SAMSUNG
NEXT GEN
THE WALL / VXT

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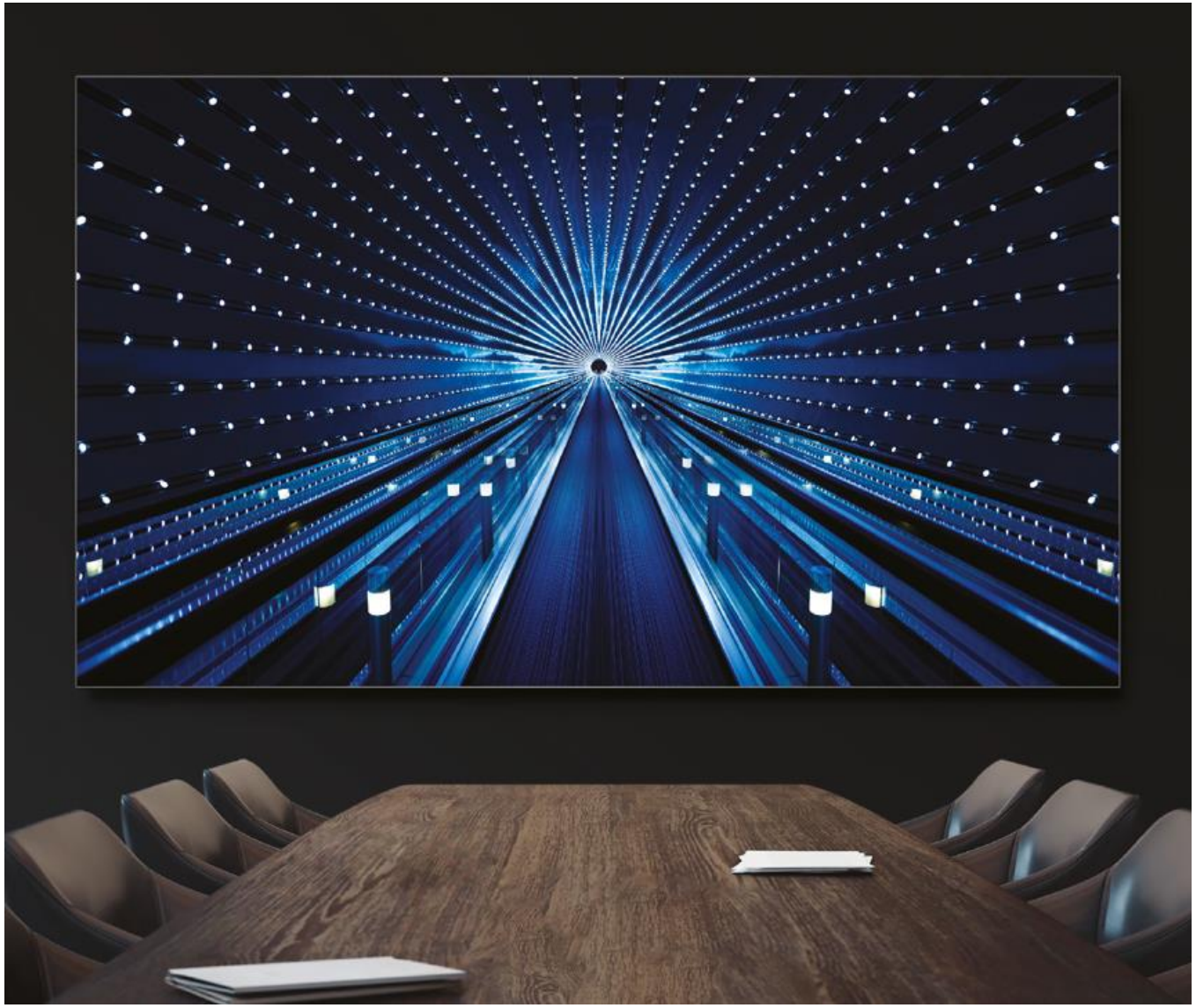
The Wall



IAB Series

Adopt a new paradigm for your business

The Wall: Transform your everyday meeting experience

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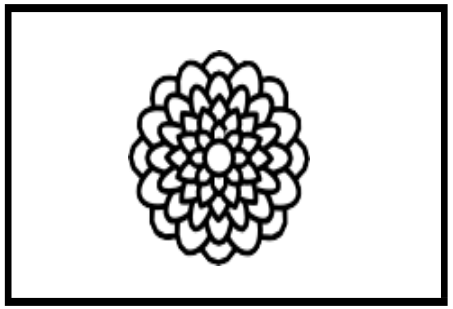
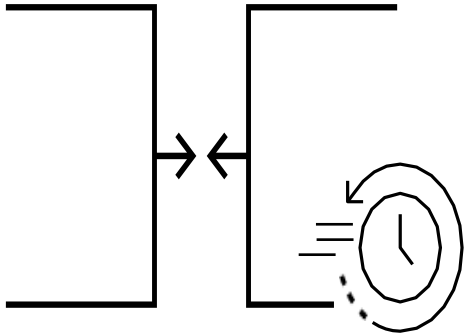


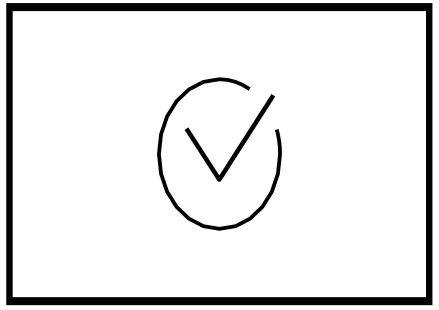
Ultimate picture quality

- Deeper black color and contrast
- Vivid, vibrant color purity
- AI optimized visuals
- Accurate color mapping and grayscale expression
- Advanced picture refinement and dynamic range
- Smooth, judder-free visuals



Quick installation

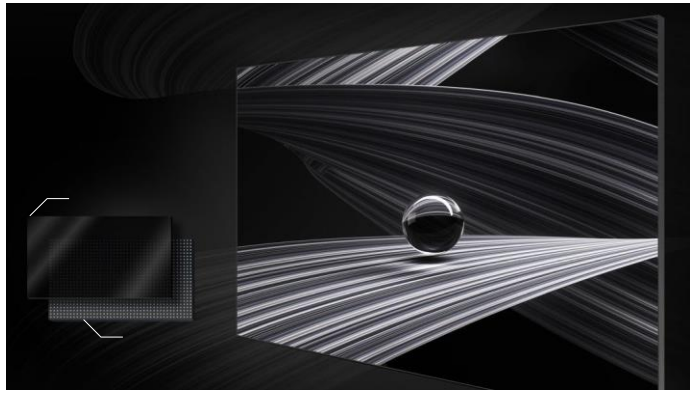
- Installation within 2 hours for 2 people
- Auto configuration setup



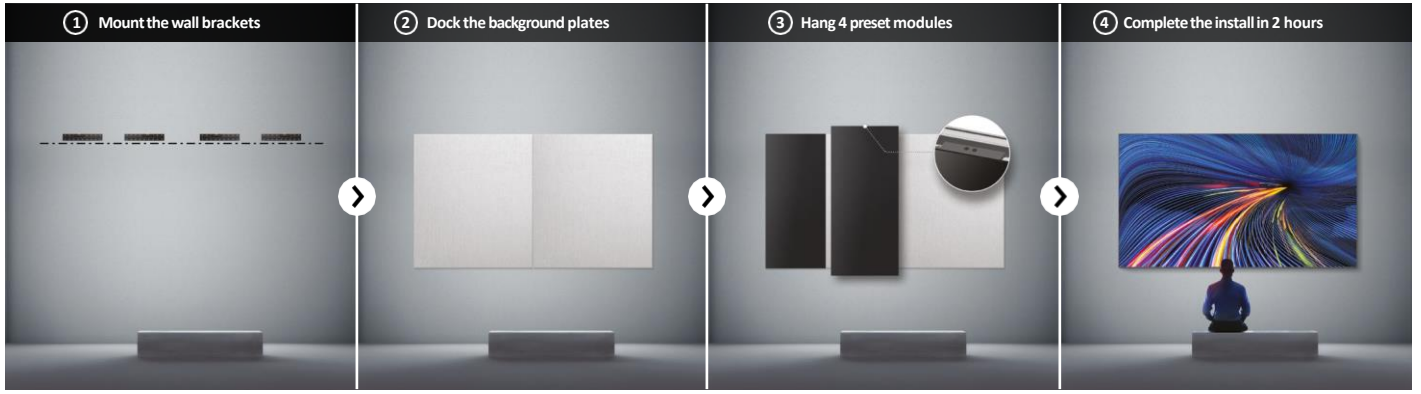
Simple choice

- Two sizes and two resolution options
- All-inclusive components

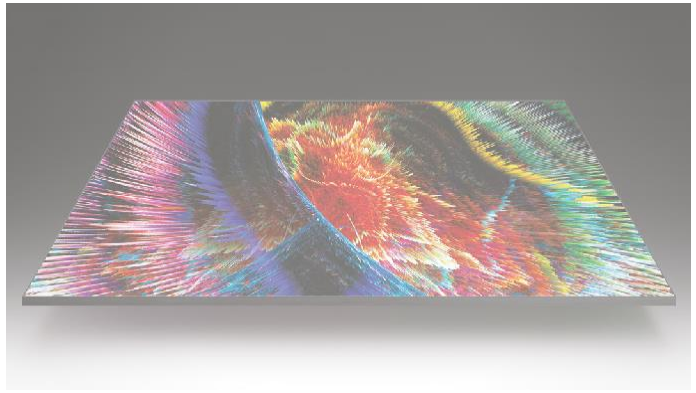
Key features



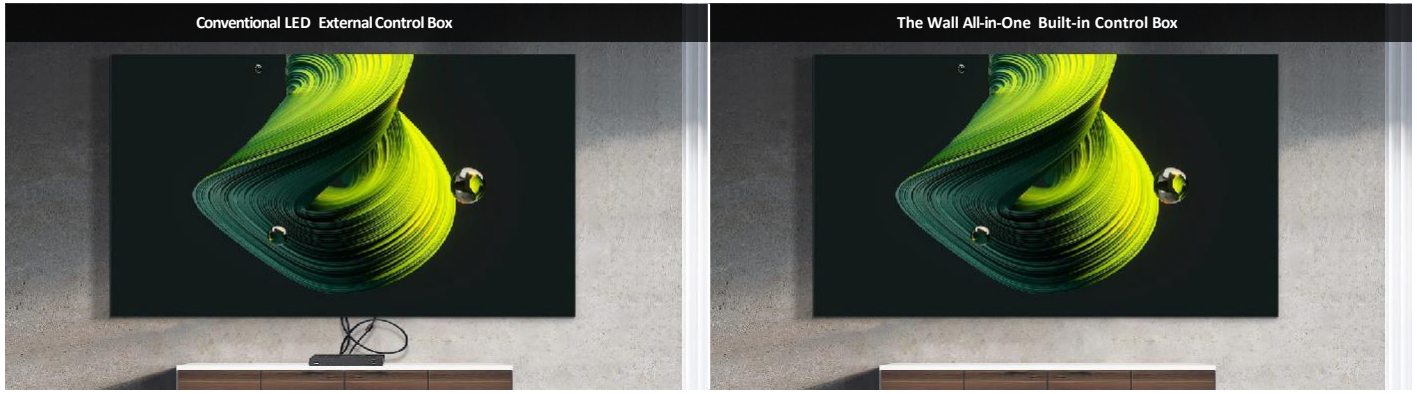
Black Seal Technology



Pre-assembled Installation

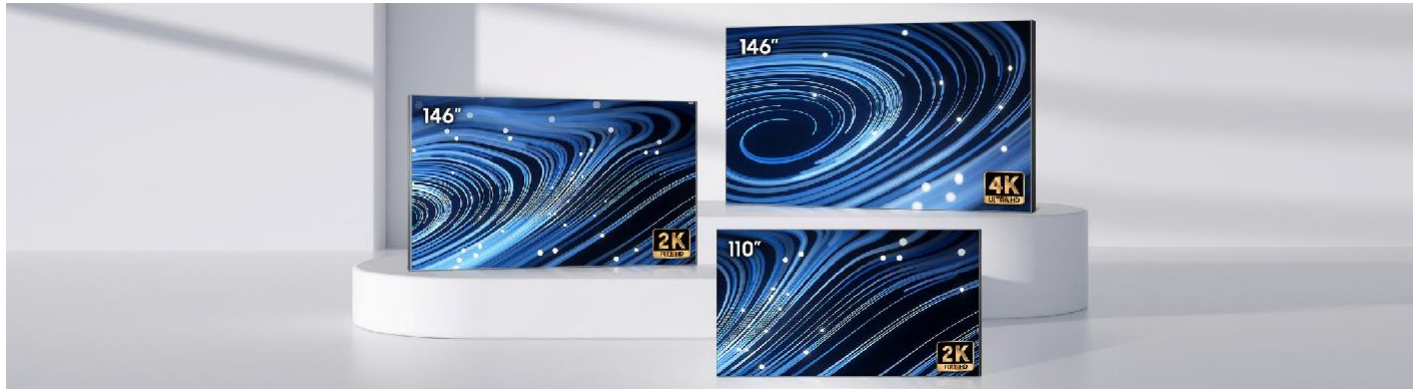


Ultra Chroma Technology



Built-in Control Box

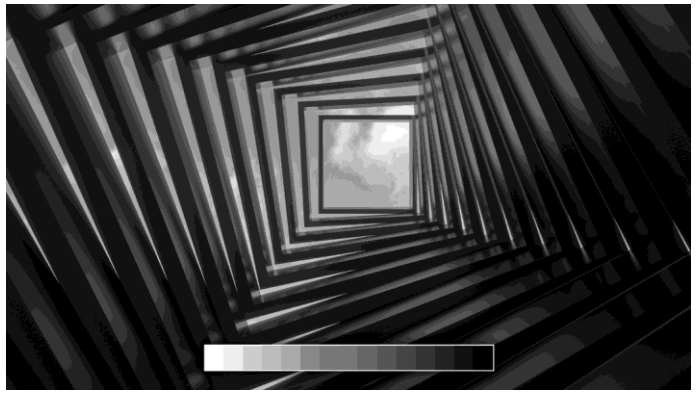
Key features



Simple Choice

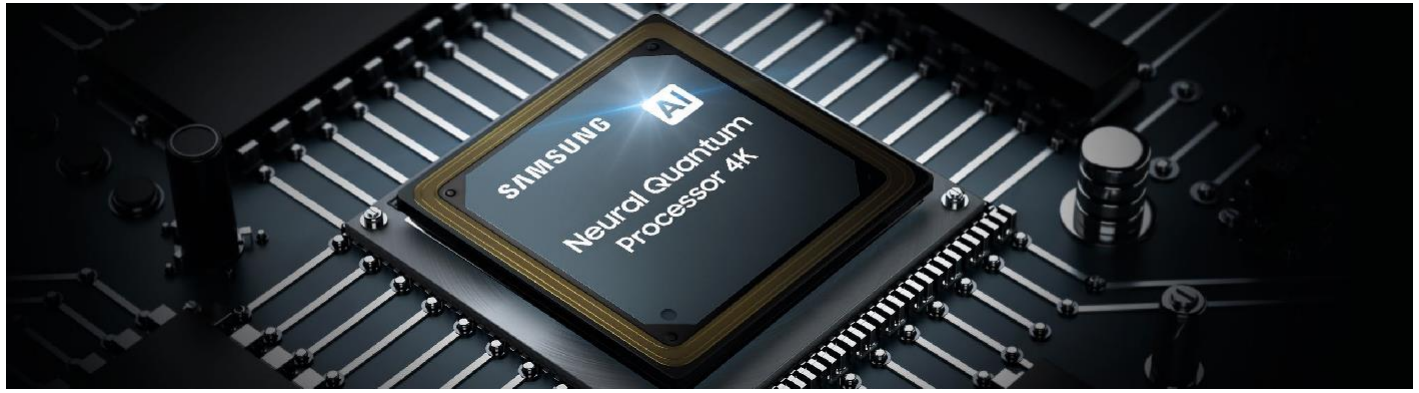
20bit Processing

All-inclusive Components

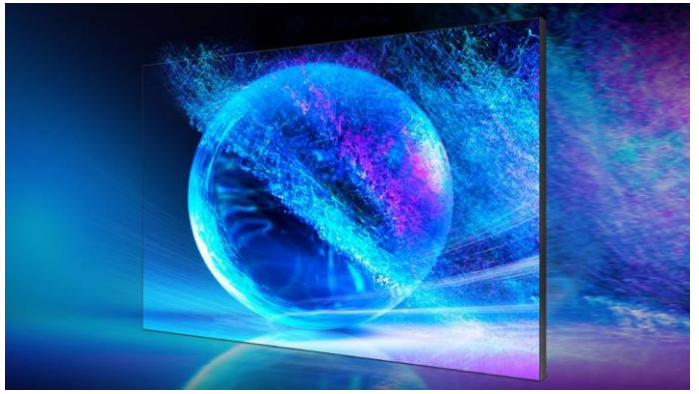


Linear Grayscale

Key features



Neural Quantum Processor 4K



MICRO Motion

MICRO HDR

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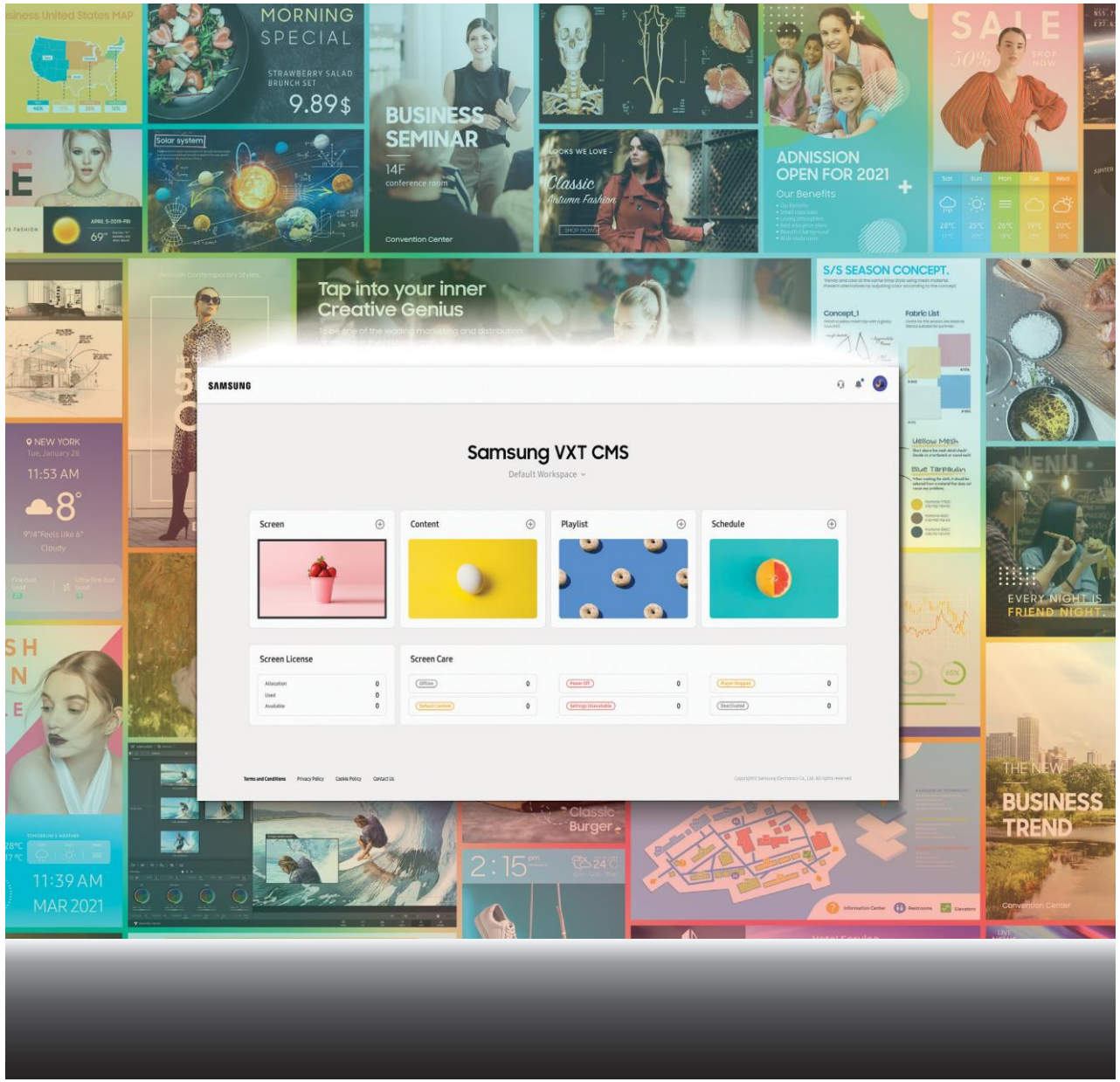
Samsung VXT CMS

React faster.

Create new possibilities.



Trend

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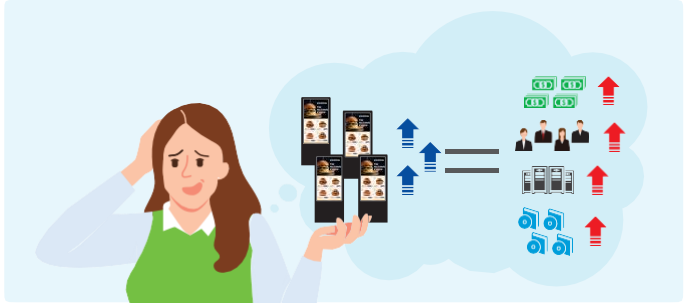
The need for businesses to adopt an agile mindset

Jake, store owner who runs his own brand cafe, CDE.

I purchased digital signage to display our menu and ongoing promotions to better engage customers and to drive sales. But, with promotions constantly changing based on several factors, creating timely content can become challenging. As a business owner, it is too expensive to hire external content experts, but I need a way to update content from time to time such as during the busy holiday season.

Christina, Public Relations Manager for BCD, a retail company.

Our retail stores need more displays to better amplify our brand messaging. However, budget is an important factor, so managing the setup and ultimate cost is critical. I need to expand the number of our displays and their capabilities, while also ensuring ongoing efficiency and budget management. I'd like to find an effective way to do both at the same time.

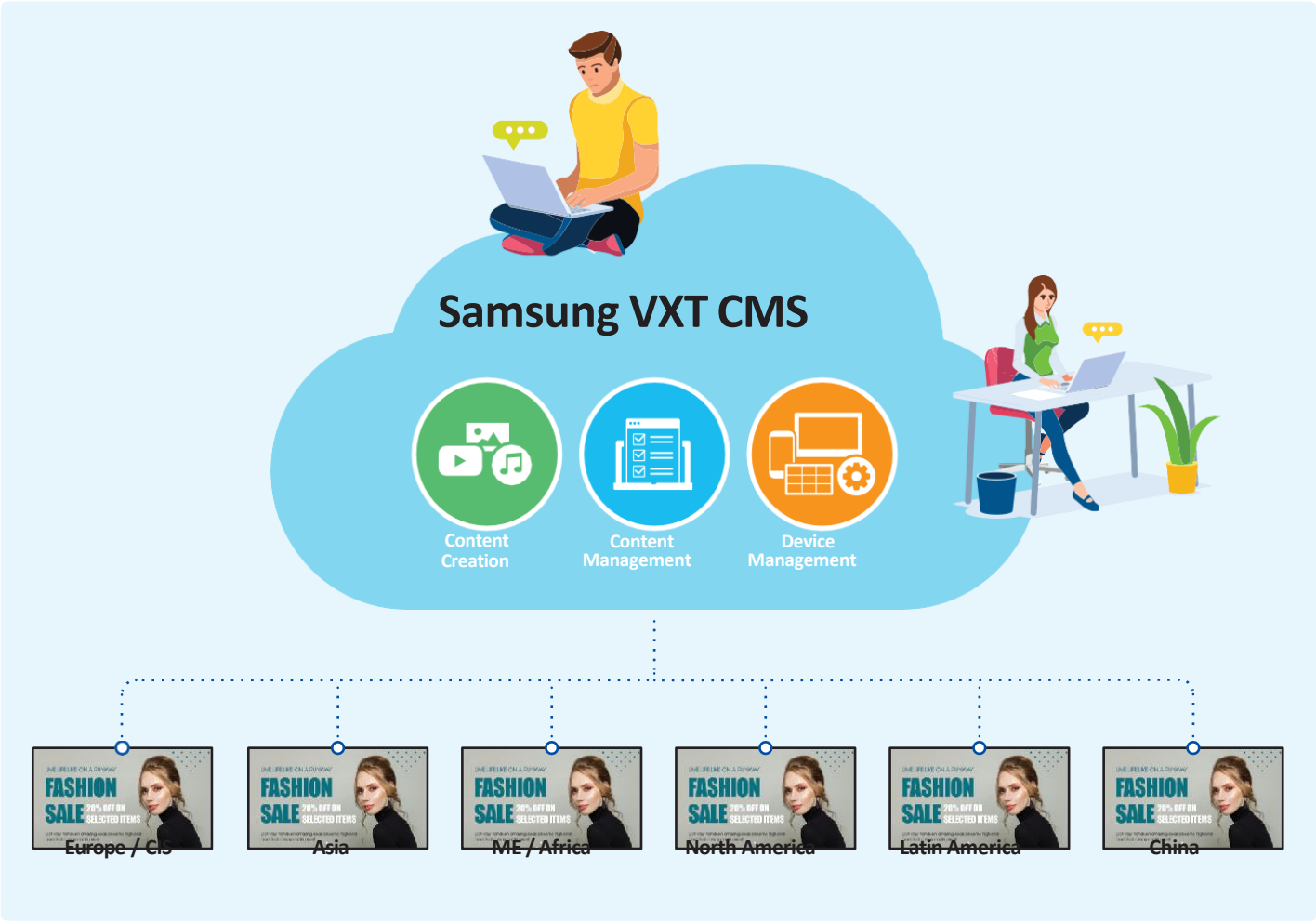


Tom, manager of overseas stores at ABC, a global company.

At ABC, we are operating more than 100 displays globally and aim to deliver a consistent message across all our stores overseas. However, it is a struggle to distribute messages quickly across a global company given the complexities.
We need a solution that can integrate and manage every display around the world.

What is Samsung VXT CMS?

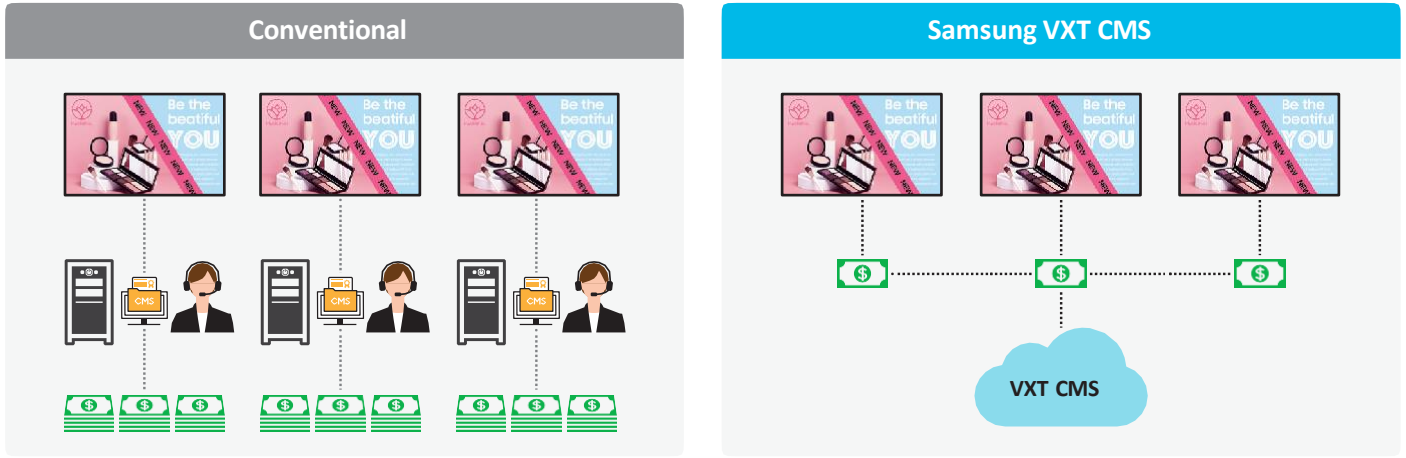
Change the way to manage your displays
Samsung VXT CMS - the business display solution you need.



Cloud native structure for easy scalability

High-speed deployment and updates

Save fixed server costs



Minimizing failures, faster recovery time

Effortless use with intuitive UX

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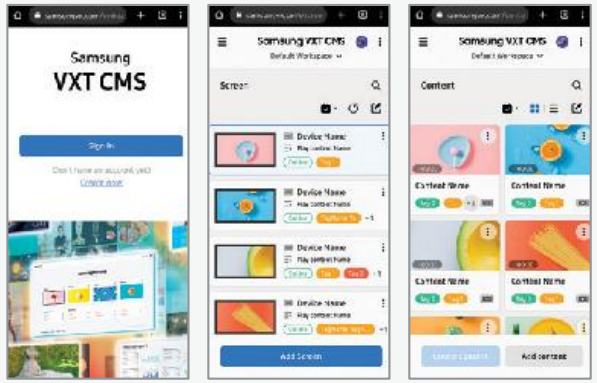
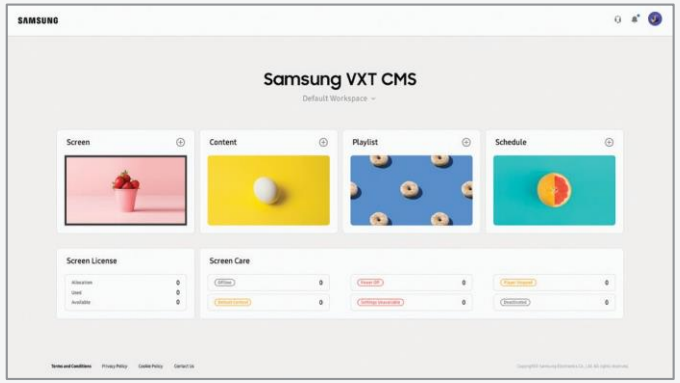
Making content management easier and simpler



Adopted for Mobile devices too

Samsung VXT CMS UX



Content creation (VXT Canvas)

Content management

Device management

Effortless use with intuitive UX

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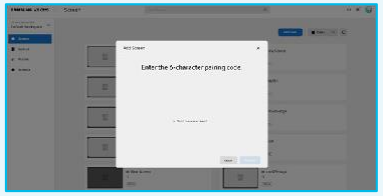
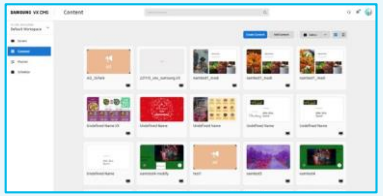
Simplified deployment for more successful content

How to Create and Deploy the Contents

Create the content



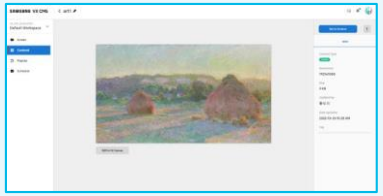
After running VXT Player on the screen, enter the 6-digit pairing code shown on the screen to easily connect the screen to the server.



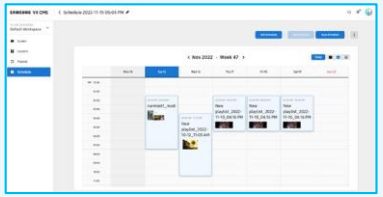
You can upload your own content or create a new one using VXT Canvas.

VXT Canvas makes it easy to create content in a WYSIWYG format. Use the art content provided by VXT Canvas to make your space more luxurious.

Deploy the content



You can distribute the content to the screen right away by selecting the content to be distributed and clicking set to screen.



If you need content scheduling, you can create a schedule for systematic management.

Select the screen to distribute. Screen can be easily searched based on tag.

VXT ART

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Bringing world class galleries to customers

Food & Beverage

Retail

Corporate

Business operations made smarter

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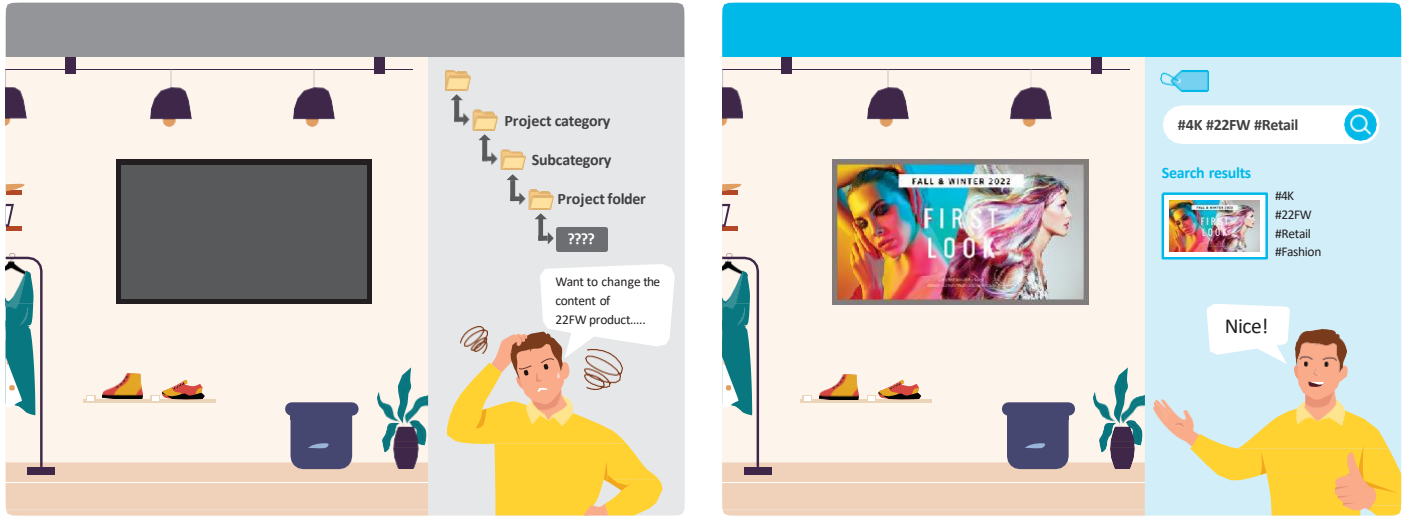
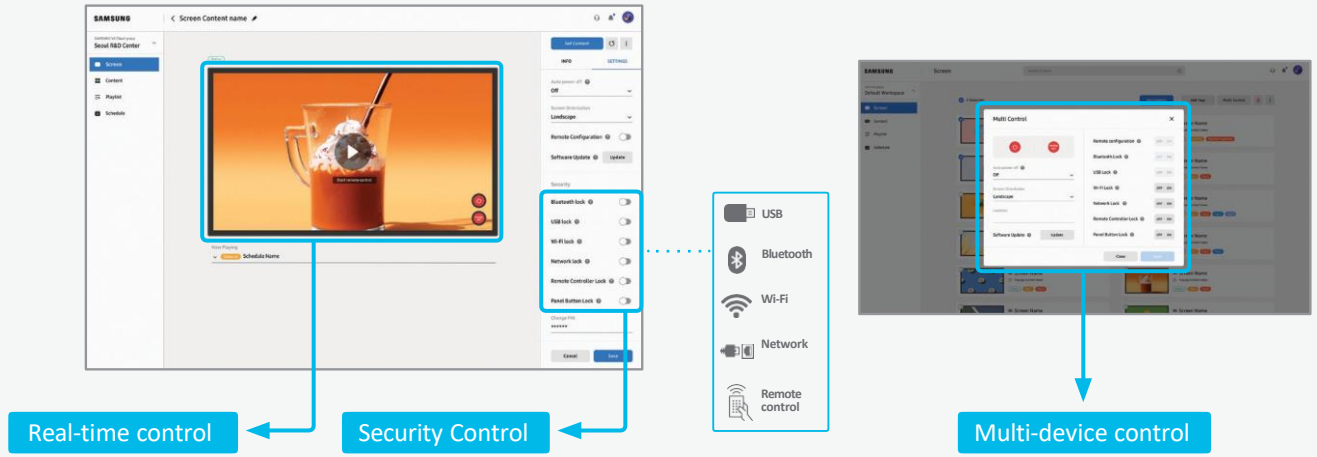
Customizable management with tag structure



Remote control in real-time, every time



Business operations made smarter

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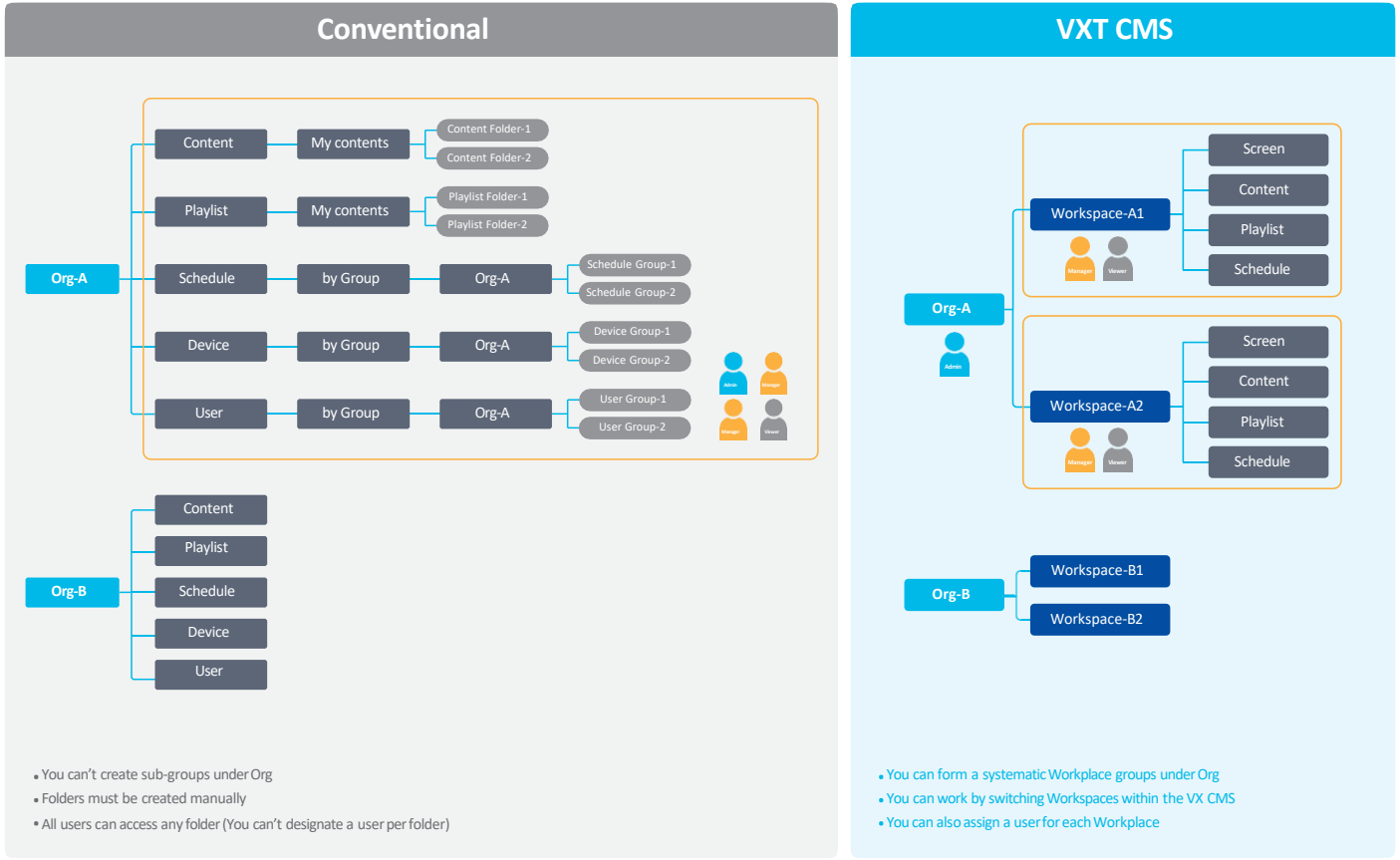
Systematic, secure user management



Benefits suited for each vertical

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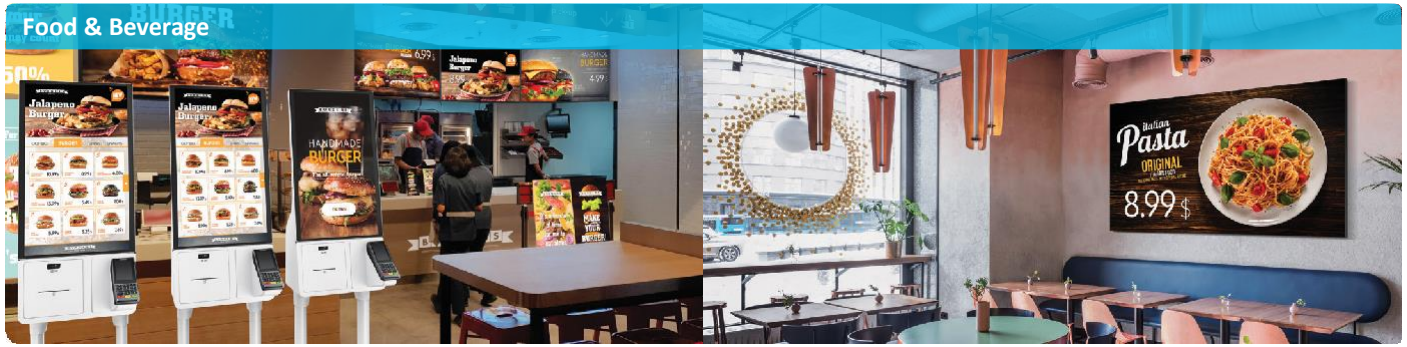
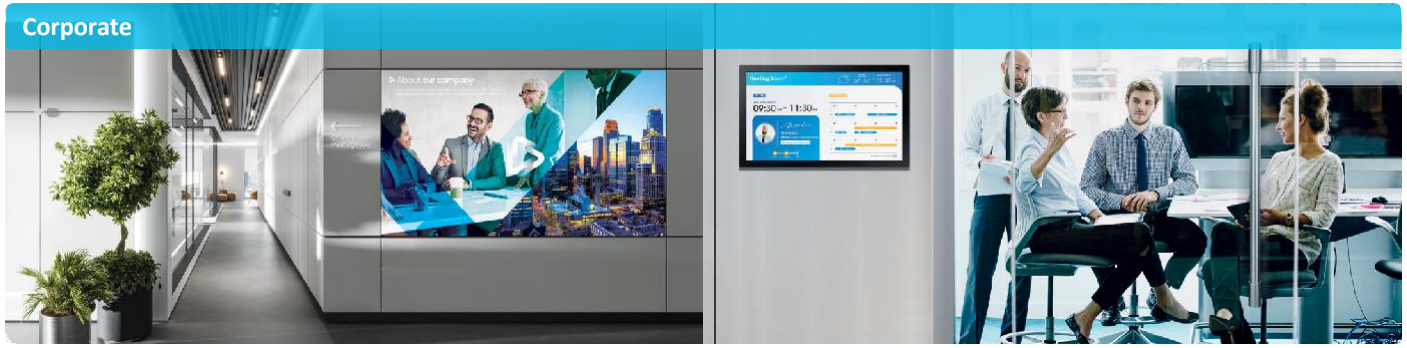
Retail

Bring in-store shopping to life with dynamic, digital content

Food & Beverage

Engage customers and sell more with vivid and vibrant menus



Corporate

Transform corporate communication with real-time data