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## Samsung Q4 2019 Digital Signage Software - The Fundamentals

To create a powerful all-in-one digital signage solution, Samsung commercial LFDs ship with an embedded **system on a chip (SoC)** based media player, to support digital signage without requiring an external media player device. This onboard media player supports a suite of turnkey digital signage solutions from Samsung, called **MagicInfo**, as well as partners utilizing the **Samsung Smart Signage Platform (SSSP)** to run 3<sup>rd</sup> party software. **Samsung now provides the most comprehensive suite of solutions for digital signage applications at every level.** These can be categorized at five different levels of digital signage capabilities for different LFD models:

### MagicInfo Express 2 – S3/S4/S5/S6 Player LFDs

- Free, basic digital signage for Windows, Mac, Android, or iOS, working within a small-scale deployment on a local network.
- MagicInfo Express 2 does not need a separate media player; it uses the integrated SoC embedded in the LFD.
- MagicInfo Express 2 connects to the LFD via a network. If no network is present, a direct Wi-Fi connection can be set up on the LFD (Soft Access Point).
- MagicInfo Express 2 can also publish content via USB storage devices.
- MagicInfo Express 2 allows the use of photos, videos, PowerPoint, PDF, external sources (via PiP), and allows for multi-zone template creation from a library of pre-created layouts.
- MagicInfo Express 2 provides an easy to use interface for customization of templates, scheduling of content, and direct publishing of content to one or more LFDs.

### MagicInfo Lite - S3/S4/S5/S6/S7/Simple SoC LFDs

- Entry level digital signage with central management, that can span multiple sites.
- MagicInfo Lite does not need a separate media player; it uses the integrated SoC embedded in the LFD.
- MagicInfo Lite connects over a network (wired or wireless) to an on-premise PC running MagicInfo Server 6 software. MagicInfo Server

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provides an easy to use web-based interface for multiple users to manage content and create schedules.

- MagicInfo Lite supports photos, videos, PowerPoint, and Flash files as content. It plays them back full screen only.
- **The first 25 LFDs are included at no cost.** MagicInfo Lite can be expanded past the first 25 using a purchasable product license. It is licensed on a per-LFD basis (Samsung part **CY-MILSSTS**). This is a one-time license fee, including updates to the software.

## MagicInfo Premium 7 - S3/S4/S5/S6/S7 Player LFDs

- General purpose comprehensive digital signage, with central management that can span multiple sites.
- MagicInfo Premium does not need a media player, it is built into SoC equipped monitors.
- MagicInfo Premium connects over a network (wired or wireless) to an on-premise PC running MagicInfo Server 6 software. MagicInfo Server provides an easy to use web-based interface for multiple users to manage content and create schedules.
- MagicInfo Premium allows the LFD to run up to 10 different schedules as “channels” that can be changed just like changing channels on the TV tuner.
- MagicInfo Premium supports advanced content types, including photos, videos, Flash, Office documents (Word, PowerPoint, and Excel), PDF, HTML, RSS, and MRSS feeds. IP Streaming content (H.264/H.265) is also supported. It has the capability to create multi-zone templates with web widgets either via the integrated Web Author or Windows-based Premium Author software.
- MagicInfo Premium can also engage the Picture in Picture (PiP) processor in the LFD to add external live video sources (HDMI, TV Tuner, etc.) to your templates.
- MagicInfo Premium can utilize the add-on DataLink Server software to create dynamic and automatically updating content LFDs linked to network database sources such as SQL, or Exchange calendars. Add on licenses (**BW-MIE30DA**) are needed per LFD to use this feature.

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- MagicInfo Premium provides content playback reporting functions through the MagicInfo Server software.
- MagicInfo Premium is available as a purchasable product license. It is licensed on a per-LFD basis (Samsung part **BW-MIP40PA**). This is a one-time license fee, including updates to the software. **A 60 day, 5 LFD free trial is included when a server is set up.**

## **MagicInfo Premium 7 – I Player for PCs**

- Providing all of the capabilities of MagicInfo Premium 7 for SoC enabled displays, the I Player software for MagicInfo Premium 7 can be loaded onto user supplied Windows 10 PCs.
- This can drive Samsung LFDs, videowalls, and can also work with non-Samsung LFDs, without the advanced control of the LFD hardware.
- The I Player software utilizes the same unified license available for purchase. It is licensed on a per-player basis (Samsung part **BW-MIP40PA**). This is a one-time license fee, including updates to the software. **A 60 day, 5 LFD free trial is included when a server is set up.**

## **Samsung Smart Signage Platform (SSSP) Partners – 3<sup>rd</sup> Party (S3/S4/S5/S6/S7 Player LFDs)**

- High quality digital signage solutions from 3<sup>rd</sup> party partners.
- The SSSP Partner software packages do not need a media player, instead they use the SoC based media player in commercial LFDs.
- Samsung has provided an open architecture system in SSSP equipped LFDs to allow for partner software developers to build and sell software solutions to run on the SSSP equipped LFDs without needing a separate media player unit.
- These software vendors are noted names in the digital signage industry.
- These products tend to be higher performance and offer similar features (operating in different ways in most cases), but features will depend on the selected software package. These products may incorporate IR remote commands, or mobile device interaction.
- **NOTE: S4/S5/S6 Player compatibility with 3<sup>rd</sup> party software requires version specific Tizen app. Please verify support from your CMS vendor.**