Samsung VXT CMS

React faster. Create new possibilities.

* The UX images in the brochure may differ slightly from the actual UX.

Trend

The need for businesses to adopt an agile mindset

Faced with a society that demands more and fiercer competition than ever before, it has become critical that companies react quickly to external changes which could ultimately affect sales. Modern display technology can play a big role in responding to these changes.

One of the key considerations for Digital Signage to empower your business is the ability to easily create and distribute content to deliver a consistent brand message and customer experience. The content often needs to be deployed across global networks, spanning multiple locations and regions. Businesses also need to scale while effectively managing costs, which can be difficult with traditional solutions that require multiple servers, as well as months to initially setup. Plus, businesses will typically want to test new technologies and solutions before implementing, but the time required to properly test them often slows the business down and can impact progress.

Samsung has now developed a solution that helps businesses to address these challenges and the shortcomings of traditional solutions, creating a flexible model that enables changes at any time. If you are facing some of these challenges, you should consider Samsung VXT CMS to increase efficiency, reduce costs, minimize failures and accelerate growth.

Tom, manager of overseas stores at ABC, a global company.

At ABC, we are operating more than 100 displays globally and aim to deliver a consistent message across all our stores overseas. However, it is a struggle to distribute messages quickly across a global company given complexities associated with having different operating procedures and remote teams. We need a solution that can integrate and manage every display around the world.

Christina, Public Relations Manager for BCD, a retail company.

Our retail stores need more displays to better amplify our brand messaging. However, budget is an important factor, so managing the setup and ultimate cost is critical. I need to expand the number of our displays and their capabilities, while also ensuring ongoing efficiency and budget management. I'd like to find an effective way to do both at the same time.

Jake, store owner who runs his own brand cafe, CDD.

I purchased digital signage to display our menu and ongoing promotions to better engage customers and to drive sales. But, with promotions constantly changing based on several factors, creating timely content can become challenging. As a business owner, it is too expensive to hire external content experts, but I need a way to update content from time to time such as during the busy holiday season.

* The three cases are dramatized to help understanding based on actual interviews.
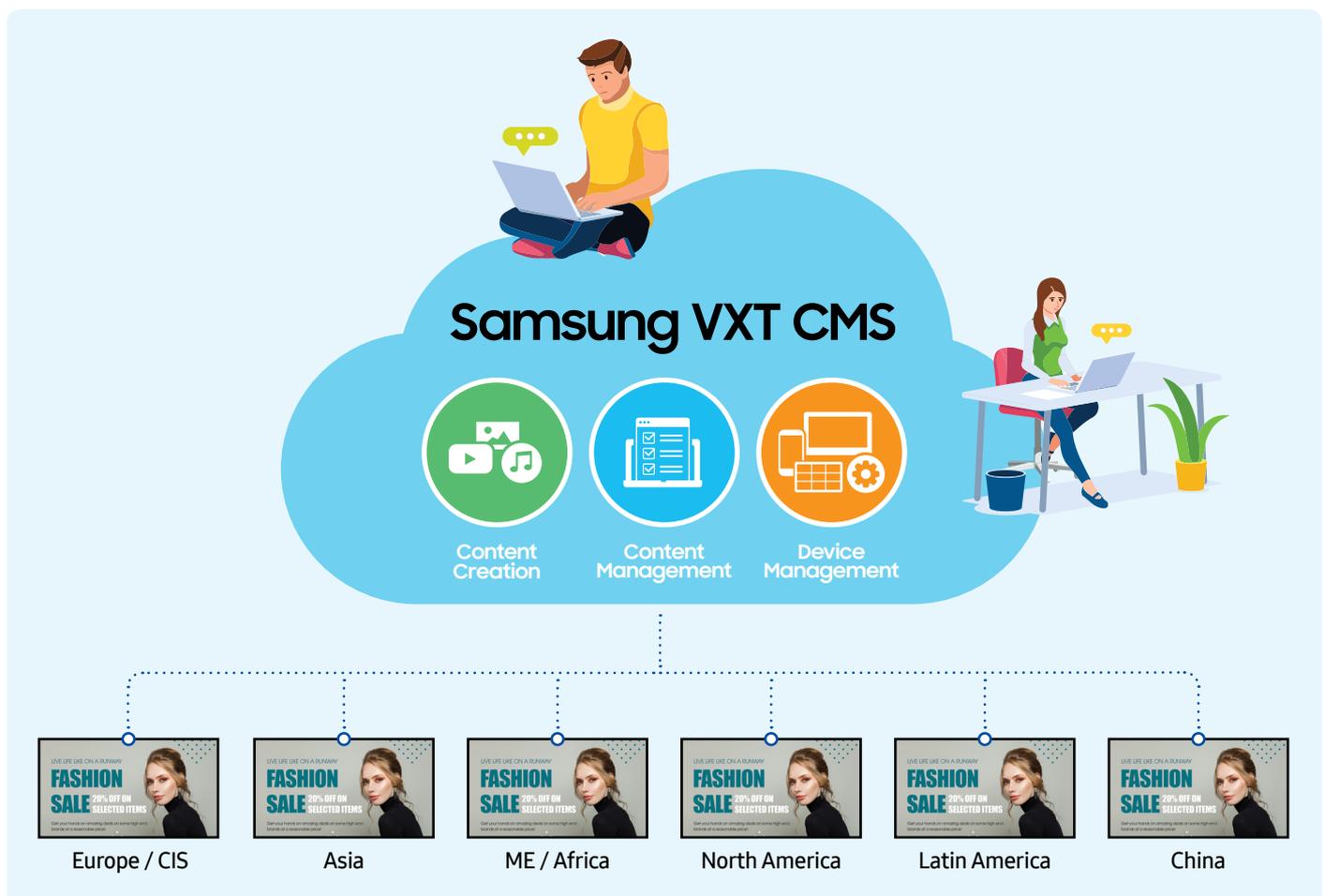
What is Samsung VXT CMS?

The business display solution you need

Samsung VXT CMS is a cloud native-based solution for digital signage. This innovative solution integrates content management, as well as remote device management capabilities, an integration that is one of the most comprehensive ever seen in the digital signage industry.

VXT CMS, with its cloud native structure, enables more flexible and efficient operation. This ensures a highly satisfactory cloud experience with setup and system recovery, all brought to life on industry-leading business display technology which is based on Samsung's deep heritage and expertise.

Also, highly intuitive content creation and management features enable anyone to utilize Samsung VXT CMS with no previous training, allowing any user to easily develop and deploy content. This completely streamlines operation and allows a business to achieve more by freeing up valuable time for creating unique and exciting content based on the hundreds of templates provided as part of Samsung VXT CMS.

Users can also remotely manage everything on a single, secure platform to control display content, access hardware settings and troubleshoot issues. Samsung VXT CMS will unlock the powerful potential of business displays and open new business opportunities.

Samsung VXT CMS

Content Creation

Content Management

Device Management

| Europe / CIS | Asia | ME / Africa | North America | Latin America | China |

Cloud native structure for easy scalability

## High-speed deployment and updates

The cloud native structure of Samsung VXT CMS enables a range of critically valuable benefits. Businesses can deploy and update software directly from the cloud portal provided by Samsung, without the need to install or update each software by visiting the individual websites. VXT CMS has also dramatically improved the trial process for prospective buyers by reducing the procedures and time the trial process typically requires.

Previously, many on-premise solutions did not allow testing before purchase. This was because you needed to first have the digital signage in place to install the on-premise software to run any test or trial. VXT CMS now allows buyers to try the solution before the purchase by requesting a free trial on the Samsung website, taking only 10 minutes with any device that supports Chrome browser.

Once a prospective buyer decides to implement the solution for their business, the setup time is also much faster as there is no need for any physical servers which also allows scaling of a businesses with no restrictions. Businesses can stay agile and flexible to suit their specific needs.

Save fixed server costs

This intuitive solution not only elevates the messaging of a brand but provides a much more cost-effective solution. The cost effectiveness of VXT CMS is also clear when compared with on-premise solutions. When operating with on-premise solutions, businesses have to consider costs — such as the cost of installing and maintaining their own servers — while also increasing the number of servers in accordance with any growing business demand. In a cloud environment however, the more signage that is installed and needs to be managed, the greater the cost savings based on the payment plan structure in place. The cloud service provider is also responsible for server management and maintenance, so users save physical space, time and money.
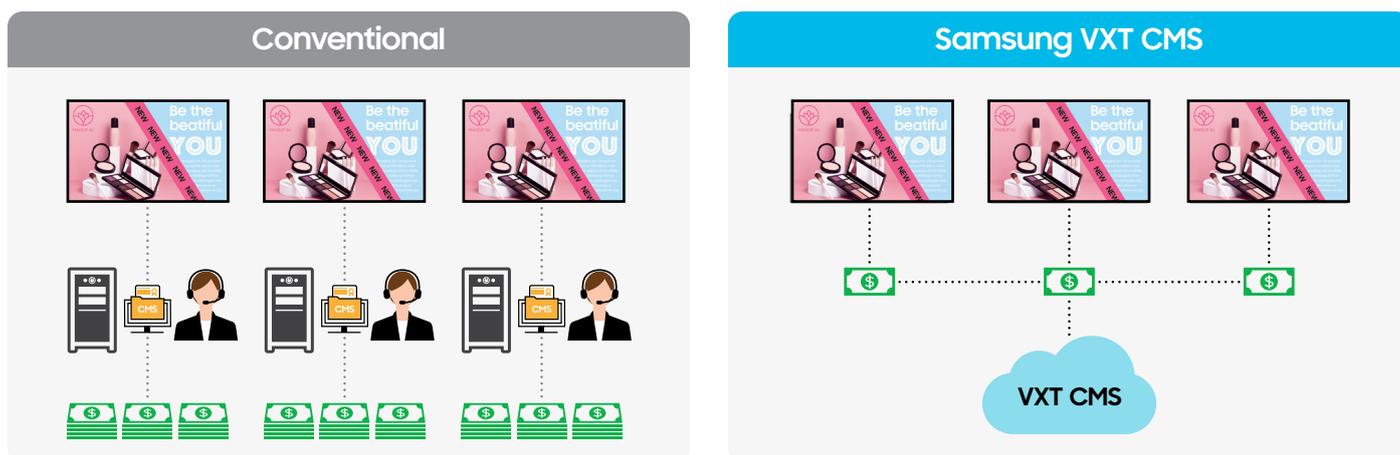
Minimizing failures, faster recovery time

A cloud native solution leverages the advantages of cloud to configure and run applications. It does not treat applications as a big entity, but instead turns them into multiple independent containers — like Lego — and fragments them. So when errors are detected in a container, only that individual container is shut down while it is fixed, ensuring normal operation for the rest. Samsung VXT CMS takes this one step further, elevating it above other cloud CMS. Samsung VXT CMS consists of even smaller block structures that are much more granular. In the case of an error, the shutdown range is much more focused, allowing faster recovery. This ensures more stable operation significantly reducing any possible business downtime and increasing user satisfaction. By minimizing failures and maximizing rapid recovery, VXT CMS offers greater peace of mind so that businesses can focus on scaling and growth.

Effortless use with intuitive user experience

Making content management easier and simpler

Samsung VXT CMS introduces a new content creation tool, VXT Canvas. With significantly upgraded usability, anyone can effortlessly create content in more intuitive ways than ever before. Users can create their own original content along with their custom and company fonts. In addition, users can also utilize a variety of assets such as templates and images pre-loaded on the system to take content to the next level.

For example, a restaurant owner is empowered to easily modify the text on a digital menu board such as menu options or pricing to create content that is indistinguishable to those created by professionals. This enables convenient content creation and management while removing the hassle of requesting help from an external content expert.
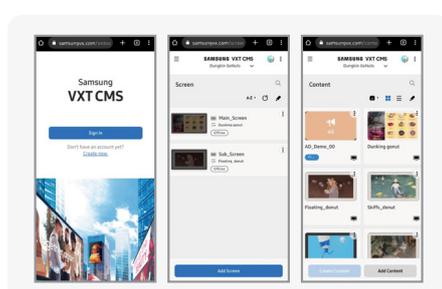

Samsung VXT CMS UX
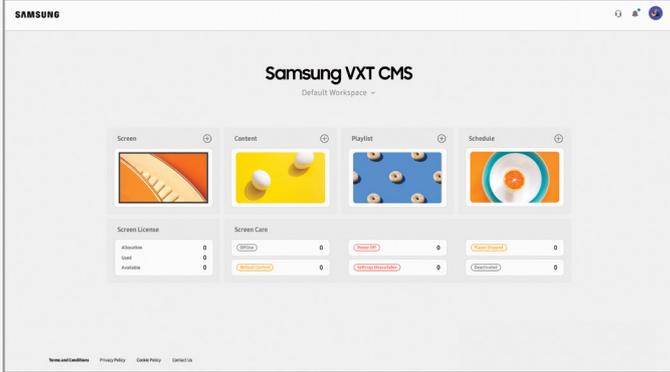
Content creation (VXT Canvas)   Content management   Device management

Samsung VXT CMS is enhanced further through advanced mobile capability. Every interface of Samsung VXT CMS is separately adapted for mobile devices too, meaning that it is possible for users to manage content on both a PC and mobile phone, regardless of where the content manager is at that time. Many instances require rapid and real-time updates to content publication, such as changing weather conditions or a product suddenly being out of stock. VXT CMS removes any challenges associated with making instant updates ensuring no inconvenience to a business and its customers.

Simplified deployment for more successful content

Not only has Samsung VXT CMS drastically enhanced the content creation process, it has also made it incredibly easy to deploy content — whether on one display or across a whole network. Using the simple how-to process, users can deploy content for maximum convenience. Previously, the deployment time for each piece of content was scheduled individually.

Now, users can make content and simply press the deploy button without the hassle of setting the deployment time. The same or different content can also be played across a diverse display network anywhere around the world, enabling display managers to control content quickly and effectively.

## How to Create and Deploy Content

Create the content
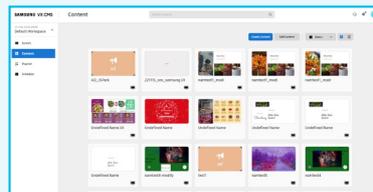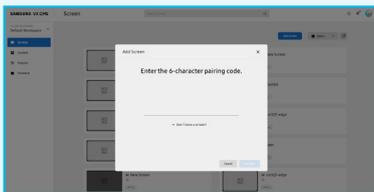
After running VXT Player on the screen, enter the 6-digit pairing code shown on the screen to easily connect the screen to the server.

You can upload your own content or create a new one using VXT Canvas.

VXT Canvas makes it easy to create content in a WYSIWYG format. Use the art content provided by VXT Canvas to make your space more luxurious.

Deploy the content
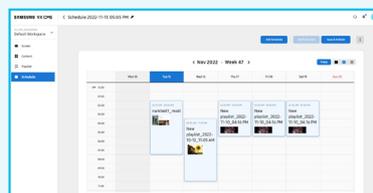
You can distribute the content to the screen right away by selecting the content to be distributed and clicking set to screen.

If you need content scheduling, you can create a schedule for systematic management.

Select the screen to distribute. Screen can be easily searched based on tag.

VXT Art

Bringing world-class galleries to customers

VXT Art offers access to a range of incredible art content. Beyond simple menus and other on-screen graphics, VXT Art offers access paintings by renowned artists, creating the look and feel of a luxurious art gallery. Art content from major art museums and galleries all around the world will be available at an additional cost. Users can simply access VXT Art in VXT Canvas, choose the piece and transform any display into a famous masterpiece.
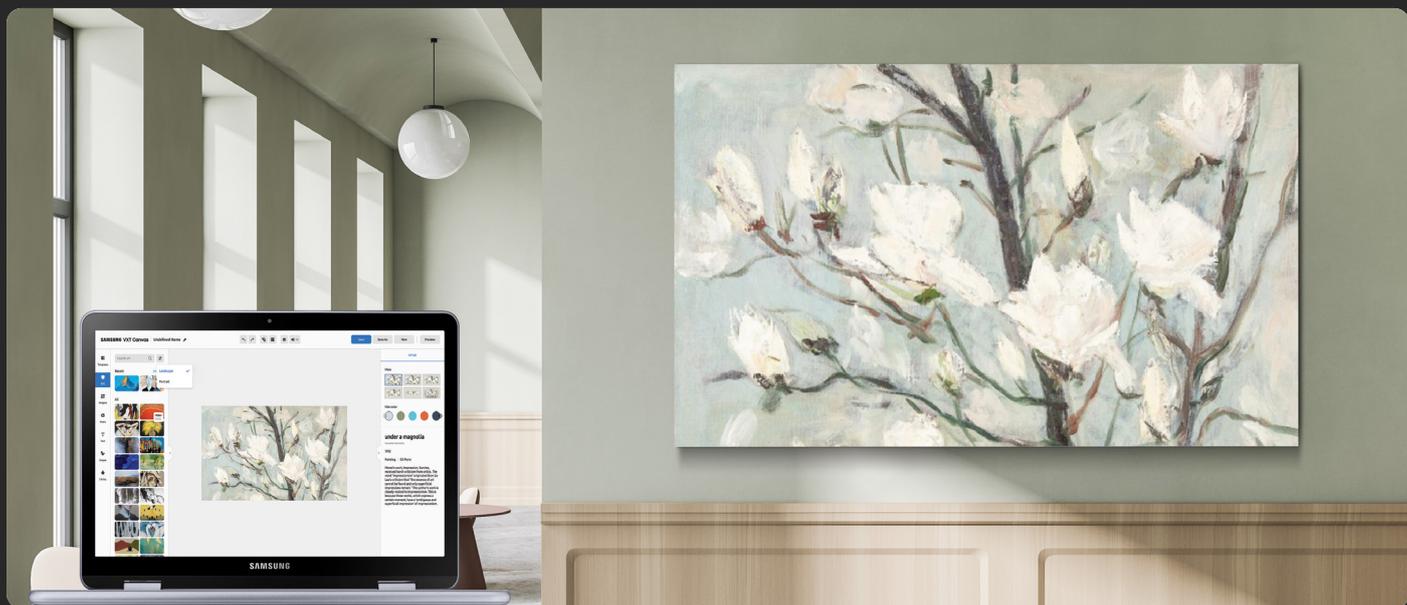
Food & Beverage

Retail

Corporate

* VXT Art must be purchased separately.

Business operations made smarter
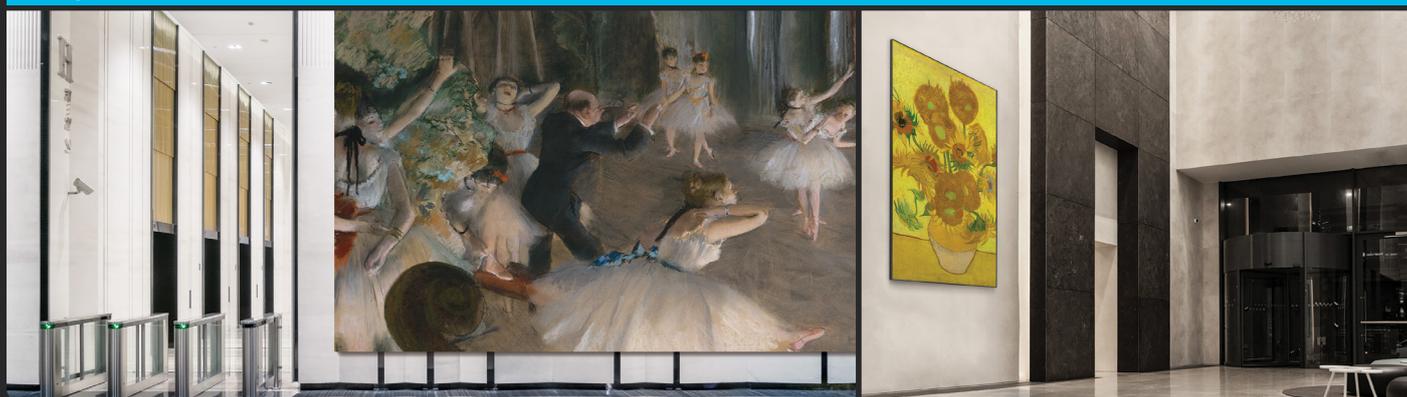
Customizable management with tag structure

Samsung VXT CMS introduces a more flexible and efficient tag structure to manage resources, instead of the rigid, tree-like folder structure typically used for businesses because of the widespread use of the Windows operating system. This traditional folder structure often results in only one or a few specific individuals knowing the location of certain folders and files. However, that issue is completely avoided when utilizing a tag structure. For example, think of using a hashtag in social media posts and how you can easily search all the data related to that specific hashtag. For a signage solution that it's used by managers from multiple countries and locations, the tag system is a significantly more flexible and convenient structure to use, offering a customizable system that can enhance any business operations.
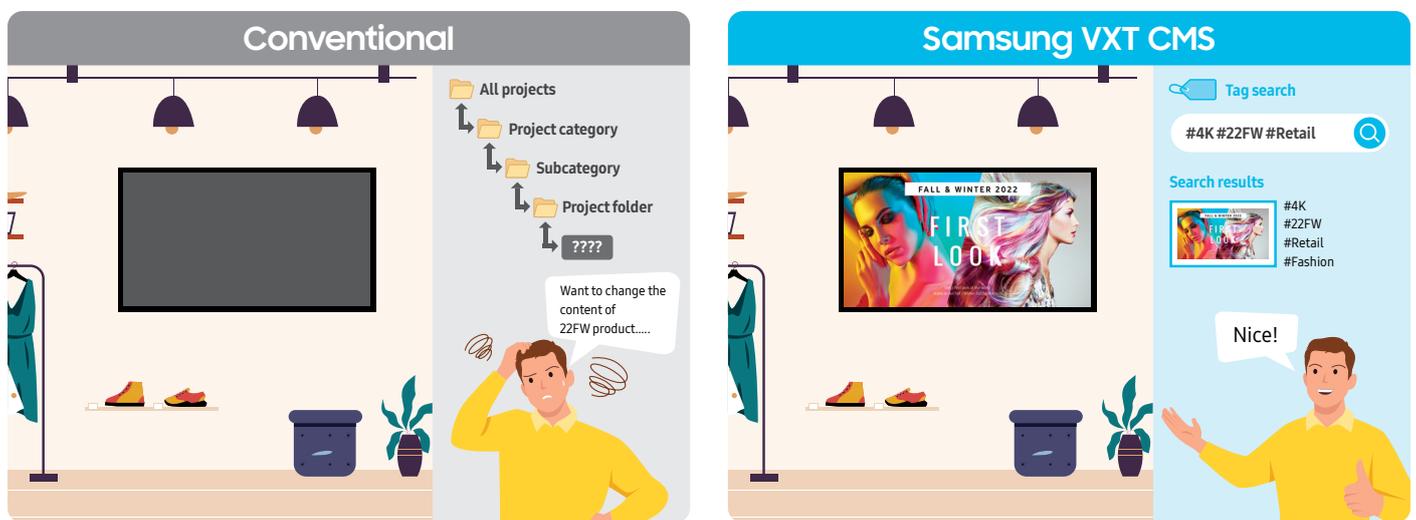
Remote control in real-time, every time

In addition to major improvements in content creation features, Samsung VXT CMS has also significantly improved its UX for remote management, making it more intuitive than ever. Users can easily use the enhanced security aspects of the solution, including lock options for items such as USB devices, Bluetooth devices, Wi-Fi, networks and individual remote controllers. With Samsung VXT CMS, all changes to the display settings will be made in real-time and multiple devices can be managed and controlled simultaneously for optimum efficiency.
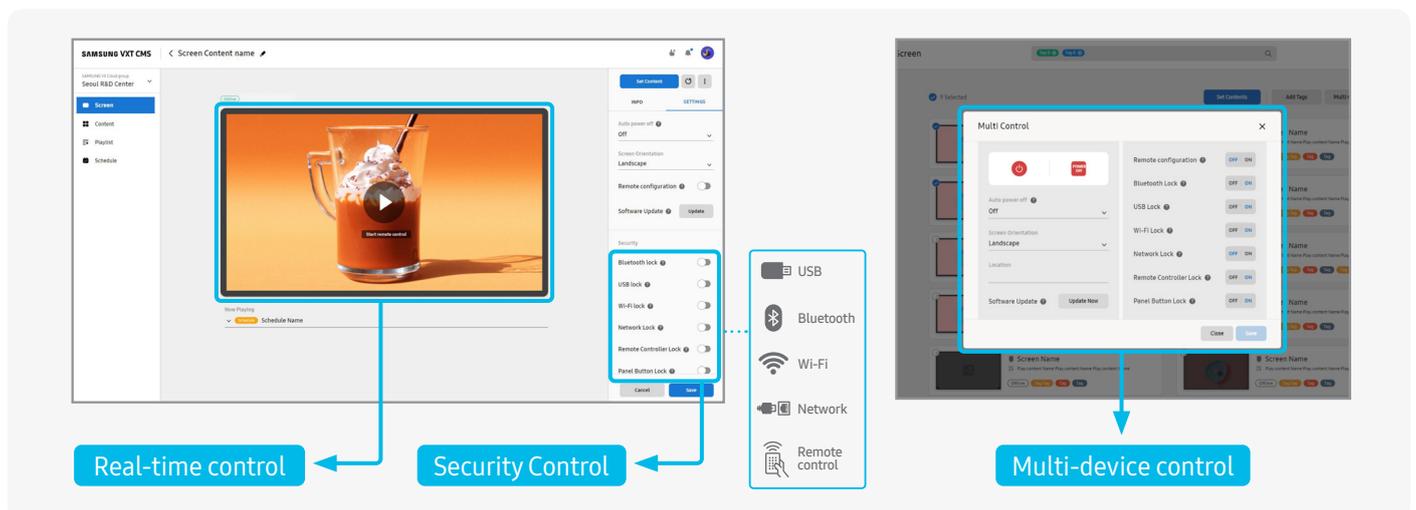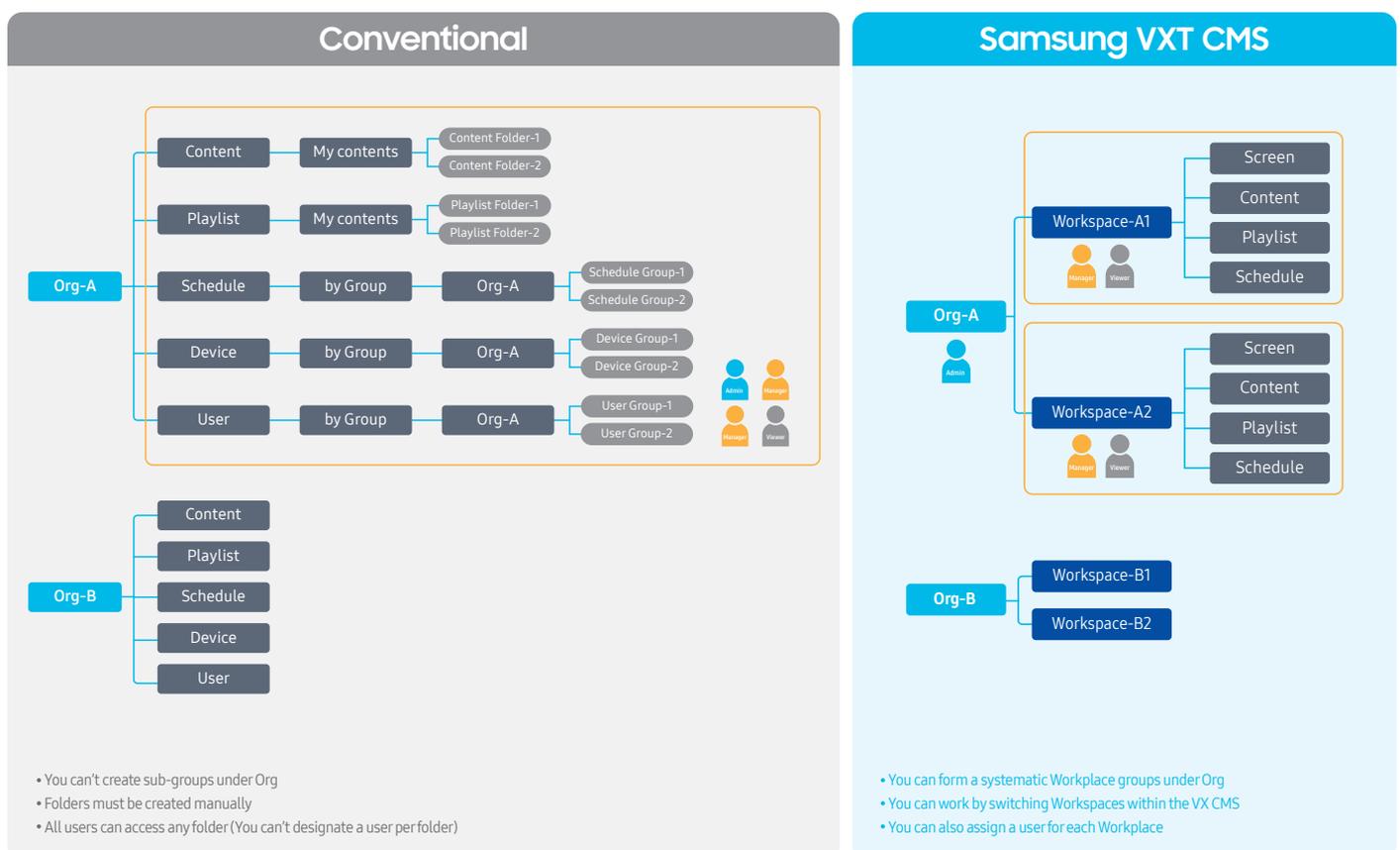
Systematic, secure user management

The management structure of Samsung VXT CMS is completely optimized to businesses. With a two-level organizational structure — Organization and Workplace — content can be protected systematically from any technical breach while enabling business to operate more flexibly.

Previously, businesses were unable to create different categories under 'Organization,' needing to create individual folders such as Content, Playlists, Schedules, Devices and Users manually. For major companies operating a worldwide display network, it is extremely difficult to manage such an organization structure, and only those that know the structure can operate the solution. However, Samsung VXT CMS provides a structure that now has two levels, meaning each workspace can be operated separately.

For example, consider a global retail brand that operates many signage displays installed in stores across several locations. Multiple products and campaigns are being advertised simultaneously, each of which are being managed by different users. With a structure that doesn't have separate Workplaces, all content would appear under a folder named 'Contents'. This is not only extremely complicated for 100+ users to manage their own content when mixed with a large volume of other content created by other users, but is also an inefficient way to operate. Therefore, there is a strong possibility for the mishandling, duplication, or accidental deletion of content.

However, there is no longer a need to worry about that with the new two-level structure. Even within a single Organization, you can create separate Workplaces and establish different user authorization, effectively blocking users from accessing other Workplaces that they are not permitted to.

Conventional

```
Org-A ─┬─ Content ── My contents ──┬─ Content Folder-1
       │                           └─ Content Folder-2
       ├─ Playlist ── My contents ──┬─ Playlist Folder-1
       │                            └─ Playlist Folder-2
       ├─ Schedule ── by Group ── Org-A ──┬─ Schedule Group-1
       │                                  └─ Schedule Group-2
       ├─ Device ── by Group ── Org-A ──┬─ Device Group-1
       │                                └─ Device Group-2
       └─ User ── by Group ── Org-A ──┬─ User Group-1
                                      └─ User Group-2

                                    Admin  Manager
                                    Manager  Viewer

Org-B ─┬─ Content
       ├─ Playlist
       ├─ Schedule
       ├─ Device
       └─ User
```

- You can't create sub-groups under Org
- Folders must be created manually
- All users can access any folder (You can't designate a user per folder)

Samsung VXT CMS

```
Org-A ── Admin ─┬─ Workspace-A1 (Manager, Viewer) ─┬─ Screen
                │                                  ├─ Content
                │                                  ├─ Playlist
                │                                  └─ Schedule
                └─ Workspace-A2 (Manager, Viewer) ─┬─ Screen
                                                   ├─ Content
                                                   ├─ Playlist
                                                   └─ Schedule

Org-B ─┬─ Workspace-B1
       └─ Workspace-B2
```

- You can form a systematic Workplace groups under Org
- You can work by switching Workspaces within the VX CMS
- You can also assign a user for each Workplace

Benefits suited for each vertical

**Retail**

Bring in-store shopping to life with dynamic, digital content

By creating content tailored to your specific promotion purposes, you can create brand awareness and drive increased sales. Third-party ads displayed in waiting areas and on elevator screens can also generate additional revenue. Plus, all that content can be managed seamlessly across a variety of locations and devices from anywhere around the globe.

Food & Beverage
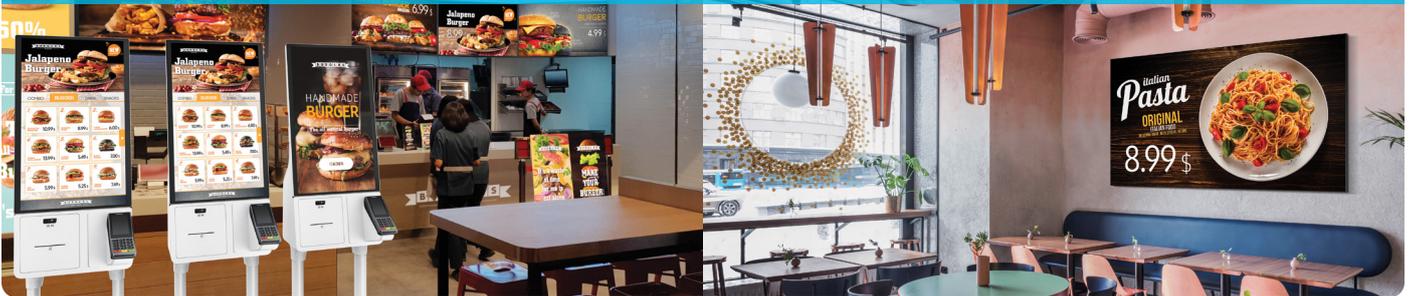
Engage customers and sell more with vivid and vibrant menus

Using preconfigured templates in VXT Canvas, menuboards and promotion content can be quickly created to ensure customers receive the latest information. This content can be further enhanced with enchanting art content available in VXT Art, while Sync Play ensures alignment of all promotional messages with connected, alternating content across a full signage network with multiple displays.

Corporate

Transform corporate communication with real-time data

Quickly and easily check meeting room occupation status using the Meeting Room Widget installed on digital displays, ensuring better efficiency. Important notifications and messages can be instantly deployed across a network of displays, as well as convenient control of settings and security using Device Management which enables strengthened and more seamless employee communication.

FAQ

Q **What is the sign-in process for Samsung VXT CMS?**

A Samsung VXT CMS Account has Samsung Account based system, and therefore you would need your own Samsung Account to use the CMS service. If you do not have your Samsung Account yet, create your own Samsung Account at Samsung.com, and use the account information to sign-in to the VXT CMS service.

Q **Where can I get more information on Samsung VXT CMS?**

A You can find additional information on VXT CMS at www.samsung.com/vxt

Q **How can I use the VXT Art feature?**

A VXT Art provides art content that will enrich your content breadth and enhance your digital signage experience. First, you must purchase VXT Art separately. Once purchased, you can find VXT Art on VXT Canvas and can have a hands-on experience with your new art content creator.

Q **Can I use Samsung VXT CMS with a non-Samsung device?**

A VXT CMS is being developed to support non-Samsung devices as well as Samsung products.

Q **What can I do with Samsung VXT CMS?**

A VXT CMS enables you to create and upload contents that will be scheduled on your signage. VXT CMS also allows you to remotely manage signage including monitoring, controlling settings and applying security measures.

Q **What is VXT Player?**

A VXT Player is an App that allows contents from CMS Server to be played on signage. You can download the App on signage at Apps menu without any additional charges.

Q **Is there a free trial?**

A Yes! You can access your free trial now at www.samsungVX.com. VXT CMS provide you with up to 5 free trial licenses. You can use the entire content management feature today to determine if Samsung VXT CMS is right for your business.

* In the case of VXT Art, you can check the works in the portal in the free trial, but you cannot distribute them to your signage.

Q **Should I have digital signage for Samsung VXT CMS?**

A You don't need to purchase physical screens to try out VXT CMS. With any device that supports chrome browser, you can swiftly explore entire Samsung VXT CMS journey.