

SAMSUNG

# Samsung Pro TV

## BET-H series

Sales presentation

2020 | SEA Display Division

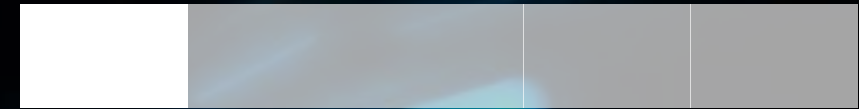


# Digital signage changes customer behavior and continues to drive sales and customer engagement.

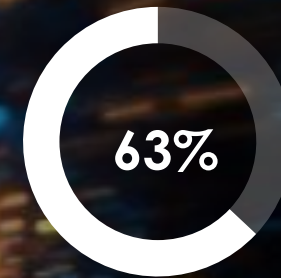
“Digital signage is driving sales and engaging customers, and the **more you can engage with somebody at the point of sale** and provide them with an improved shopping experience, the **more likely you are to see increased brand awareness**, as well as growth in sales.\*

\*Source) <https://www.digitalsignageconnection.com/the-growing-impact-of-digital-signage-in-retail>

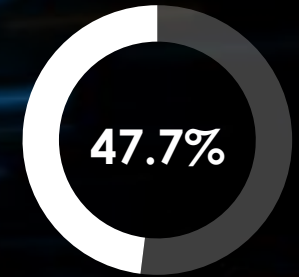
\*\*Source) <https://www.visix.com/resources/blog/40-digital-signage-statistics-that-prove-it-works>



Digital displays capture 400% more views than static displays\*\*



63% of people say that digital signage captures their attention\*\*



Digital signage has a 47.7% effectiveness rate for brand awareness\*\*



4 out of 5 brands noticed a **33% increase** in sales after adopting digital signage\*\*



**Time-strapped small  
business owners with  
limited resources  
need easy & simple  
signage**

## Pain Points



I don't need a commercial-grade display for my small business.



I do not have time to update signage all the time.



Most business technology is complicated.



INTRODUCING

Samsung's Pro TV  
BET-H series

**A stunning 4K TV  
with customizable  
possibilities.**





## Powerful Crystal UHD picture quality

Crystal 4K processor & Crystal UHD resolution



## Slim and Modern Design



## A TV You Can Count On

16/7 operation time / 3-Yr Warranty



## Plug & Play the Content You Want

Tuner, multiple inputs, and content from YouTube.



## DIY Content Management Solution

Create and upload dynamic, eye-catching content to multiple TVs from your smartphone or tablet in three easy steps using the Intuitive Samsung Business TV app (Android and iOS)

Samsung proprietary and confidential

# With Samsung Pro TV,

simply **captivate your customers** with a stunning, **high-performance** Ultra High Definition 4K display with **easy setup**, and endless **custom content** possibilities.



Samsung Pro TV  
BET-H series

# A stunning 4K TV with customizable possibilities.



## Simply captivating

- Powerful crystal clear UHD display and 4K processing to display brilliant content throughout the store.
- Display sizes ranging from 43 to 75 inches at a variety of price points elevates the in-store experience.



## Do more with your TV

- Intuitive, mobile-friendly Samsung Business TV apps for both iOS and Android, built-in TV tuners, multiple input ports.
- Extended 16/7 operating times means you have the highest level of content and display flexibility.



## Customize your content

- A DIY content management system, YouTube, slideshows, custom messages.
- More than 100 templates sorted by your industry and content type.





# Why Samsung Pro TV ?

Global No. 1 **Brand**

Simply Captivating

Do more with your Pro TV

Customize your content and go

## Top Ranking Brand

**#6**  
**Interbrand**

Best Global Brands 2019 Rankings

**#7**  
**Forbes**

The World's Most Valuable Brands

**#12**  
**FORTUNE**

Fortune Global 500

## Media Recognition

**#2**  
**FORTUNE**  
2017

The World's Most Admired Brands

**#5**  
**BCG**  
2019

Most Innovative Companies

**#7**  
**The Harris Poll**  
2019

Brand Reputation Rankings

## Award-winning Design

**49** 

IDEA Design Awards,  
including at 2018  
International Design  
Excellence Awards (IDEA)

**Most IDEA  
prizes won in a  
single year**



# Samsung TV, continuing No.1 leadership for 14 years.

There are many TV brands in the world.  
However, there are only a few that have  
been loved and chosen by consumers for 14  
consecutive years.



Global No. 1 TV for 14  
years **Samsung TV**

\*Reference: Samsung has been the No.1 selling TV  
brand for 14 consecutive years by IHS Market



Samsung TV has been constantly paving the path for technological innovations by offering the consumers a new TV experience and a future for global TV industry. This is the core driving force that makes Samsung a No. 1 for 14 consecutive years.

Since its release 4 years ago, Samsung QLED has seen steady and continuous improvements with cutting-edge technologies, and in 2020 it is armed with innovative 8K features such as Infinity Screen which makes true immersive viewing experience with eliminated boundaries, AI 8K Upscale function improved with a neural network and the Object Tracking Sound+, which delivers a sound experience that is unprecedented.

The technological process is only one part of the equation. Being the No. 1 global TV is a clear evidence of our consumer loyalty, as they have trusted and are satisfied with Samsung TV.



Global No. 1 Brand

Simply Captivating

Do more with your Pro TV

Customize your content and go

# Why Samsung Pro TV ?



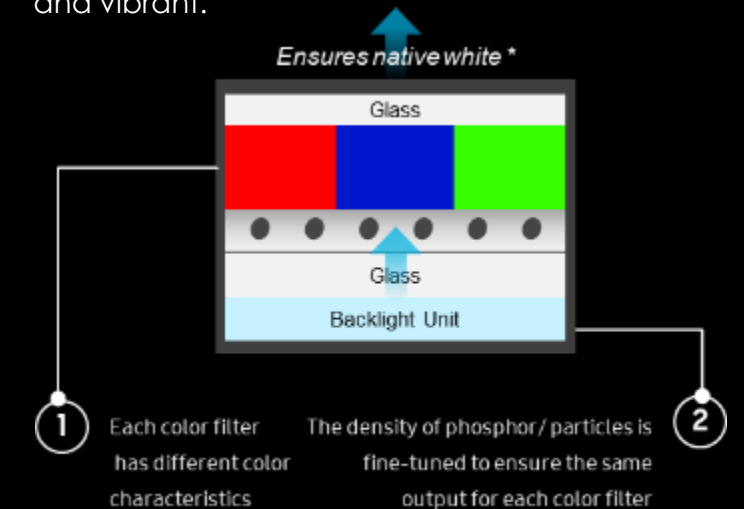


# Experience brilliant color, now.

Experience crystal clear colors that are fine-tuned to deliver a naturally crisp and vivid picture. Crystal Display enables you **to experience the expression of optimized color tones without distortion.**

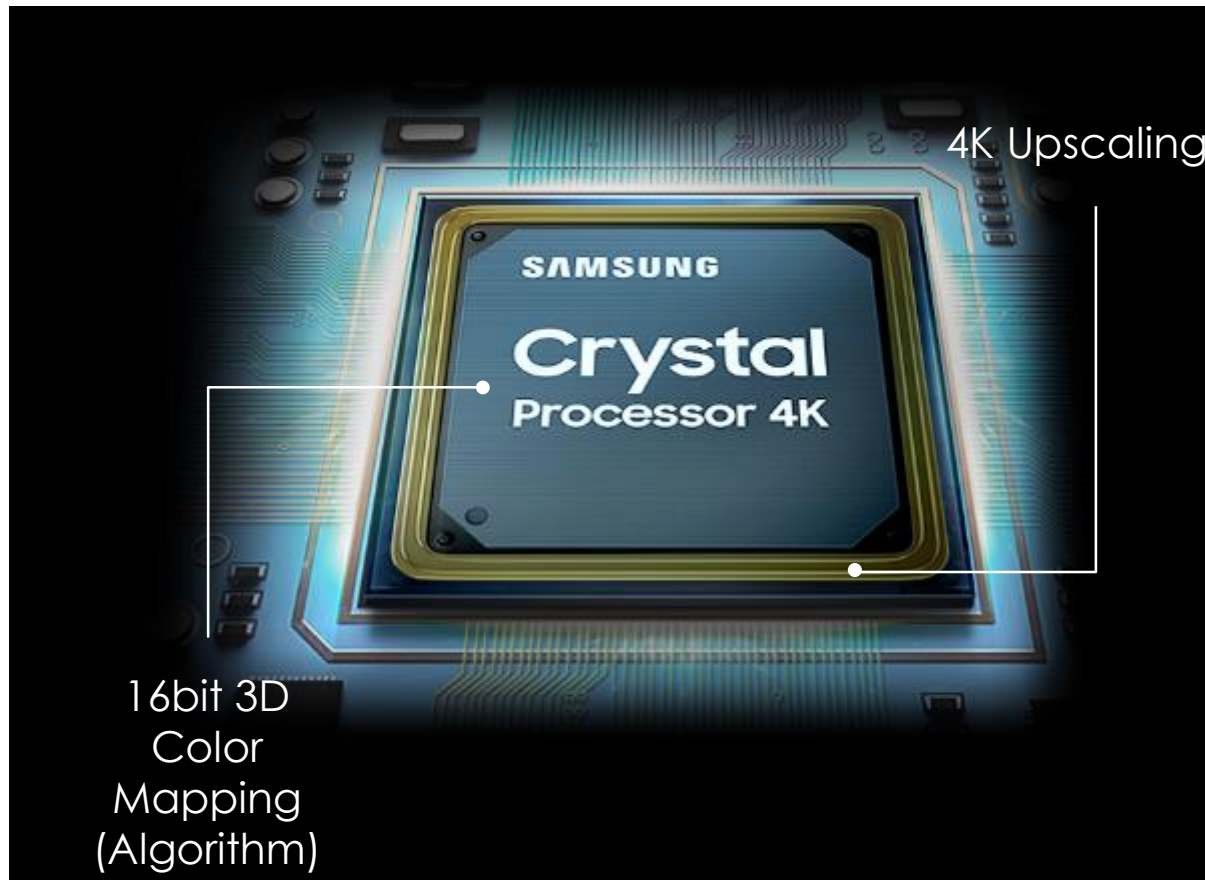


Formed with inorganic nano-structured particles, the fine-tuned backlights and the matching color filters in Crystal Display optimize the picture quality to achieve more natural and accurate colors tones that will stay crisp and vibrant.



# Powerful Crystal UHD picture quality.

A super crisp and clear picture that is 4X more powerful than the resolution of full HD. Crystal UHD **takes your content to the next level** by providing more accurate and smoother colors. The ultra-fast processor **transforms everything you watch into stunning 4K**.



4K Upscaling

Crystal Processor 4K

16bit 3D Color Mapping (Algorithm)

Crystal Processor is a powerful engine that takes your TV experience to another level. Picture quality enhancement with 4K upscaling and 16-bit 3D color mapping in processor, whatever contents you play, you can experience with much deeper immersion.

Conventional Color Map

Small range of colors

16bit Color Map

Wide range of colors

16bit 3D Color Map (Algorithm)

Black

White

R (16bit)

B (16bit)

G (16bit)



# Reality of 4K UHD Resolution

4K UHD TV goes beyond regular FHD with 4x more pixels, so it **provides much sharper and clearer images.**



# Every Detail Counts

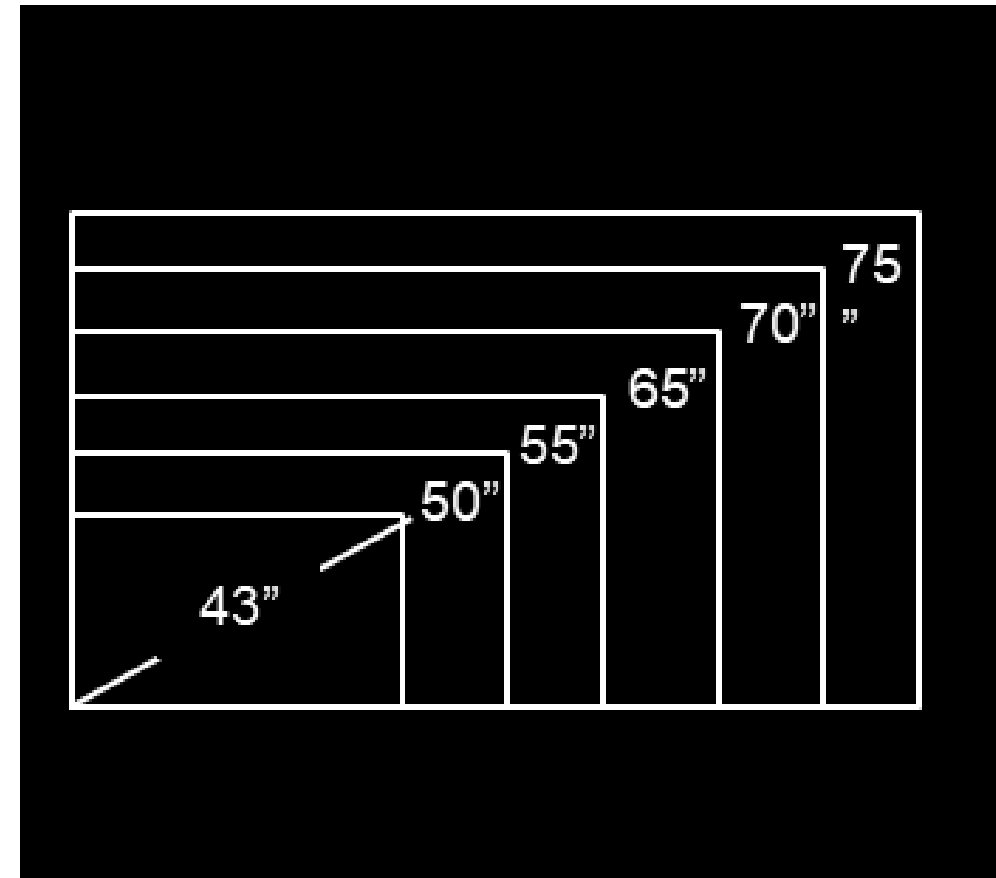
With HDR enjoy a **wider spectrum of colors and visual details**, even in dark scenes.





# Slim and Modern. The Right Size, Now.

The sleek, elegant, and minimalistic design draws you into the screen from any angle. With sizes ranging from **43 to 75"**, Pro TV naturally fits your space.





Global No. 1 Brand

Simply Captivating

Do more with your Pro TV

Customize your content and go

# Why Samsung Pro TV ?





# A TV you can count on

Featuring an impressive **3-Year warranty**, Pro TV is reliable and built to operate even with extended daily business hours, **16 hours a day, 7 days a week**.



# Plug and play content you want

Show what your customers want to watch with **built-in tuners** and **multiple input ports**. Your Samsung Pro TV can also play **content from YouTube**. From the big game to prime-time news, broadcasted by cable or by external media player, you're in control.



Content alongside  
TV programming



Multiple  
input ports



# Intuitive, mobile-friendly Samsung Business TV app

With the **Samsung Business TV app** on your phone or tablet, **create dynamic content on your time**. With a super-easy guide to walk you through the setup, advertising your business has never been simpler or more convenient.



## Quick setup guide

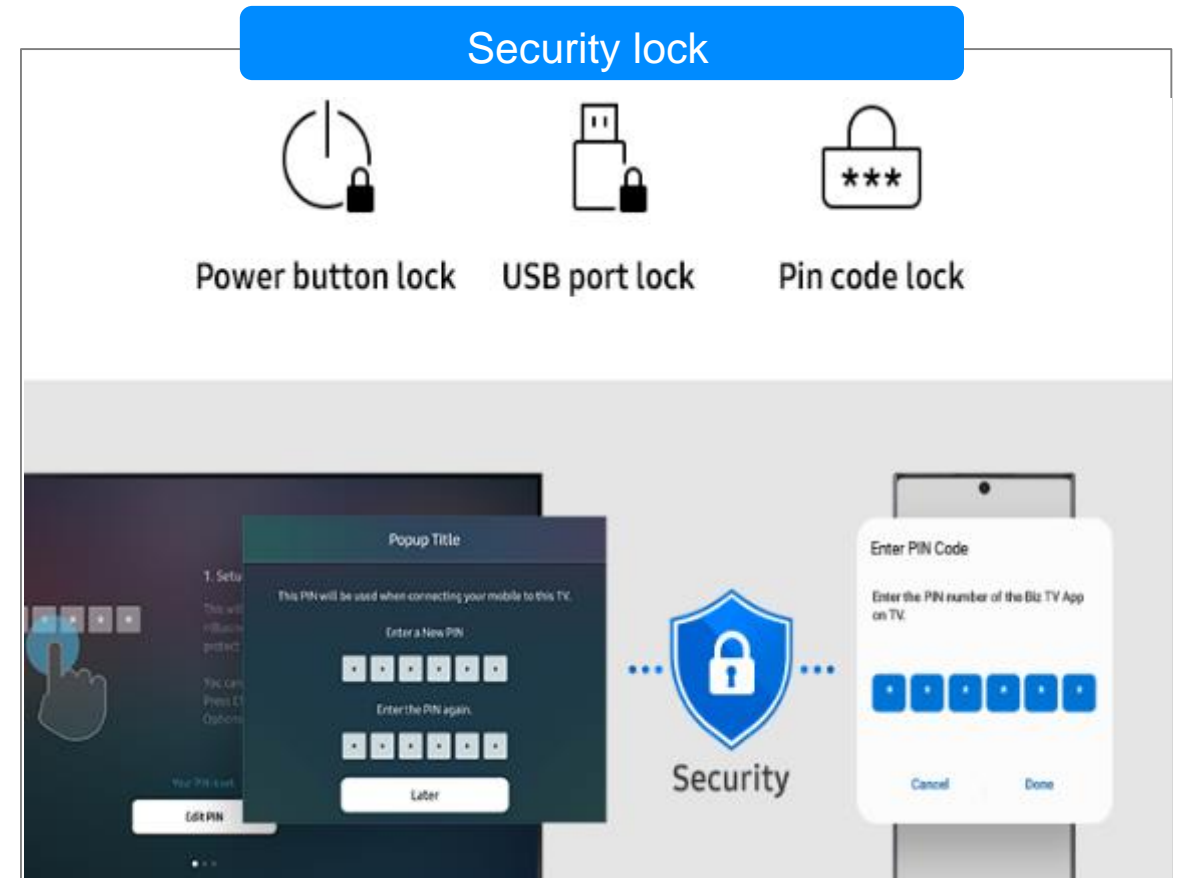
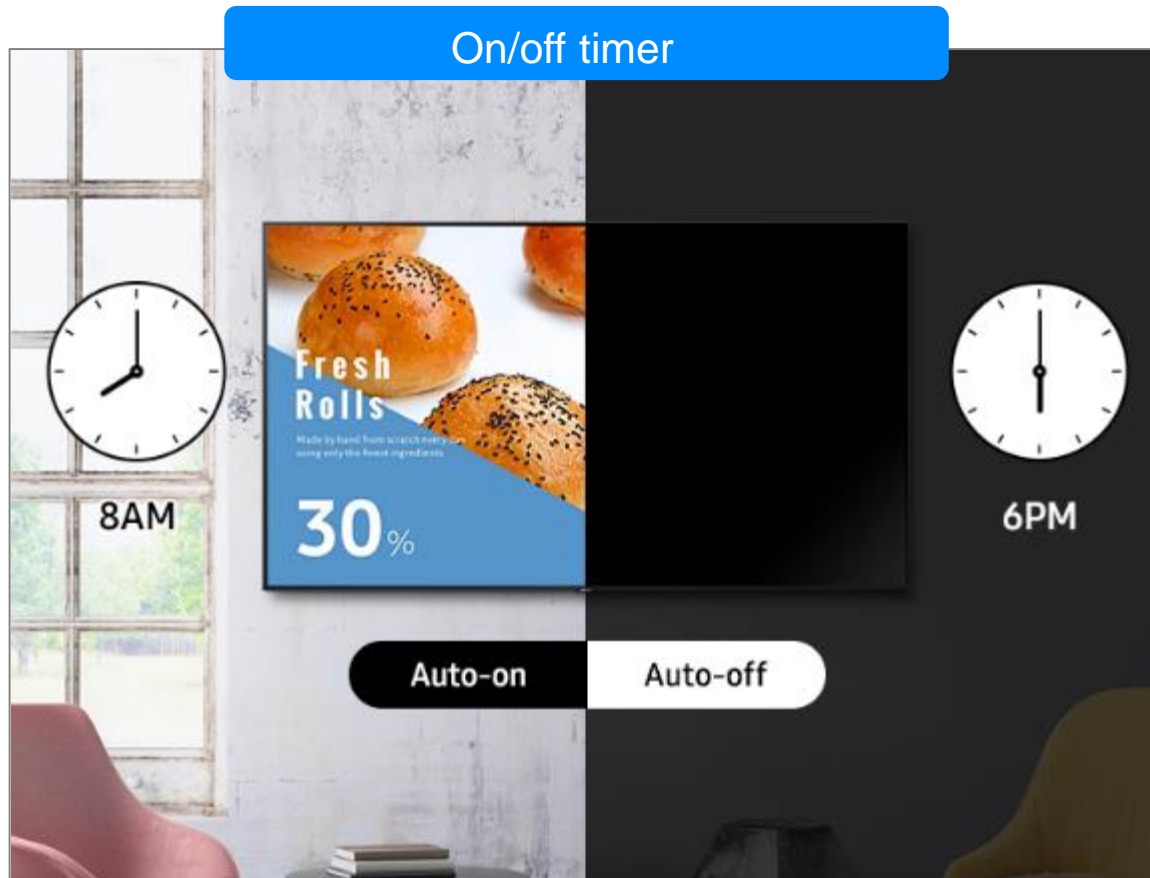
Samsung Pro TV comes preloaded with a step-by-step tutorial that automatically begins when users first turn the TV on.

After downloading the Samsung Business TV app, users' devices are automatically connected to the TV and available for immediate use.



# Focus on your business, not your TV

Spend less time dealing with technical issues. An **on/off timer** allows the TV to automatically operate during business hours and a **pin-code protects the display settings**, avoiding any potential content interruptions.







Global No. 1 Brand

Simply Captivating

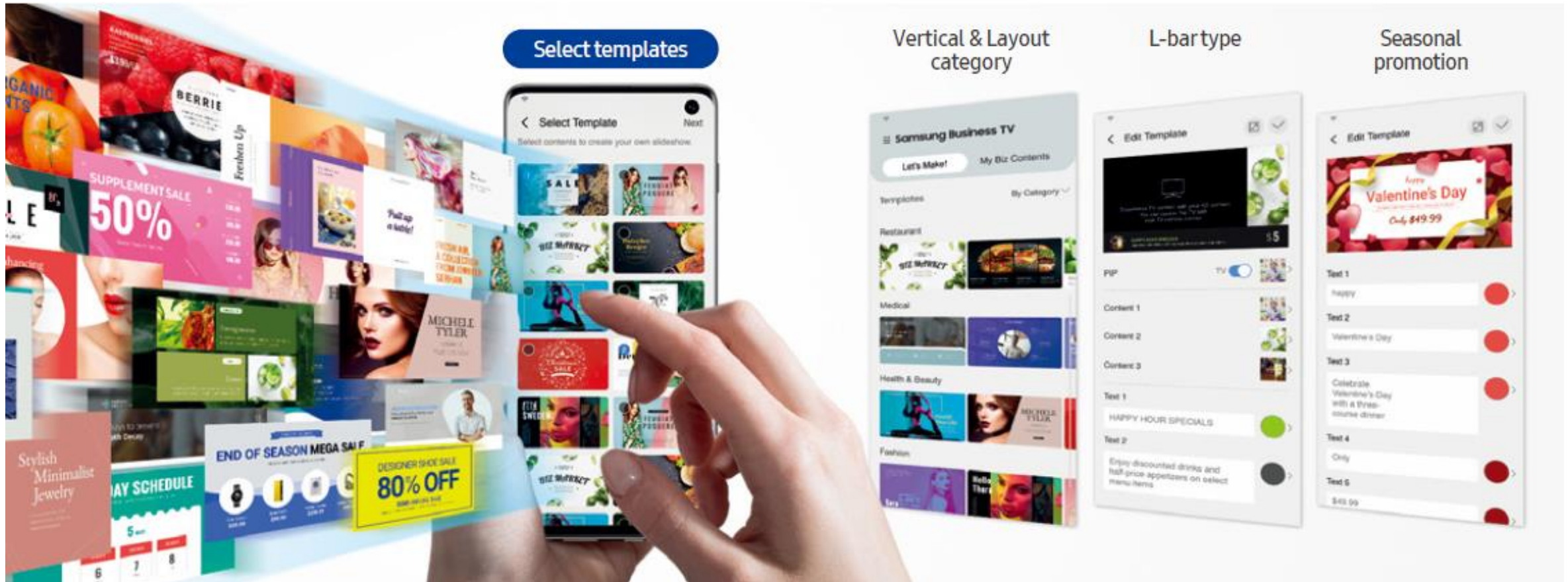
Do more with your Pro TV

# Why Samsung Pro TV ?

Customize your content and go

# Create eye catching content with the click of a button

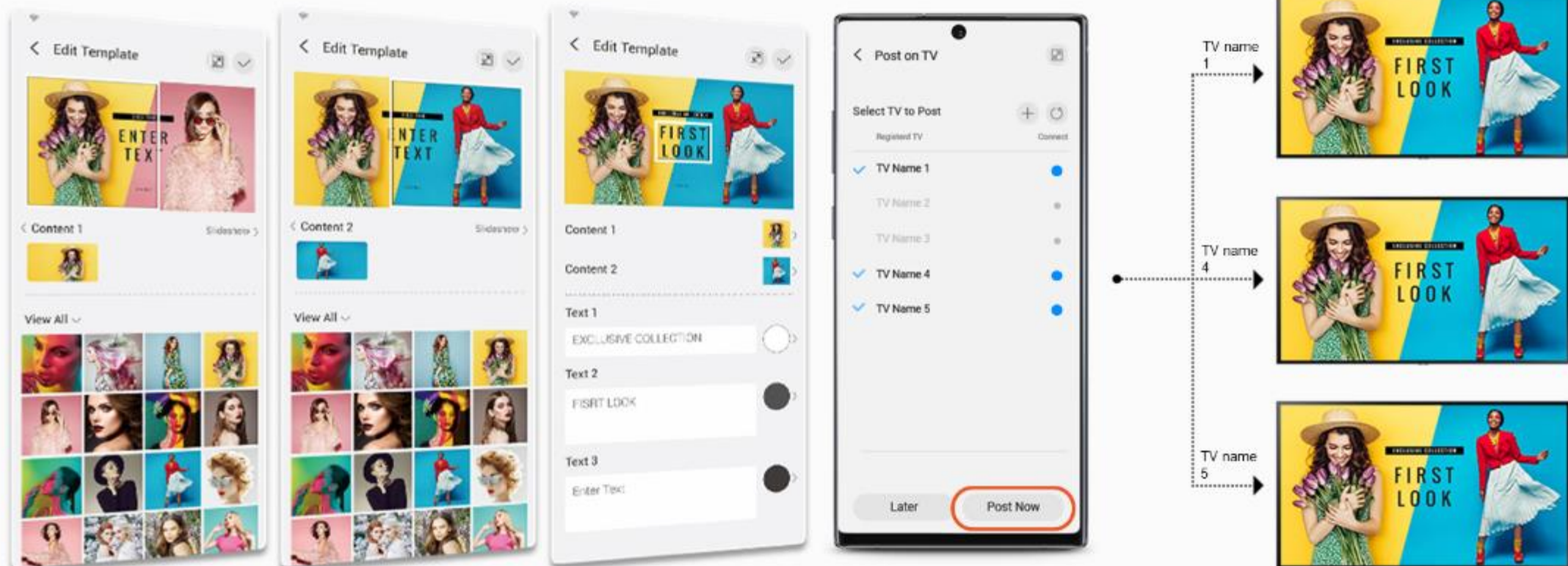
**Save time and money** with more than **100 pre-loaded content templates** including vertical orientation, L-Bar layouts, motion-embedded, seasonal sale and other pre-designed promotions and advertisements for DIY content management.





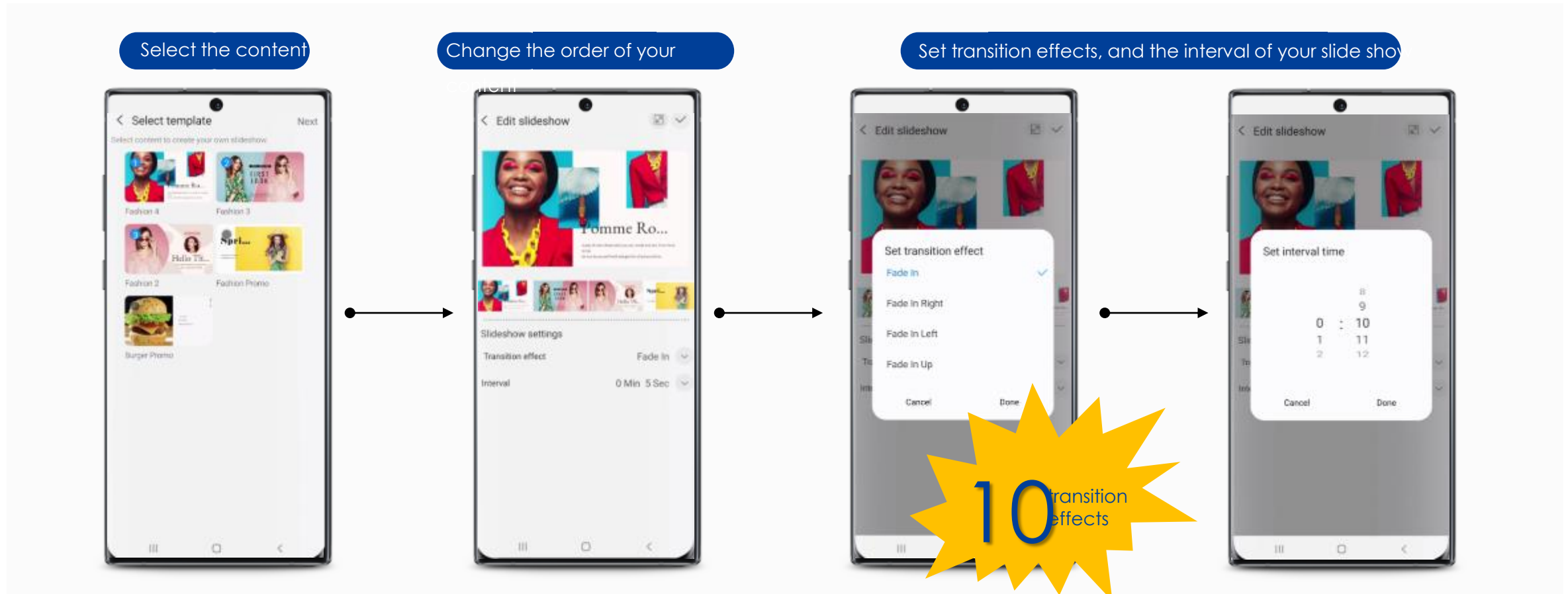
# Not a content expert? No problem.

**In three easy steps**, you can upload dynamic, eye-catching content to your TV. That's all it takes. An incredibly simple interface allows you to edit, review, finalize and deploy content — even across multiple displays — with just a few quick taps.



# Talk to your customers.

You can **easily create powerful content** including the latest information and promotions using the slideshow feature. With a few clicks of a button, content becomes as dynamic as your customers



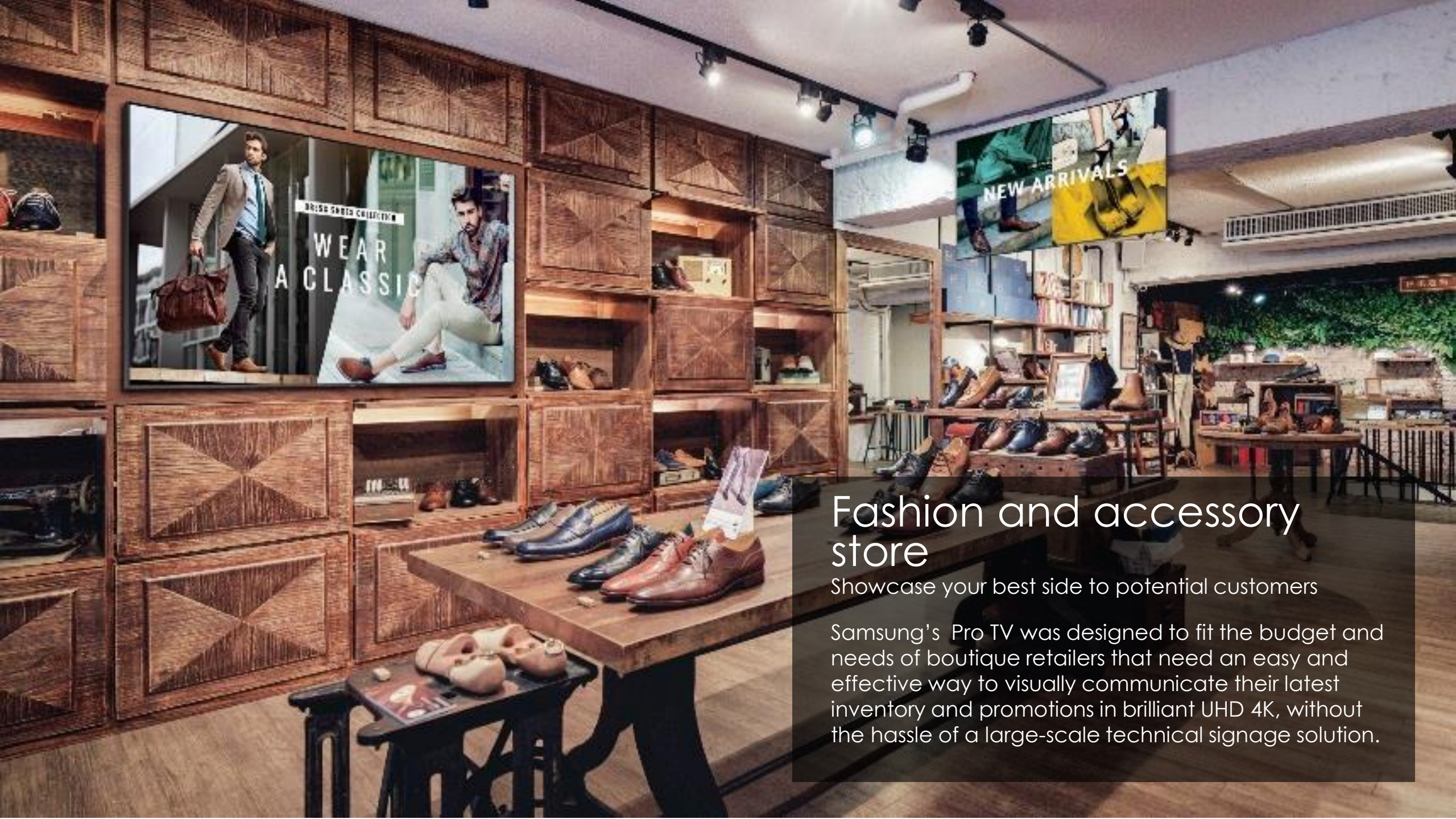


# Samsung Pro TV Use Cases



Retail (Fashion & Accessories) | Retail (Beauty) | Retail (Drugstore) | Medical Office | Restaurant





## Fashion and accessory store

Showcase your best side to potential customers

Samsung's Pro TV was designed to fit the budget and needs of boutique retailers that need an easy and effective way to visually communicate their latest inventory and promotions in brilliant UHD 4K, without the hassle of a large-scale technical signage solution.



# Retail Fashion and Accessories: Showcase your best side to potential customers



## What's the customer need?

To compete with online fashion retailers and the big-name box stores, smaller retailers must capture the attention of customers the moment they enter the storefront quickly and effectively. Digital displays can be used inside stores to promote sales or show off the latest fashion line to improve the in-store customer experience and drive sales.



### Target Customer

Fashion and cosmetic retailers,  
Pop-up retailer, Retail pharmacist,  
Accessories boutique



### Target Audience

Store owners and  
Merchandising managers

## Customer pain points

- Can't afford a commercial-grade display due to low technology budget
- Not enough time to update static signage all the time
- Can't devote the energy to understand complex business technology
- Needs a TV that is that is easy to set up and upload content so owners and managers can focus on important business decisions
- Can't create a vibrant in-store experience that rivals larger and competing retailers

## Samsung's Solution

Samsung's Pro TV is designed to fit the budget needs of boutique retailers that need an easy and effective way to visually communicate their latest offerings and promotions in brilliant UHD 4K.

## Customer benefit

Samsung Pro TV has powerful Crystal UHD picture quality, extended 16/7 operating time and is supported by a 3-year warranty. Samsung Pro TV gives you the choice:

- To select a TV ranging from 43-75 inches to fit perfectly in your fashion retail space
- Show only the content you want to directly engage and inform your customers looking for the latest fashion
- Elevate the in-store experience to drive store traffic and attract new customers
- Display content in brilliant picture quality with 4X the power of full HD resolutions
- Day in and day out, depend on your Samsung Pro TV to showcase the latest apparel and accessories
- With the Samsung Business TV app on your phone or tablet, create and update your messages and content for with easy setup and 100 templates that fits your image

## Why Samsung?

- **Maximize Your Performance**  
Transform static communications and unlock new possibilities with a diverse line of panel technology designed to meet any business display need.
- **Drive Transformation**  
With an all-in-one solution, intuitive, advanced content management and display capabilities and a robust platform that is ideal for any business.
- **Create New Experiences**  
Connect with an extensive ecosystem of leading digital signage partners, through the Samsung platform, to create seamless, tailored experiences.

## Why does the customer care?

# 63%

of people say that Digital Signage captures their attention<sup>1</sup>

Over

# 90%

of information transmitted to the brain is visual<sup>2</sup>

Digital displays capture

# 400%

more views than static displays<sup>3</sup>

<sup>1</sup> Visix Digital Signage Survey <sup>2</sup> InfoTrends <sup>3</sup> Visix Digital Signage Survey

# Beauty shop

Making beauty supplies truly beautiful

Enrich in-store advertisements and promotions with vivid imagery and immaculate detail thanks to Samsung Pro TV's UHD 4K resolution. The display's modern, sleek design has an elevated appeal allowing stores to create a more memorable customer experience.





# Beauty Shop Educate customers and bring to life the full color palette of the cosmetic offering.



## What's the customer need?

To compete with larger beauty stores, retail drugstore chains and online cosmetic retailers, boutique beauty shops must explore new avenues to showcase their inventory and improve the in-store customer experience.

Boutique owners must give themselves a face-lift to dramatically increase in-store visits and sales featuring sleek modern displays with alluring promotions.



### Target Customer

Boutique beauty shops



### Target Audience

Beauty shop owners and Retail merchandising managers

## Customer pain points

- Lackluster first impression when potential customers walk through the doors
- Too costly to constantly update static signage to highlight the latest promotions, advertisements and deals
- Not enough time to understand complex business technology
- Unable to keep customers engaged inside the store

## Samsung's Solution

Enrich in-store advertisements and promotions with vivid imagery and immaculate detail thanks to Samsung's Crystal UHD 4K TV resolution. The display's modern, sleek design has a special appeal that allow beauty shop owners to create a more memorable customer experience.

## Customer benefit

Samsung Pro TV has powerful Crystal UHD picture quality, extended 16/7 operating time and is supported by a 3-year warranty. Samsung Pro TV gives you the choice:

- To pick exactly the size of TV that you need to fit perfectly in your boutique beauty shop
- Show only the content you want to directly engage and inform your customers about the latest cosmetic products and services
- Our sleek, modern TVs will elevate the in-store experience to attract new customers and foster customer loyalty that drive sales
- Day in and day out, depend on your Samsung Pro TV to display content that will bring your beauty products and services to life
- With the Samsung Business TV app on your phone or tablet, easily create and update your menu and daily specials without the hassle of printing

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### Create New Experiences

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## Why does the customer care?

# 4/5

4 out of 5 brands noticed a 33% increase in sales after adopting digital signage<sup>1</sup>

Adding a single on-premise sign adds an average of

# 4.75%

in annual sales revenue<sup>2</sup>

# 68%

of shoppers agree that digital signage influences their decision to buy.<sup>3</sup>

<sup>1</sup>Visix Digital Signage Survey

<sup>2</sup>Visix Digital Signage Survey <sup>3</sup>Nielsen Company



## Drug store

Healthier customer experiences and a retail interior that stands out

Delivering clear messages and the most relevant information at the right time and place in-store can increase visits and fuel sales. Samsung Pro TV allows drugstores to communicate powerfully with stunning 4K picture quality and features a sleek design that enhances the aesthetic appeal of any store.



# Drugstore Reduce lines, Inform, Engage and Upsell Customers to Fuel Sales



## What's the customer need?

As consumers buy more pharmacy items online, retail drugstores are challenged to reinvent their inventory and in-store customer experiences, with a more specialized focus on health and beauty products and services.

As they go through this transformation, they are dramatically upgrading stores to increase visits and re-ignite sales. They are looking for new ways to inform customers of new products and services, and create meaningful in-store experiences that leads to greater sales.



**Target Customer**  
Pharmacy retailers



**Target Audience**  
Store Owners and  
Retail  
merchandising  
Managers

## Customer pain points

- Lack of self-service information and content for in-store customers to help them shop without assistance
- Need to provide better way for customers to find exactly what they need when they need it
- Lack the resources to revamp the store look-and-feel to attract more foot traffic
- Need to deliver a digital retail experience to address changing customer behavior
- Need a simple way to maintain brand consistency

## Samsung's Solution

Samsung offers a stunning 4K TV with customizable content to create lasting in-store experiences for customers. Samsung's Pro TV series is easy to setup and provides endless capabilities to display custom content throughout the drugstore to inform customers, up-sell new products and services and create brand affinity.

## Customer benefit

Samsung Pro TV has powerful Crystal UHD picture quality, extended 16/7 operating time and is supported by a 3-year warranty. Samsung Pro TV gives you the choice:

- To pick exactly the size of TV that you need to fit perfectly your drugstore space
- Elevate the drugstore experience by engaging customers and keeping them informed about new product promotions and on-site services that will increase sales
- Display content in brilliant picture quality with 4X the power of full HD resolutions that will leave a lasting impression with customers
- Day in and day out, depend on your Samsung Pro TV to deliver clear messaging and relevant content to your customers so they can make informed purchasing decisions
- With the Samsung Business TV app on your phone or tablet, create and update your latest promotions and content with ease

## Why Samsung?

- **Maximize Your Performance**  
Transform static communications and unlock new possibilities with a diverse line of panel technology designed to meet any business display need.
- **Drive Transformation**  
With an all-in-one solution, intuitive, advanced content management and display capabilities and a robust platform that is ideal for any business.
- **Create New Experiences**  
Connect with an extensive ecosystem of leading digital signage partners, through the Samsung platform, to create seamless, tailored experiences.

## Why does the customer care?

Over

# 40%

of shoppers say that digital displays can change what they buy because relevant information is served close to the point of purchase.<sup>1</sup>

# 30%

Digital signage can improve purchase amounts by<sup>2</sup>

Placing digital signage in waiting areas can help lower anxiety, alleviate frustration and reduce the perceived wait time by as much as

# 35%

# 2/3 (68%)

of consumers believe a store's signage is a reflection of the quality of its products or services.<sup>4</sup>

<sup>1</sup> CISCO IBSG Study <sup>2</sup> Digital Signage Today <sup>3</sup> FedEx Office Survey <sup>4</sup> FedEx Office Survey



## Medical office

Visually communicate vital healthcare content to your patients

Samsung Pro TV can create a better patient experience for any medical practice – no matter the size. The displays feature simple installation and can show content customized to the practice alongside live TV in a waiting room with just a few easy taps on a smartphone.



# Medical Office Inform & entertain patients, reduce dwell time to create a better patient experience.



## What's the customer need?

The owners, partners, physicians and staff of small medical practices need better ways to engage with patients during medical appointments. Signage is often needed to share information on office hours, available procedures, and other important medical information and news. Practices need a solution that can more effectively and visually communicate with patients in the waiting area and while patients are in the exam rooms.



### Target Customer

Medical practices and clinics



### Target Audience

Head physicians, Medical practice managers, and Partners

## Customer pain points

- Lack of differentiation with other medical practices
- Complex medical systems and information lead to confused and frustrated patients
- Wait times leave patients in waiting rooms with no way to interact with the staff
- No single way to communicate timely and important information to patients

## Samsung's Solution

Samsung's Pro TV series meets the needs of medical practice, no matter the size, with stunning, customizable 4K TVs. Samsung's TVs are seamless to install and display custom content with a few easy clicks.

## Customer benefit

Samsung Pro TV has powerful Crystal UHD picture quality, extended 16/7 operating time and is supported by a 3-year warranty. Samsung Pro TV gives you the choice:

- To select TV ranging from 43-75 inches to fit the needs of your office space
- Elevate the in-office experience by engaging patients and keeping them informed about important medical and office information
- Display content in brilliant picture quality with 4X the power of full HD resolutions
- Operate day in and day out with a dependable Samsung Pro TV and display relevant healthcare content to your patients
- With the Samsung Business TV app on your phone or tablet, create and update your messages and content from more than 100 customizable templates that suits your office

## Why Samsung?

- **Maximize Your Performance**  
Transform static communications and unlock new possibilities with a diverse line of panel technology designed to meet any business display need.
- **Drive Transformation**  
With an all-in-one solution, intuitive, advanced content management and display capabilities and a robust platform that is ideal for any business.
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Connect with an extensive ecosystem of leading digital signage partners, through the Samsung platform, to create seamless, tailored experiences.

## Why does the customer care?

Placing digital signage in waiting areas can help lower anxiety, alleviate frustration and reduce the perceived wait time by as much as <sup>1</sup>

# 35%

# 63%

of people say that Digital Signage captures their attention

Digital signage can

# Double

audience retention information

# Restaurant

Enhance dining experiences with dynamic content

With crystal-clear 4K resolution, Samsung Pro TV offers a sleek, high-performance display to entertain and inform guests. Business TV also allows restaurant owners to easily add custom content such as specials or menu highlights, alongside on-screen entertainment





# Restaurant Enhance dining experiences with entertainment and dynamic content to keep guests coming back



## What's the customer need?

To compete with the myriad of dining options and well-known restaurant chains today, smaller restaurateurs must differentiate themselves by creating a dynamic dining experience within their restaurants. Sleek and brilliant digital displays can share the latest menu options or feature the daily happy hour specials while still allowing customers to watch the "big game."



**Target Customer**  
Small restaurateurs



**Target Audience**  
Restaurant owners  
and  
Restaurant managers

## Customer pain points

- Over-crowded market that prohibits building customer loyalty
- Competing with larger restaurants who can afford high-end TVs that entertain patrons
- Competitive landscape with more and more online delivery options that require minimal wait time
- Time-consuming and costly to update paper-based menus and daily specials
- Can't devote the energy to understand complex business technology

## Samsung's Solution

Samsung's Crystal UHD 4K TV offers a sleek, high-performance and brilliant display that captivates your customers' attention. Samsung's Pro TV enables business owners to stream their favorite content while continuing to promote their business throughout the restaurant.

## Customer benefit

Samsung Pro TV has powerful Crystal UHD picture quality, extended 16/7 operating time and is supported by a 3-year warranty. Samsung Pro TV gives you the choice:

- To pick exactly the size of TV that you need to fit perfectly in your restaurant
- Show only the content you want to directly engage and inform your customers whether it's the latest Happy Hour special or a football game
- Elevate the restaurant experience to attract new customers and foster customer loyalty that drive sales
- Display content on the big game in brilliant UHD picture quality that will impress your customers
- Day in and day out, depend on your Samsung Pro TV to play what you and your customers want
- With the Samsung Business TV on your phone or tablet, easily create and update your menu and daily specials without the hassle of printing

## Why Samsung?

- **Maximize Your Performance**  
Transform static communications and unlock new possibilities with a diverse line of panel technology designed to meet any business display need.
- **Drive Transformation**  
With an all-in-one solution, intuitive, advanced content management and display capabilities and a robust platform that is ideal for any business.
- **Create New Experiences**  
Connect with an extensive ecosystem of leading digital signage partners, through the Samsung platform, to create seamless, tailored experiences.

## Why does the customer care?

In restaurants, the number of unplanned purchases jumps to

# 80%

with digital signage<sup>2</sup>

Digital menu boards can boost overall sales by<sup>1</sup>

# 3% to 5%

# 7 in 10

customers purchasing a product or service because a sign caught their eye<sup>1</sup>

<sup>1</sup>Digital Signage Today <sup>2</sup>Visix Digital Signage Survey <sup>3</sup>ScreenCloud



**Samsung's Pro TV offers stunning UHD 4K display, a sleek design, with easy setup, and endless custom content possibilities for any SMB.**

Whether you own a boutique clothing store, operate a neighborhood bar or manage the family dentist office, Pro TV will keep you customers coming back again and again.





# Samsung Pro TV Sales Enablement Tools



# Sales Enablement Tools

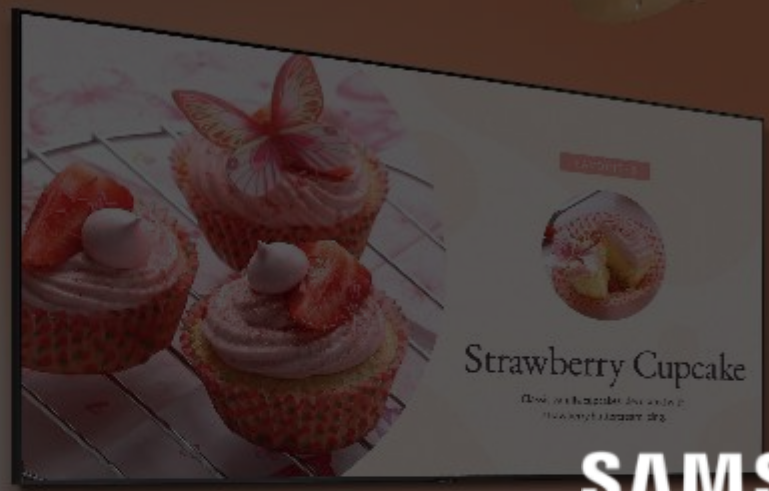
We have created a number of tools to help you launch and sell Samsung Pro TV. This toolkit and all the assets can be accessed by logging in to the [Samsung Ascend Partner Portal](#). Once there visit: Resources > Campaigns > Pro TV



## Assets

- Sales Presentation
- Datasheet
- Images
  - Key Visual
  - Product Images
  - Lifestyle Images
  - Feature Images and Copy Block Guide
- Use Cases
- Banner ads
- Email blast
- Social Posts
- Product Manual
- Mechanical Drawings





**SAMSUNG**

**Experience the Possibilities. Today.**

