

Samsung MagicInfo Premium Edition

Create, deploy and manage digital signage over a network



Highlights

- Leverage a wide range of MagicInfo® Premium Edition features to optimize content creation and management
- Create various types of engaging content with the MagicInfo Premium Author tool
- Schedule playback and remotely monitor large format display (LFD) devices with MagicInfo Premium Server
- Optimize digital signage investments and business efficiency with centralized management
- Integrate information from a variety of sources to display near real-time content
- Select either MagicInfo Premium i or MagicInfo Premium S Player to provide the best solution for an organization's needs

Engage customers with advanced digital signage management

Retailers and other merchants who want to influence customers in increasingly diverse environments need more than just a content delivery and playback solution. They need a complete solution that integrates seamlessly with their IT environments while providing hierarchical management authority and interactive content creation capabilities. Samsung MagicInfo Premium is an economical, web-based solution that is optimized for the near-seamless management of digital signage hardware and software.

A one-stop content-management and control system, MagicInfo Premium helps businesses:

- Create multimedia and interactive content through an interface designed for ease of use
- Monitor and schedule many types of content in multiple devices
- Serve near-real-time, integrated data with DataLink (available in the Extended Software Package) and manage and display content seamlessly with mobile management
- Meet different budgetary needs with a choice of MagicInfo Premium i or MagicInfo Premium S Player

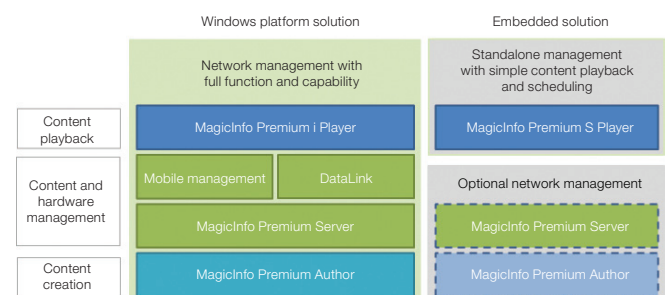


Figure 1. The Samsung MagicInfo Premium solution provides end-to-end content management tools to meet a variety of business requirements.

Control content and signage assets from a central location.

Deploy an end-to-end solution that integrates content creation and management

MagicInfo Premium provides integrated, end-to-end content creation and management features. As a result, businesses can plan and design their digital signage infrastructure effectively and productively to meet increasingly diversified needs. With the embedded MagicInfo Premium S Player, users can create, schedule and play standalone content. When used with MagicInfo Premium Server, the embedded MagicInfo Premium S Player enables users to perform basic network and device management tasks. MagicInfo Premium i Player and MagicInfo Premium Server support device management with database integration and mobile management, as well as content scheduling and playback.



Figure 2. Administrators can schedule and view content, and manage all network devices from one interface.

Design and create compelling content with a powerful authoring tool

MagicInfo Premium includes MagicInfo Premium Author, a powerful tool for creating compelling messages. Employees can create and reuse sound, text, video and more with included clip art, templates and wizards.

MagicInfo Premium Script Editor and Script Wizard enable employees to create a variety of events and elements that boost interactivity, heighten the immersive experience and increase audience engagement.

MagicInfo Premium Author is a convenient design platform that supports a range of multimedia elements without the need for file conversion. Users can:

- Set various resolutions and screen modes
- Edit animations and objects using drag-and-drop tools
- Organize content using a timeline and multiple layers
- Create interactive and creative content that engages the audience and holds their interest

Deliver content and monitor LFDs remotely

Administrators can use MagicInfo Premium Server to perform numerous key functions. Multiple LFDs, CPUs and job schedules can be configured, monitored, adjusted and updated remotely. Firmware updates can be applied on selected LFDs or performed automatically.¹

In addition, with Virtual Network Computing (VNC), administrators can remotely monitor, control and approve LFD content. From a central location, administrators can view, manage and schedule content, and fix malfunctions remotely. With mobile management for MagicInfo Premium Server, users can deliver information to multiple locations. Administrators can use web browsers or smartphones to remotely publish content to MagicInfo Premium Players within LFDs.

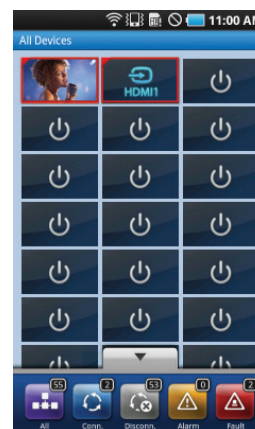


Figure 3. Mobile management enables full management and monitoring functions with the Extended Software Package.

Create and manage dynamic content with robust, integrated tools.

Manage signage centrally to make the most of investments

MagicInfo Premium helps businesses extend their digital signage investments with centralized monitoring and management, including legacy and non-Samsung display assets.² Companies can consolidate digital signage displays into a single control interface to reduce total cost of ownership (TCO).

Employees can back up previous versions of content, check playback and control video wall devices from a virtual desktop or mobile application. Multiple user and device groups can be authorized and administered from one interface. HTTP and FTP support enables fast processing over the network. Back-up and recovery functions help businesses protect and manage digital content and databases.

Provide near-real-time, integrated data with DataLink

The MagicInfo Premium Extended Software Package includes DataLink, which integrates information from a variety of sources to display near-real-time content. DataLink enables employees to create content that can automatically load data from shared folders, update pricing and convert database text into icons. This powerful database integration capability can transform digital signage into a smart communication and collaboration tool for many businesses.

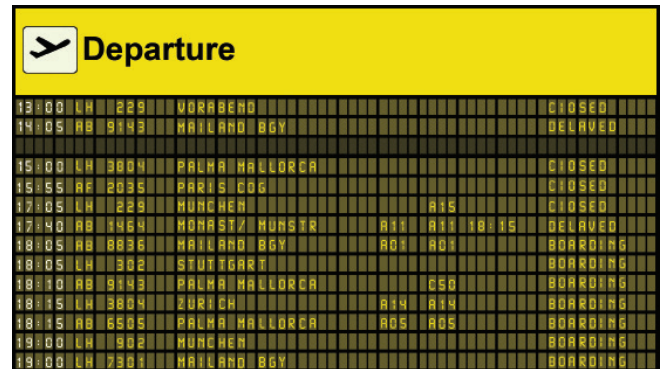


Figure 4. Samsung DataLink coordinates and displays information from web feeds and databases in near-real time.

Optimize displays to meet company needs with an embedded solution

MagicInfo Premium i Player offers a fully immersive content capability by connecting to LFDs through additional Setback Box (SBB) or Plug-in Module (PIM) hardware. MagicInfo i Player is an excellent option for displaying complex content when visual impact is most important.

Samsung LFDs with Samsung Smart Signage Platform technologies can help businesses reduce hardware costs by eliminating the need for an additional PC or media player. Samsung Smart Signage Platform includes MagicInfo Premium S Player, which enables the display to operate as a standalone unit. The embedded MagicInfo Premium S is a media player that can play content directly from the MagicInfo Premium Server. In addition, employees can conveniently access multimedia files and templates saved in USB memory or in internal memory and can create customized content and schedule playback. Built within a microchip, the internal media players rely on a CPU with a powerful processing speed and an impressive cache size. These features are designed to offer convenient storage and playback for a wide range of media types.

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System requirements (MagicInfo Premium Server)

	Approximately 10 LFDs	Approximately 50 LFDs	Approximately 200 LFDs	Approximately 500 LFDs
Storage	40 GB HDD, RAID-1	40 GB x 2 HDD, RAID-1	40 GB x 4 HDD, RAID-1+0 or RAID-5	Boot volume <ul style="list-style-type: none"> 40 GB x 2 HDD, RAID-1 data 40 GB x 4 HDD, RAID-1+0 or RAID-6
Processor	Intel® <ul style="list-style-type: none"> Pentium® Dual Core 2180 Core™ 2 Duo E6300 AMD AM2 Athlon-X2 BE4350 	Intel® <ul style="list-style-type: none"> Pentium® Dual Core 2180 Core™ 2 Duo E6300 AMD AM2 Athlon-X2 BE4350 	Intel® <ul style="list-style-type: none"> Core 2 Duo E6400 AMD AM2 Athlon-X2 5000+ Phenom 	Intel® <ul style="list-style-type: none"> Core 2 Quad Q6600 Xeon® E5404 AMD Quad-Core Phenom
System memory	2 GB	2 GB	4 GB	8 GB
Operating system	<ul style="list-style-type: none"> Microsoft® Windows® XP Professional SP3 Windows Server® 2003 Web Edition SP2 Windows Server 2008 Windows 7 Professional or higher 	<ul style="list-style-type: none"> Windows Server 2003 Web Edition SP2 Windows Server 2008 	<ul style="list-style-type: none"> Windows Server 2003 Web Edition SP2 Windows Server 2003 Standard, Enterprise Edition SP2 Windows Server 2008 	<ul style="list-style-type: none"> Windows Server 2003 Standard, Enterprise Edition SP2 Windows Server 2008
Operating system	Apache Tomcat™ 6.x PostgreSQL® 8.3	Apache Tomcat 6.x PostgreSQL 8.3	Apache Tomcat 6.x PostgreSQL 8.3	Apache Tomcat 6.x PostgreSQL 8.3

Note: For more than 500 LFDs, contact the Samsung Electronics sales team or Samsung Electronics for more information.

Solution comparison

		MagicInfo Premium S Player	MagicInfo Premium i Player
Platform		Embedded	Windows OS
Media Player	Content Playback	Image/Slide	O
		Video/Flash/PPT	O
		Word Art	O
		RSS	X
		Web Page	X
		Multiple Video	△ (Max 2 videos in one screen)
		Interactive Touch Content	X
	Content Effect	Image Effect	O
		Video Effect	X
		Text Scrolling/Crawling	O
		Graphics Scrolling/Crawling	O
	Schedule	Network Schedule	O
		Local Schedule	O
		Multiframe (MF) & MF Scheduling	O
	Authoring Tool	Embedded Authoring Tool	O
		PC-Based Authoring Tool	MagicInfo Premium Author
		Template	O
	Other	Video Wall Connection	X
Auto-Rotate/Resize/Crop		X	

O = Available, X = Not available, △ = Partially available

Samsung MagicInfo Premium

Solution comparison, continued

		MagicInfo Premium S Player	MagicInfo Premium i Player	
	Platform	Embedded	Windows OS	
Server	Management	Management Server Software	MagicInfo Premium Server	
		Web-Based Management	O	
		VNC (Remote Management)	X	
	Control	Multiple Users/Permission Levels	O	
		Delivery to Multiple Screen Groups/Attributes	O	
		Device Control	O	
		Error Detection Logic	O	
		Direct Emergency Messaging	O	
		Device Info	O	
	Report	N/W Info	O	
		Proof-of-Play Reporting	O	
		Remote Diagnostics (including H/W)	△ (only H/W)	
	Add-On	Log Gathering & Sending	X	
Integration with POS Data (DataLink)		X		
Codec	Video	Support Mobile Management	O	
		Audio	Integration with POS Data (DataLink)	O
			DIVX 3.11/4.x/5.x/6.x	Supports pre-installed codecs and all the user-downloadable codecs
			MPEG4 SP/ASP	
			H.264 BP/MP/HP	
			Motion JPEG	
	Windows Media Video v9			
	MPEG 1/2			
	Audio	VP6	Supports pre-installed codecs and all the user-downloadable codecs	
		MP3		
		AC3		
		LPCM		
		ADPCM (IMA, MS)		
		AAC		
HE-AAC				
WMA				
DD+				
DTS Core				
G.711(A-Law, μ-Law)				

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Legal and additional information

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For more information

For more information about Samsung MagicInfo Premium or to find your nearest Samsung representative, visit www.samsunglfd.com.



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1. Some LFD models and firmware versions may not be supported.
2. To control legacy and non-Samsung displays with MagicInfo Premium, devices must support DisplayPort® (DP), and a Samsung setback box must be attached. Hardware control for non-Samsung devices may be limited because of hardware architecture.

Samsung Electronics Co., Ltd.
416, Maetan 3-dong,
Yeongtong-gu
Suwon-si, Gyeonggi-do 443-772,
Korea

www.samsung.com

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