Seamless Playback
- Samsung Workspace
- HTML5 Playback

HTML5 Playback

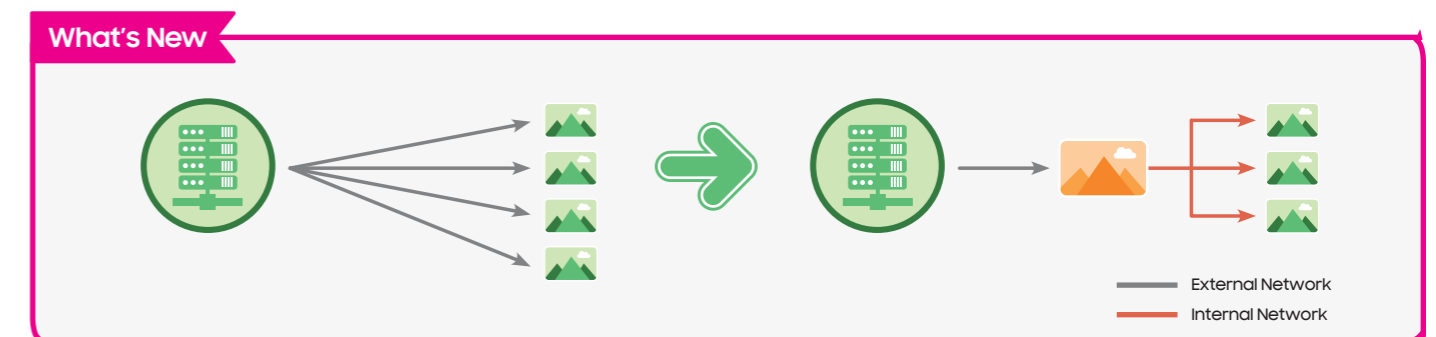
**What's New**

W Player

Tizen App Playback

### Web content compatibility

MagicINFO™ Player is compatible with multiple web formats and standards including HTML5, allowing users to efficiently and effectively play content without any file conversion or additional steps required. And following the launch of the new W Player, rich web content can now be played without reliance on any device. Another new feature, Tizen App playback, also allows S Player to play Tizen app-based web content.

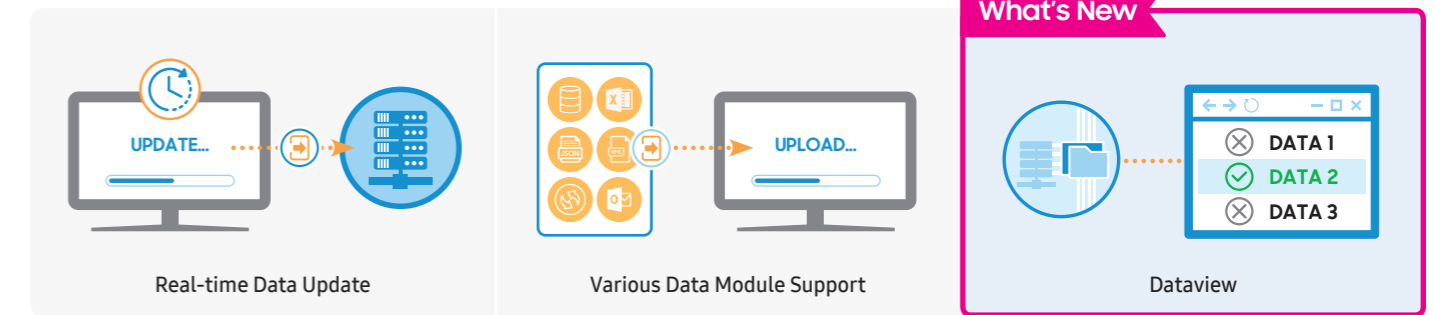


### Smart download for more efficient content delivery

MagicINFO™ Player is supported by an advanced smart download feature, meaning the Player downloads content from the MagicINFO Server before distributing to other players via an internal network. This ensures the Server must only execute one data transition, avoiding any unnecessary network traffic and creating a more efficient process.



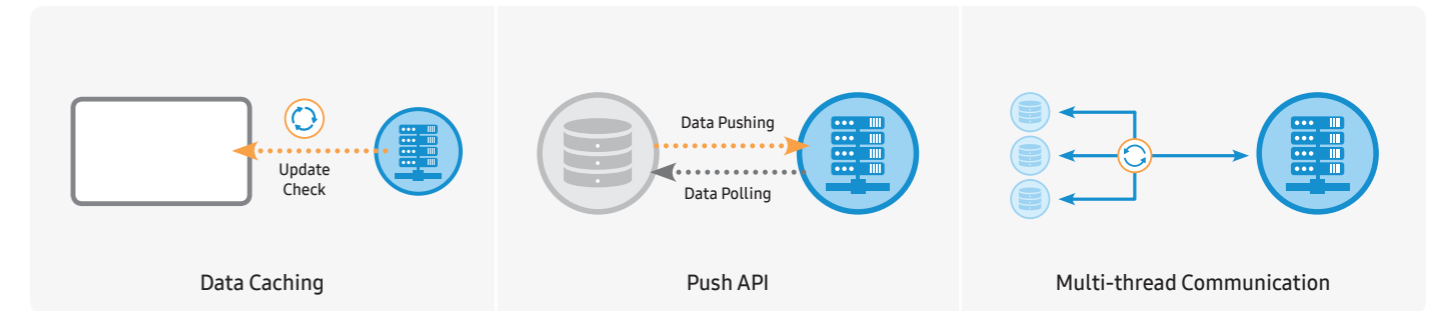
## What can MagicINFO™ Datalink do for you?



### Simple data integration and utilization

MagicINFO™ Datalink supports dynamic information delivery, presenting up-to-the-minute data for a straightforward, efficient and real time user experience. MagicINFO Datalink also supports a variety of user databases and doesn't require any separate middleware to connect user data to the platform, making it easy no matter what infrastructure a user has in place. MagicINFO Datalink provides a straightforward drop-down menu for SQL, even without user knowledge of SQL language.

\*Middleware or third-party software may be recommended depending on specific customer requirements.



## Dynamic, real-time data delivery without interruptions

MagicINFO™ Datalink delivers up-to-date information with simplified, real-time content management, by pulling external data from the customer database and sending to the MagicINFO Player. Users can create dynamic content with MagicINFO Datalink, adapting elements such as changes in price, exchange rates and interest rates, all of which can change in real time. This capability allows users to customize and display impactful information, streamlining content management, minimizing operation cost and with a host of new features also now added, MagicINFO Datalink ensures maximum business performance.



Automated Scheduling

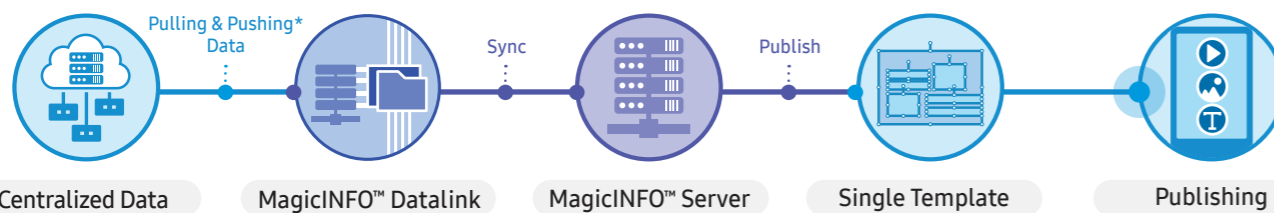


Reduced Labor Cost



Global Operation

### MagicINFO™ Datalink dynamic content workflow



Centralized Data

MagicINFO™ Datalink

MagicINFO™ Server

Single Template

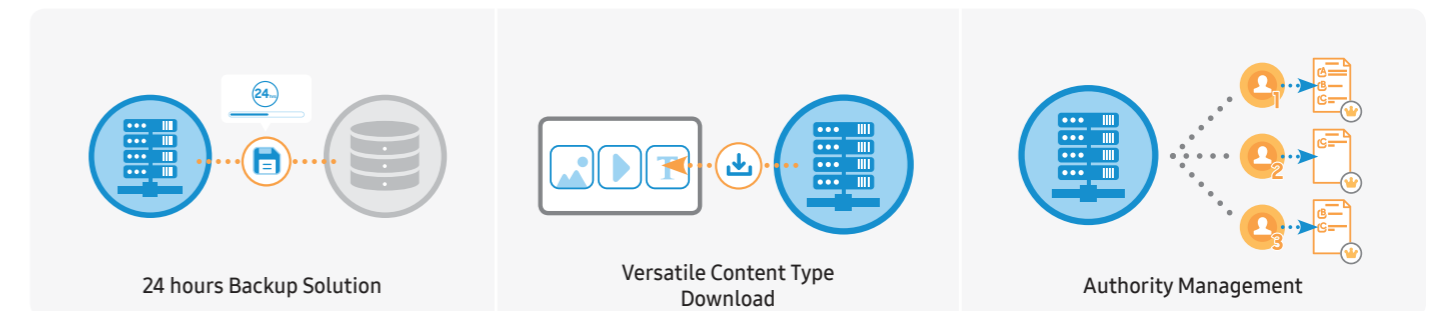
Publishing

- Menu / Price / Daypart
- Time / Region / Language & etc

\*Additional development may be required for data pushing

### Increased operational efficiency

MagicINFO™ Datalink utilizes data caching by analyzing data before downloading to the player to determine if there is a change in the data or not, with only new data being downloaded to eliminate unnecessary traffic. MagicINFO Datalink also supports data pushing, meaning that when the data is updated, the database sends only updated content to datalink even before set cycle. Finally, multi-thread communication with multiple servers simultaneously, vastly improves data transmission rates in larger organizations and infrastructures.



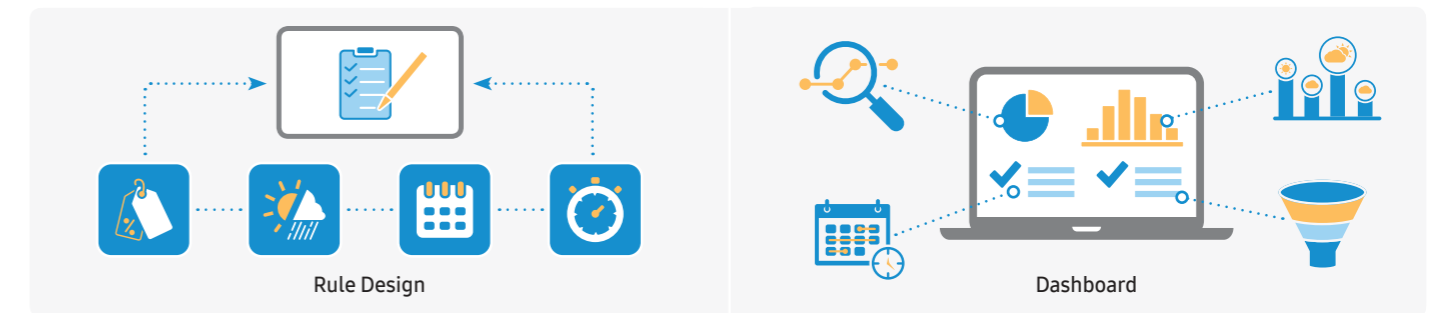
### Enhanced features and functionality

MagicINFO™ Datalink features backup solution that regularly saves the last 24 hours of data in XML format so if there is any network disruption, displays can showcase the right content based on matching the time. In addition to text data, Datalink also supports a versatile range of media content including video and images for any business need. For efficient operation, admin users can assign proper organization access to each data module, setting restrictions and ensuring appropriate management of data and content.





## What can MagicINFO™ Analytics do for you?



### Customized rules for optimum performance

MagicINFO™ Analytics includes Rule Manager, allowing users to set basic parameters for analysis. The first element is rule design, allowing users to create custom rules from a wide range of variables to automatically present the most effective content based on the rules set. Second, Rule Manager also provides a dashboard which delivers meaningful performance reports including sales trend analysis based on time of day, date and weather as well as individual ad performance based on real-time data.

## Data-driven analytics for optimal promotions

MagicINFO™ Analytics powered by Brightics AI allows users to optimize store promotions and campaigns based on integrated data. Marketers can create custom rules and automate promotions to display the most relevant content to customers every time. MagicINFO Analytics also provides a dashboard which delivers meaningful performance reports including sales trend analysis based on time of day, date and weather as well as individual ad performance and funnel reports. The MagicINFO Analytics platform allows retail managers and marketers to better understand promotion results, informing future marketing campaigns.



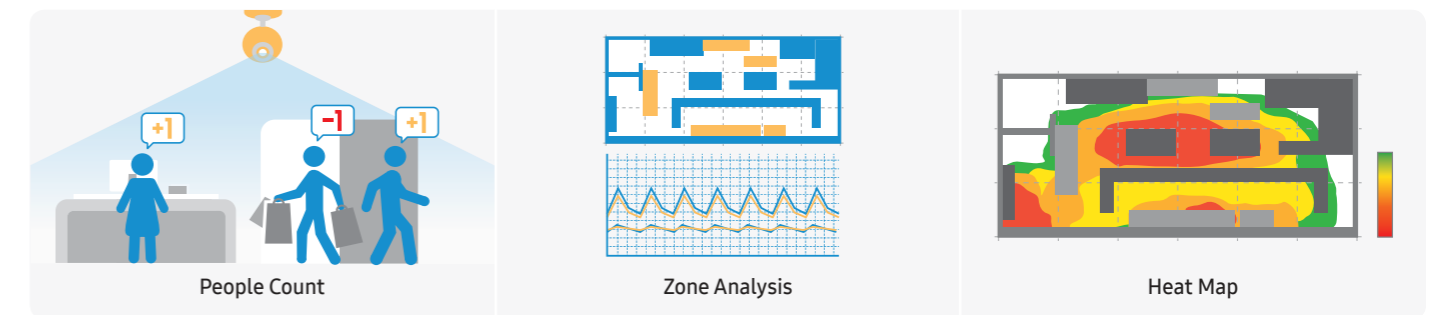
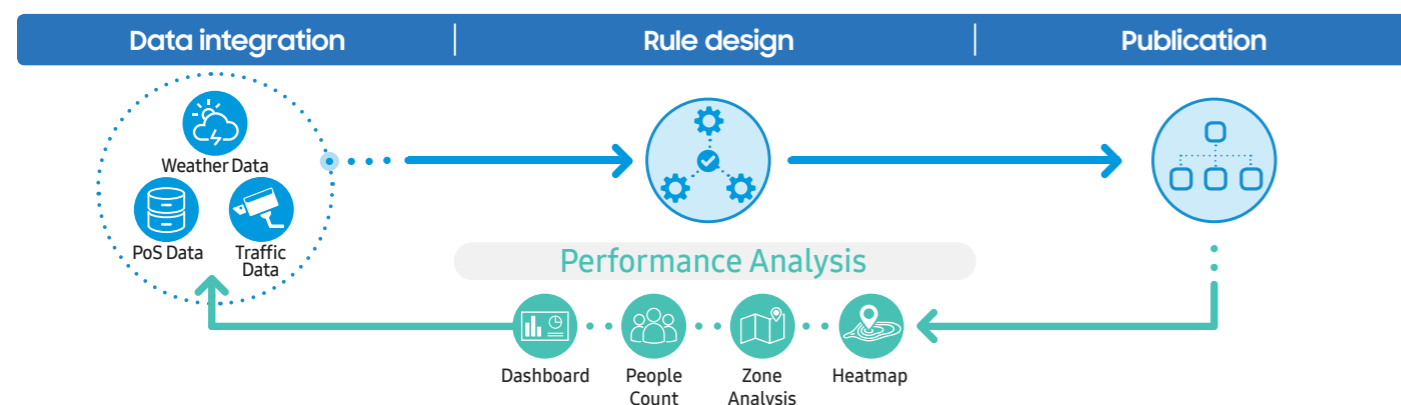
Optimized Promotion



ROI Analysis

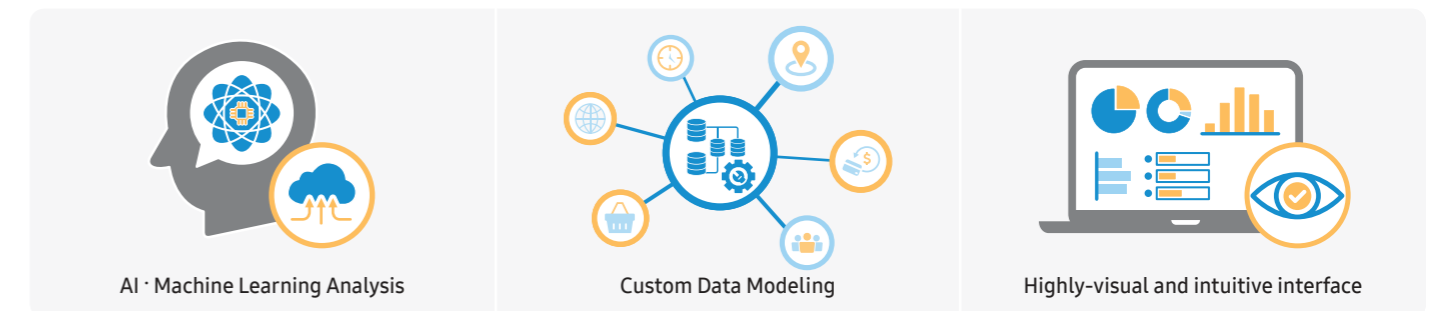


Big Data Analysis



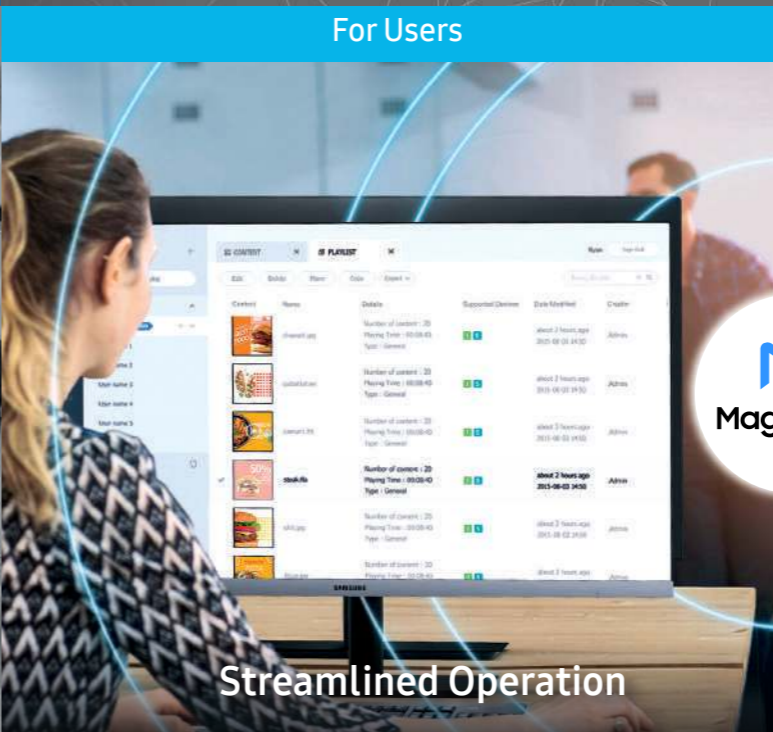
### In-depth customer interaction analysis

MagicINFO™ Analytics offers Behavior Sensing, which allows retailers to better understand customer engagement in-store. Features such as People Count to determine foot traffic, Zone Analysis to identify congestion in certain areas, and heat map to locate hot and cold spots; all enable retailers to further optimize their store's layout, design and promotion planning. All information is fed into the dashboard, providing insights for users to create a more efficient content flow and store experience.



### Advanced AI analysis

MagicINFO™ Analytics gives access to Brightics AI, a comprehensive, high-performance data analysis tool. Users can import and analyze data from various sources including Rule Manager, Behavior Sensing and IoT sensor data such as beacons and NFC. Brightics AI provides in-depth data analysis and enables customized data modeling, providing personalized insights specific to each user's needs. Finally, Brightics AI has an intuitive interface that aids visual search and interpretation of data, with reports that are highly visualized and easily understood to help users better understand their data.



## Proof of Play analysis for advertisers

New with MagicINFO™ 8, Samsung has launched MagicINFO Insight. MagicINFO Insight provides a clean, easy-to-understand playback dashboard for managers and advertisers. The business intelligence tool collects and analyzes Proof of Play (PoP) history from multiple displays, delivering a condensed visual dashboard and report. This helps managers and advertisers identify additional promotional opportunities, eliminating the need for separate business intelligence solutions, saving valuable time and money.



Reliable Playback History

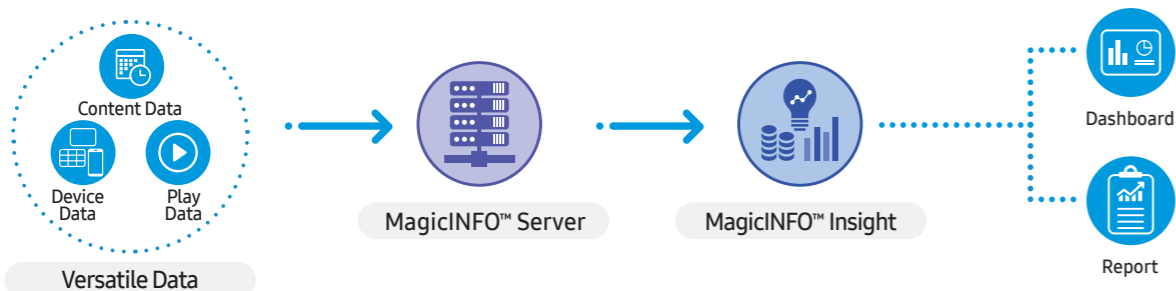


Condensed Dashboard



Report for advertiser

### MagicINFO™ Insight workflow



## Enterprise flexibility and operational reliability

MagicINFO™ offers numerous features to eliminate common frustrations for enterprise IT managers, simplifying operations by supporting single sign-on protocol and LDAP synchronization. A management menu enables more efficient administration of user information and authority, while a shared content folder allows for easy content sharing between organizations. MagicINFO also provides system integrators with a useful set of tools to maintain brand consistency and help with operational needs. Backed by an open API interface, MagicINFO allows users to customize and brand displays. MagicINFO also supports device group code and preset which allows partners to save a device's initial settings and configuration values, saving time and money associated with installation and setup. MagicINFO offers a combination of flexibility, reliability and simplicity to ensure optimal performance while also reducing costs and operational burden.

## Feature list

For enterprise		For partners	
• SSO Support	• Content Sharing	<b>NEW</b> • Full featured API	• Customized Logo
• LDAP Sync	• Default Content	• Device Group Code	• Smart VW replacement
• User Management	• Mobile Access	<b>NEW</b> • Advanced Device Preset	
<b>NEW</b> • Advanced Password Policy	• Web Manual	• Customized Template	