



Samsung Semi-outdoor Signage OMN, OMN-D series

Promote content with exceptional clarity in any storefront window

Thoughtful, engaging content in a storefront window has the power to engage customers and ultimately lead them into the store. Samsung's OMN Series displays not only deliver an image with flawless clarity, but also are designed to maintain its superior picture quality even when exposed to direct sunlight – a common challenge for conventional in-window displays. In addition, with a slim and sleek design, the OMN series is compatible with any window layout and highlights the sophisticated and modern style of the brand. The OMN series also delivers bright and clear images while consuming a low amount of power, which positions businesses to reduce overall costs and optimize efficiency considerably.

Highlights

- Ultra-high brightness emphasizing content, regardless of the lighting conditions
- Slim and contemporary design that seamlessly integrates into any display window
- Easy content management with a built-in management solution
- Two options – one or double-sided screen – available to fit the businesses needs

Industry trend

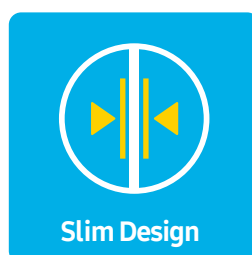
Rich, digital content is the new norm. Static, printed billboards and signs lack the dynamic motion necessary to quickly attract the attention of passersby. As retailers are trying to win the attention of the consumer, it is vital to stand out amongst the competition. That is why a growing trend in the retail industry is the introduction of digital signage into window storefronts. Retail organizations have a very narrow window to impress, so it is critical that a customer's first impression is immediately dazzling. Retailers need digital displays with high visibility and easy-to-manage software to deliver highly impactful content that remains bright and crisp even in the face of direct sunlight – a challenge many stores face.



* "Conventional" refers to Samsung's OMD-W series.

Why Samsung OMN series?

The Samsung OMN series was designed with a storefront window display in mind. It projects clear, bright images that attract and engage audiences, increasing the probability of an in-store visit. With a modern configuration, the display has a slim design and is compatible with any store window without disrupting a customer's shopping experience. Included in the OMN series is an embedded software solution for operational efficiency and content management, ensuring retailers can manage its displays effortlessly.



Storefront optimization with OMN series

The evolution of advertising displays in retailer's windows has dramatically changed over the years, as well as the expectations of the consumers passing by a store. Marketing began with static, printed banners, but quickly moved to digital signage as consumers became more responsive to engaging videos and images. However, early digital signage was not created for outdoor usage or direct sunlight and produced content with low visibility. Retailers then began to incorporate semi-outdoor signage, which allowed for better visibility than the alternatives, but they were still not powerful enough to display high-quality content. Although more cost-efficient than the printed materials, the display did not perform as expected. Realizing the need for more innovative semi-outdoor digital signage, Samsung designed the OMN series. Intended for retailers to deliver the most visually appealing content in any environment, the OMN series surpasses the traditional signage and engages audiences like never before.

	Print	Standalone*	Conventional semi-outdoor*	New OMN series
Brightness		350-700nit	2,500nit	4,000nit
Polarized sunglasses compatible				
Resistant to direct sunlight				
Motion visuals				
Embedded software				
Depth		about 60mm	about 140mm	54.5mm
Power consumption		It varies depending on models	385w**	350w**

* Here, standalone signage refers to QMN series and conventional semi-outdoor signage refers to OMD-W series.

** Power consumption was tested at the highest brightness of each product.

Key features

Conventional	Samsung OMN series
High Brightness	High Contrast Ratio
	Polarized Sunglass Support

Foster brilliant presentation for all

Unlike conventional digital signage, the OMN Series delivers outstanding content, regardless of outdoor elements. Featuring 4,000nit brightness and a high contrast ratio of 5,000:1, the OMN Series' display remains bright and clear, delivering an uncompromised picture that will capture the attention of potential customers – even under the scrutiny of direct sunlight. In addition, blindness is removed when looking at the sign with polarized sunglasses.

* "Conventional" refers to Samsung's OMD-W series.

Conventional	Samsung OMN series

Modernize space with slim design

Through innovative design, the OMN Series delivers a real-to-life picture with a remarkably slim 54.5mm depth. Its compact size makes the display a natural extension of the store, as opposed to an addition that ties up valuable space. It also gives retailers greater flexibility in storefront design. Meanwhile, customers remain focused on rich, engaging content on a sleek, sophisticated display and not distracted by a bulky display.

* "Conventional" refers to Samsung's OMD-W series.

Streamline content management

Digital displays should require as little maintenance as possible – a retailer's time is valuable. The OMN Series' embedded MagicINFO Player S6, backed by the powerful TIZEN operating system, boosts the display's overall performance, allowing for painless content management and ensuring seamless content transition and play-back. You can be sure that the content you want customers to see will be displayed when it needs to be, without interruption.

Conventional	Samsung OMN series

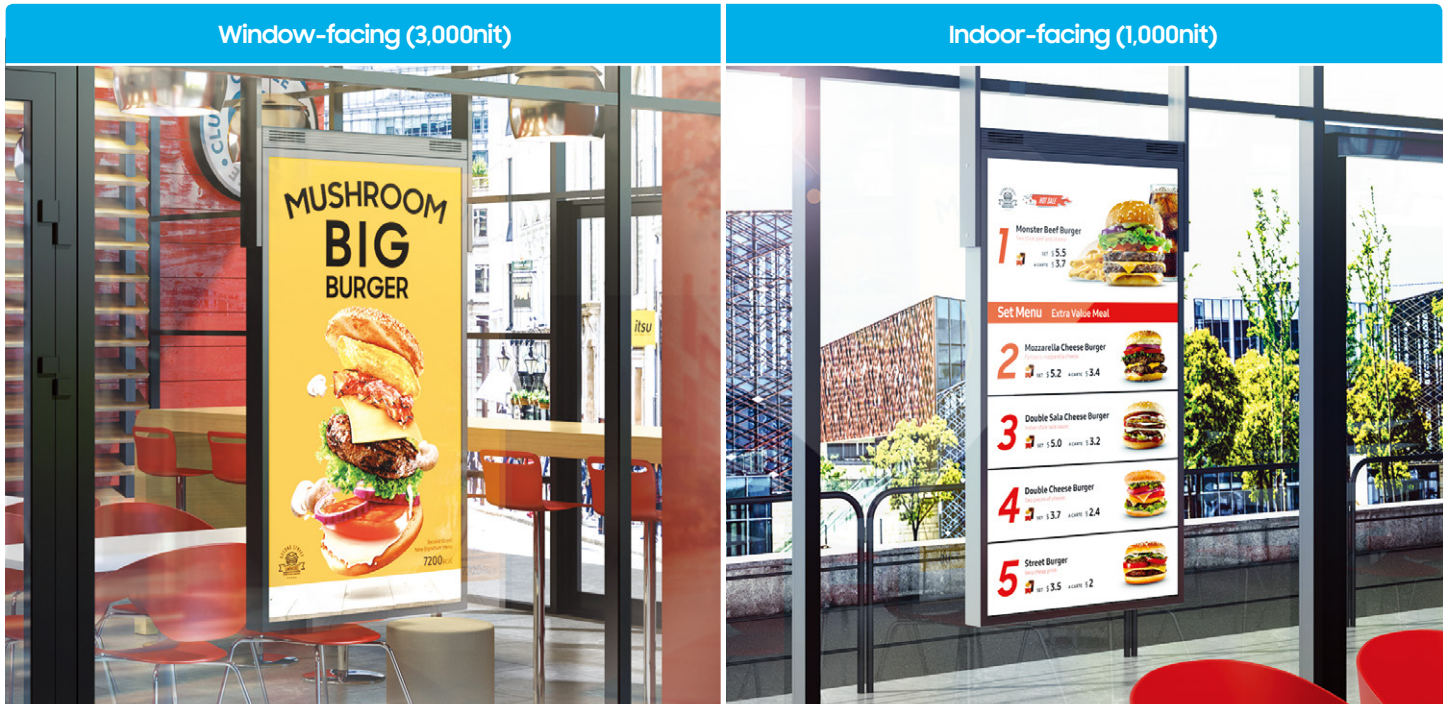
Deliver vibrant content with efficiency

For most retailers, energy efficiency is a must. It is a key component to controlling operational costs, and the OMN Series addresses this very real concern. It consumes less power than conventional displays* while delivering a brilliant picture and spectacular performance. Because of the OMN Series' innovative efficiency, retailers are equipped with a superior, more engaging display that gives them greater control over costs.

* Conventional displays refer to Samsung's OMD-W series.

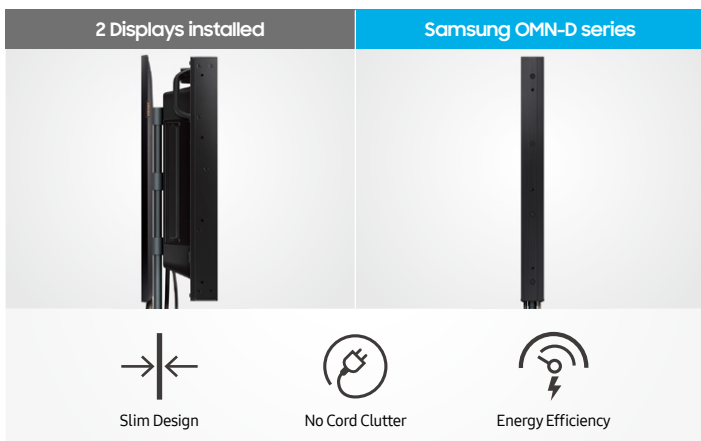
Why Samsung OMN-D series?

Samsung's OMN-D Series is a dual display with screens on both sides, allowing retailers to maximize messaging. The window-facing screen features bright visuals and prominent positioning, giving passersby motivation to enter the store. Once inside, indoor-facing displays enhance the shopping experience with content promoting sales, new merchandise and additional information about the store and its services. This single display reduces equipment and installation costs, increasing operational efficiency, compared to installing two separate displays.



Modernize space with flexible design

The OMN-D Series can be easily mounted either on a stand or hung from a ceiling, giving retailers more options for positioning. The smart design creates a clean look that promotes easier customer engagement without aesthetic distraction and offers flexibility in how valuable space on the floor is designed and utilized. With a hidden top cover, cable management is clear of clutter, and due to the slim depth, the display does not divert attention away from the store's products.



Maximize operational efficiency

With a sleek, efficient design, the OMN-D Series gives retailers the freedom to easily customize small storefront window displays. Unlike conventional displays that are both bulky and limit positioning options, the OMN-D Series frees up space, offering retailers more room to market themselves to potential customers. Additionally, the displays are easily activated with one electric power cord and one LAN cable, drastically reducing cord clutter and increasing energy efficiency.

Specifications

Model			OM46N	
Panel	Diagonal Size	Class	46	
		Measured	45.9" / 116.8cm	
	Type		120Hz D-LED BLU	
	Resolution		1920 x 1080 (16:9)	
	Pixel Pitch (mm)		0.530 x 0.530	
	Active Display Area (mm)		1018.08(H) x 572.67(V)	
	Brightness		Max 700 cd/m2	
	Contrast Ratio		5,000:1	
	Viewing Angle(H/V)		178/178	
	Response Time (G to G)		8ms	
	Display Colors		8 bit - 16.7M	
	Color Gamut		72%	
	Operation Hour		24/7	
Haze		0%		
Display	H-Scanning Frequency		30 ~ 135kHz (DP), 15 ~ 135kHz (HDMI)	
	V-Scanning Frequency		30 ~ 75Hz (DP), 24 ~ 75Hz (HDMI)	
	Maximum Pixel Frequency		233.25MHz (DP), 594MHz (HDMI)	
Sound	Speaker Type		N/A	
Connectivity	Input	RGB	Display Port 1.2 (1)	
		Video	HDMI 2.0 (2)	
		HDCP	HDCP 2.2	
		Audio	N/A	
		USB	USB 2.0 (1)	
	Output	RGB	HDMI 2.0	
		Video	Yes	
		Audio	Stereo Mini Jack	
		Power Out	N/A	
		USB	N/A	
External Control		RS232C (In/Out), RJ45 (In/Out)		
External Sensor		Detachable Type (IR, Ambient)		
Tuner		N/A		
Power	Type		Internal	
	Power Supply		AC100 - 240 V~ (+/- 10 %), 50/60 Hz	
	Power Consumption	Max[W/h]	350	
		Typical[W/h]	W/W(EU) : 210, US/KOR/Etc : 330 ※ Etc: CHINA, TAIWAN, BRA, CIS	
		BTU (Max)	1194	
		Sleep mode	0.5W	
		Off mode	0.5W	
Mechanical Spec	Dimension(mm)	Set	1062 x 616.6 x 54.5 mm	
		Package	1189 x 757 x 158 mm	
	Weight (kg)	Set	18.2kg	
		Package	23kg	
	VESA Mount		400 x 400 mm	
	Protection Glass		N/A	
	Stand Type		N/A	
Bezel Width (mm)		19.9 (even)		
Operation	Operating Temperature		0°C~ 30°C (Direct Sunlight), 0°C~ 40°C (w/o Direct Sunlight)	
	Humidity		10~80%	
Feature	Key		High brightness Semi-Outdoor, Slim & Clean back design, Built-in MagicInfo Player S6, SSSP 6.0	
	Special		IP 5X rated, Polarized Sun Glasses Viewable in any direction, Portrait /Landscape Installation Support, Lamp Error Detection, Auto Brightness Control with Ambient Brightness Sensor, Temperature Sensor, RJ45 MDC, Auto Source Switching & Recovery, Clock Battery(80hrs Clock Keeping)	
	Internal Player (Embedded H/W)	Processor		Coretex A72 1.7GHz Quad-Core CPU
		On-Chip Cache Memory		L1 Instruction Cache : 48KB, L1 Data Cache : 32KB, L2 Cache : 2MB
		Clock Speed		1.7GHz
		Main Memory Interface		2.5GB LPDDR4 1.5GHz 64bit
		Graphics		Graphic resolution : 1920x1080, Output resolution : up to 3840x2160 (Scale up from graphic processing result.) - Supports OpenGL ES
		Storage (FDM)		8GB (3.88GB Occupied by O/S, 4.12GB Available)
		Multimedia		Video Decoder - MPEG-1/2/4, H.263, H.264/AVC, UHD H.264/AVC - VC-1, AVS+, HEVC, JPEG, PNG, VP8, VP9 Audio Decoder - AC3 (DD), MPEG
		IO Ports		USB 2.0
Operating System		Tizen 4.0 (VDLinux)		
Certification		Safety		60950-1
	EMC		Class A	
	Environment		N/A	
Accessories	Included		Quick Setup Guide, Regulatory Guide, Warranty Card, Power Cord, Remote Controller, Batteries, External IR Sensor	
	Optional	Media Player	N/A	

Model			OM55N-D	
Panel	Diagonal Size	Class	55	
		Measured	54.6" / 138.7cm	
	Type		E-LED BLU	
	Resolution		1920x1080 (16:9)	
	Pixel Pitch (mm)		0.530 x 0.530	
	Active Display Area (mm)		1209.6(H) x 680.4(V)	
	Brightness		3,000 / 1,000 cd/m2	
	Contrast Ratio		5,000:1	
	Viewing Angle(H/V)		178/178	
	Response Time (G to G)		6ms	
	Display Colors		8 bit - 16.7M	
	Color Gamut		72%	
	Display	Operation Hour		24/7
Haze		0%		
H-Scanning Frequency		15 ~ 135kHz (HDMI)		
Sound	V-Scanning Frequency		24 ~ 75Hz (HDMI)	
	Maximum Pixel Frequency		594MHz (HDMI)	
Connectivity	Speaker Type		N/A	
	Input	RGB	N/A	
		Video	HDMI2.0 (2)	
		HDCP	HDCP 2.2	
		Audio	N/A	
		USB	USB 2.0 (2)	
	Output	RGB	N/A	
		Video	N/A	
		Audio	N/A	
		Power Out	N/A	
		USB	N/A	
	External Control		RS232C (In), RJ45 (In)	
	External Sensor		Detachable Type (IR, Ambient)	
Tuner		N/A		
Power	Type		Internal	
	Power Supply		AC100 - 240 V~ (+/- 10 %), 50/60 Hz	
	Power Consumption	Max[W/h]	500	
		Typical[W/h]	W/W(EU) : 290, US/KOR/ETC : 470 ※ ETC : CHINA, TAIWAN, BRA, CIS	
		BTU (Max)	1706	
		Sleep mode	1W	
		Off mode	1W	
Mechanical Spec	Dimension(mm)	Set	726.8 x 1299 x 69.5 mm	
		Package	940 x 1466 x 367 mm	
	Weight (kg)	Set	42kg	
		Package	52kg	
	VESA Mount		N/A	
	Protection Glass		N/A	
	Stand Type		N/A	
Bezel Width (mm)		22.8 (even)		
Operation	Operating Temperature		0°C~ 30°C (Direct Sunlight), 0°C~ 40°C (w/o Direct Sunlight)	
	Humidity		10~80%	
Feature	Key		Dual Display , Slim design Semi-Outdoor, Built-in MagicInfo Player S6, SSSP 6.0	
	Special		IP5X rated, Polarized Sun Glasses Viewable in any direction, Portrait Installation Support, Lamp Error Detection, Auto Brightness Control with Ambient Brightness Sensor, Temperature Sensor, RJ45 MDC, Auto Source Switching & Recovery, Clock Battery(80hrs Clock Keeping)	
	Internal Player (Embedded H/W)	Processor		Coretex A72 1.7GHz Quad-Core CPU
		On-Chip Cache Memory		L1 Instruction Cache : 48KB, L1 Data Cache : 32KB, L2 Cache : 2MB
		Clock Speed		1.7GHz
		Main Memory Interface		2.5GB LPDDR4 1.5GHz 64bit
		Graphics		Graphic resolution : 1920x1080, Output resolution : up to 3840x2160 (Scale up from graphic processing result.) - Supports OpenGL ES
		Storage (FDM)		8GB (3.88GB Occupied by O/S, 4.12GB Available)
		Multimedia		Video Decoder - MPEG-1/2/4, H.263, H.264/AVC, UHD H.264/AVC - VC-1, AVS+, HEVC, JPEG, PNG, VP8, VP9 Audio Decoder - AC3 (DD), MPEG
		IO Ports		USB 2.0
Operating System		Tizen 4.0 (VDLinux)		
Certification		Safety		60950-1
	EMC		Class A	
	Environment		N/A	
Accessories	Included		Quick Setup Guide, Regulatory Guide, Warranty Card, Power Cord, Remote Controller, Batteries	
	Optional	Media Player	N/A	

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For more information

For more information about Samsung Semi-outdoor signage, visit www.samsung.com/business or www.samsung.com/displaysolutions

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