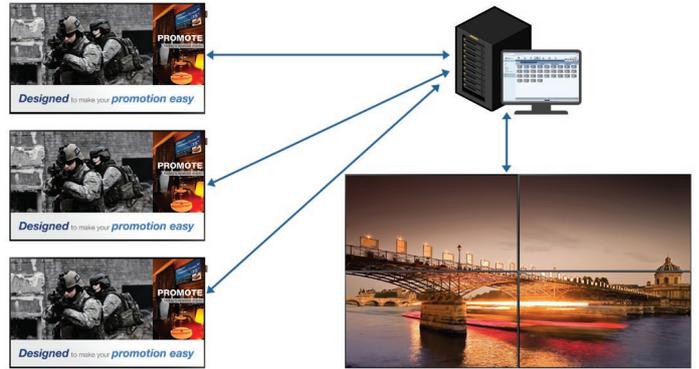


Samsung MagicInfo[®] Server

A single server providing universal access to multiple displays of different forms from a centralized remote location



Highlights

- Simplify server connectivity with an integrated single server offering various usage scenarios
- Monitor and control Samsung Smart Signage remotely from a centralized location or a mobile device
- Streamline Samsung Smart Signage management with enriched, convenient features
- Obtain easy access to content authoring from virtually anywhere with Web Authoring

Captivate audiences with effective digital messaging

Digital signage is proving to be a powerful tool for captivating audiences with immersive content. However, in today's always-on, always-connected environment, connectivity is an essential aspect of a successful digital landscape. This need for constant connection is why smartphones, with their continuous linkage to immense amounts of online data, have become hugely popular.

Samsung MagicInfo Server can provide essential connectivity for displays that are powered by the full range of Samsung MagicInfo solutions running on Samsung Smart Signage Platform (SSSP), Set-Back Box (SBB) and Plug-In Module (PIM).

Samsung MagicInfo Server simplifies connectivity to displays, regardless of location, with a single server and remote management.

Run multiple displays through a single, unified server

Samsung MagicInfo Server enables multiple network-based solutions to be available for displays that are located at various physical installation sites. Typically, a separate server must be dedicated for different display uses. Standalone displays require a connection to a Premium Server, and video walls require a connection to a Video Wall Server. However, the new unified MagicInfo Server is universally compatible and supports connections that previously required a separate Lite Server, Premium Server and Video Wall Server.

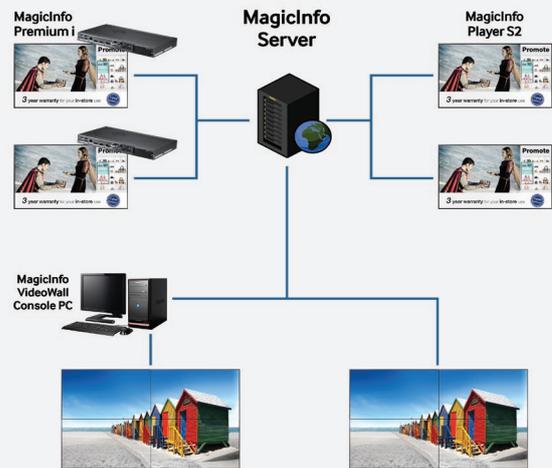


Figure 1. MagicInfo Server simplifies connectivity with an integrated single server.

Provide rich content in real time and deploy it while on the go

Manage all Samsung Smart Signage remotely from a central location

By connecting all Samsung Smart Signage to MagicInfo Server, businesses have the benefit of monitoring and controlling the displays remotely. This eliminates the time and inconvenience of managing the displays at their physical locations. The scope of remote monitoring ranges from simply powering the Samsung Smart Signage on and off to checking the content being played on the devices. A mobile management app is also available for smartphones, extending Samsung Smart Signage control to mobile devices while on the go.



Figure 2. Remotely control various display features over a connected network

Extend usability with server-dependent enriched features

Samsung Smart Signage can connect to MagicInfo Server to utilize its DataLink capability. DataLink enables Samsung Smart Signage to update digital signage content in synch with remote database sources. The ability to automatically update content without manually editing the content one by one keeps customer-facing information valid and relevant with low effort. Automated update of common online text-based information such as weather and financial information is also available through RSS feed support provided by MagicInfo Server.

The Backup Player feature allows important, critical content in a multiple display setup to remain visible, even when an assigned display malfunctions. By setting a display as the Backup Player of another display that shows important information, MagicInfo Server redirects and overwrites the content on the Backup Player with the

primary display's important information. This seemingly complicated task requires only an initial setup, enabling MagicInfo Server to detect the display's malfunction through real-time monitoring. When the malfunctioning display is operational again, the content is restored.

The Event Schedule feature conveniently displays predefined content when certain preset conditions are verified, while maintaining the schedule. When the conditions are no longer valid, the display can return to its regularly scheduled content. This feature is ideal for many uses, from announcing a time-sensitive surprise promotion in a store to posting an emergency alert message, all without manually changing or rescheduling the regular content.

Access content from virtually anywhere with a web connection

Among the many content authoring options available on MagicInfo-enabled displays, Web Author is the most flexible, because it provides easy access to content through a web connection from virtually anywhere. And, it's easy to use because of its intuitive user interface (UI). With the display connected to the MagicInfo Server, even current content can be retrieved and edited from Web Author, and then deployed to the display through MagicInfo Server. Plus, new content can be created using templates with local images and videos, and then deployed to the displays through the MagicInfo Server. Web Author is easily accessible through a web browser, so it does not need to be designated or registered, beforehand. Simply access the Web Author URL and instantly start creating and editing content for the Samsung Smart Signage.

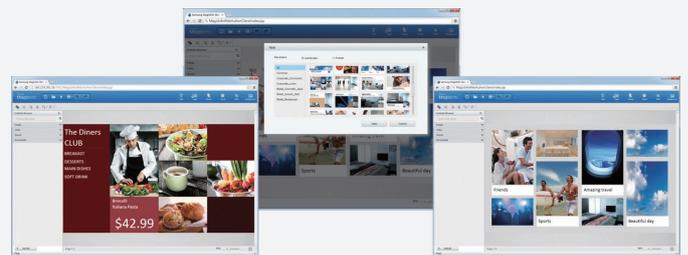


Figure 3. Web Author provides easy access to content through a web connection from virtually anywhere.

Robust features provide access to rich content through the MagicInfo Server and the flexibility to change it quickly and easily.

Samsung MagicInfo Server

Specifications

MagicInfo Players supported by 2013 and 2014 MagicInfo Servers

		2014 Server		2013 Server	
		MagicInfo	Lite Server	Premium Server	VideoWall Console
Player for SSSP	Lite	○	○	○	
	Premium S	○		○	
	VideoWall S	○			○
	S2	○	○	○	○
Player for SBB	Premium i	Upgradeable		○	
	VideoWall i	Upgradeable			○
	Player I	○		○	

MagicInfo Server HW specification

	Number of Clients connecting to MagicInfo Server				
	< 10	< 200	< 2000	< 5000	> 5000
OS	Windows® 7 Professional or higher	Windows® 2008 / 2012	Windows 2008 / 2012 R2 64 bit		
CPU	Intel® i3 or better	Intel Xeon E3-1200 or better	Intel Xeon E5-2400 or better	Intel Xeon E5-2600 or better	Intel Xeon E5-4600 or better
RAM	2 GB or more	4 GB or more	8 GB or more	16 GB or more	32 GB or more
HDD	At least 100 GB for basic setup (operating system and server application) *Heavily dependent on the amount of content data to be stored on the server				
Network Bandwidth	64 kbps or better				
Number of Servers	1	1	2	3	3 or more; dependent on scenario

Legal and additional information

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For more information about Samsung MagicInfo Server, visit

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

www.samsung.com

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