



Samsung SMART Signage

QET series

Upgrade your business with efficient digital displays

Samsung's QET series features intelligent upscaling technology to ensure all content displayed is in eye-catching UHD resolution. Its powerful Crystal Display and boundless design provide an enthralling viewing experience in any business environment. QET displays are economical and efficient, integrating with Samsung's MagicINFO Lite to provide users with a simple content management solution.

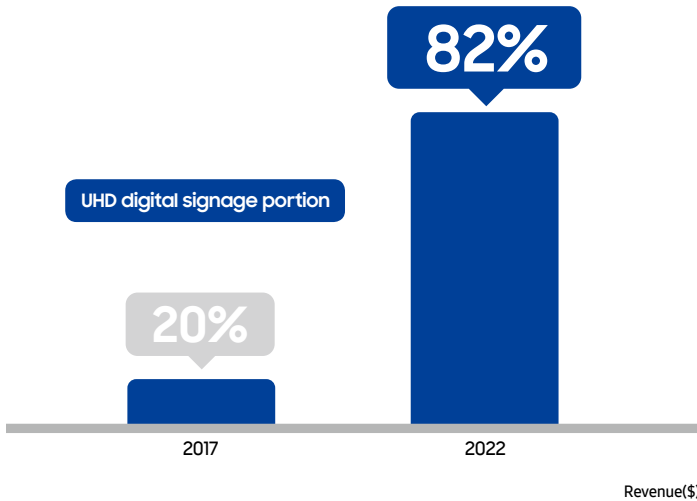
Highlights

- Engage customers with lifelike images through ultra-high definition resolution
- Deliver UHD-level picture quality even with lower resolution content through Crystal Processor 4K supporting innovative UHD upscaling
- Crystal Display allows viewers to enjoy a wider spectrum of colors
- Boundless design blends into any environment allowing viewers to focus on content, not hardware
- Easily manage display content with MagicINFO Lite solution included
- Efficient and economical display providing ultimate value

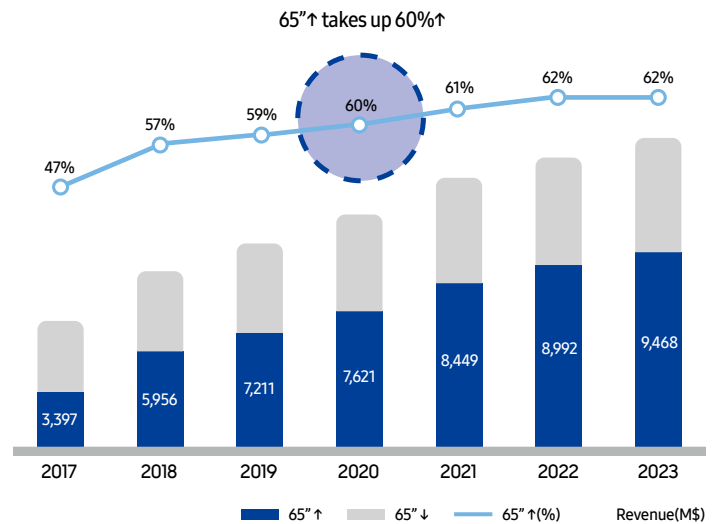
Consumers demand bigger screens, better picture quality

As visual display technology continues to advance, consumers have raised expectations around the quality of the content they see. It's never been more important for businesses to provide excellent picture quality, no matter the communication channel. To create a more impactful and distinct customer experience for today's consumers, many businesses are looking to deliver content on a grander scale, pushing demand for displays larger than 65-inches higher than it's ever been.

Ultra-high definition is the new normal *



Demand for bigger screens is on the rise **



*,** Source : Omdia, Public Displays Market Tracker Q4 2019, January 2020. Revenues in USD Millions. Does Not Include Consumer TVs Used as Public Displays. Not an Endorsement of Samsung Electronics Co. Ltd. Any Reliance on these results is at the third-party's own risk.

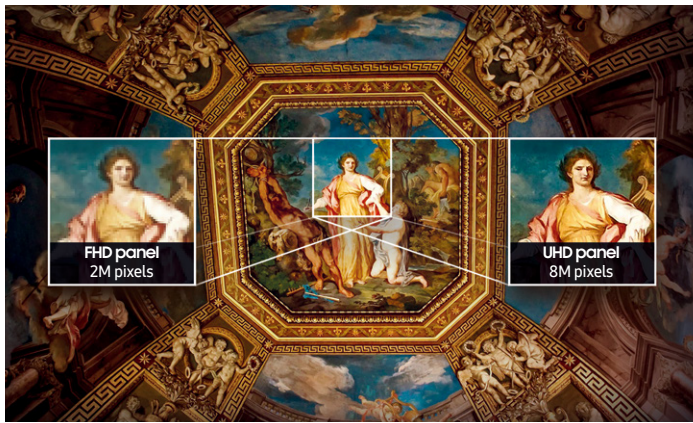
New QET series meets today's demand

Samsung's superior visual display technology has positioned them as the industry leader in digital signage for a decade*. Samsung has also been the global leader in TV sales for 14 consecutive years according to IHS Markit**. Samsung's new QET series is a result of Samsung's advanced technology expertise and best-in-class picture quality. QET displays are able to upscale low-resolution content to UHD-level picture quality. For commercial displays, this technology advancement means highly visible signage with unmatched accuracy to help capture the attention of potential customers. It also means savings both in cost and time for businesses who can produce content more inexpensively at a lower resolution and still display it in stunning UHD quality. The signage also provides rich and flawless colors, effortless minimalistic style from every angle and a boundless design for delivering an immersive viewing experience. Content can be controlled remotely with Samsung's simple management system, MagicINFO Lite. With industry-leading features and specifications, QET displays are economical and efficient, providing ultimate value to business.



* Results based on IHS Technology report "Public Displays Market Tracker", 2009 – 2018. Information is not an endorsement of Samsung. Any reliance on these results is at the third party's own risk.
 ** Results based on Omdia, Jan-2020. Ranking in terms of shipments. Results are not an endorsement of Samsung. Any reliance on these results is at the third-party's own risk.

Key features



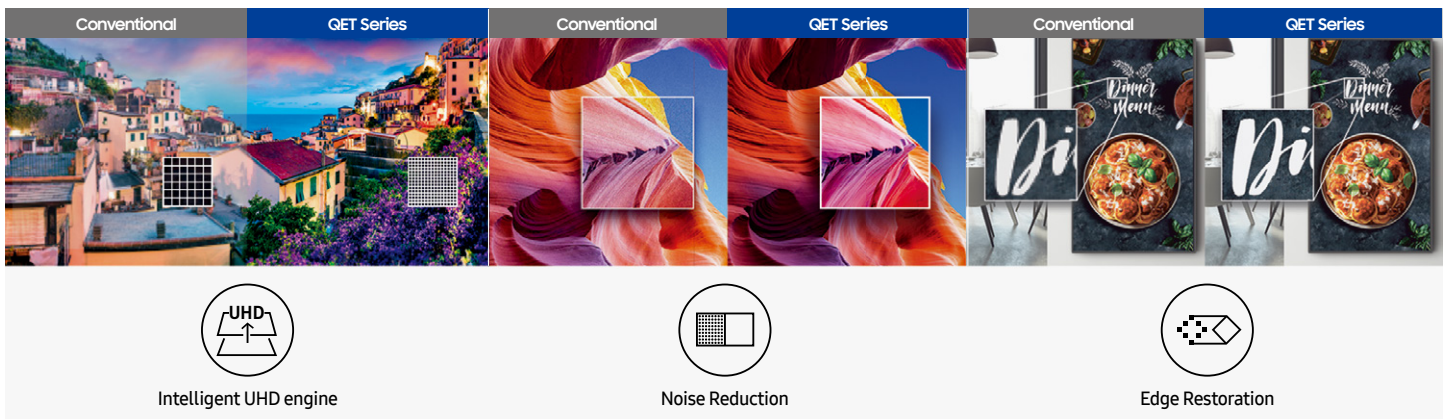
Incredible UHD picture quality

Samsung's new QET series is able to capture customer attention by providing an incredibly clear picture, showcasing lifelike images and intricate details better than ever before thanks to ultra high-definition 4K resolution.



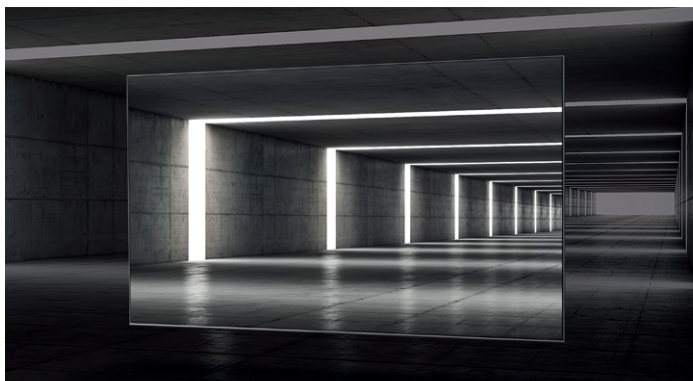
Crystal Display

Samsung's QET series features a Crystal Display which optimizes color tones without distortion, ensuring each backlight unit is fine-tuned to match each color filter and create a clear native white.



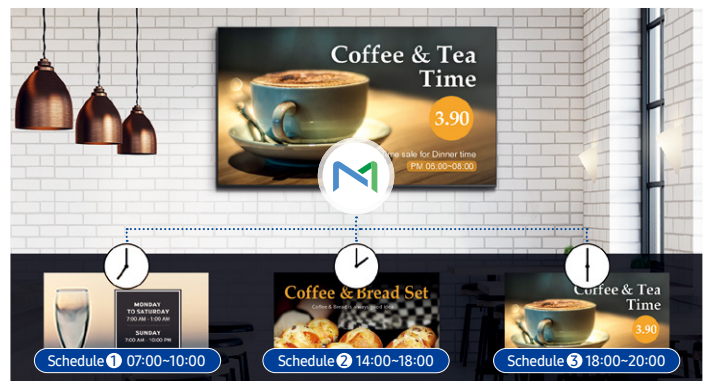
Crystal Processor 4K

Samsung's global leadership in display technology and picture quality spans more than a decade. Thanks to superior semi-conductor technology, Samsung has developed the powerful video processor available. Additionally, intelligent UHD upscaling technology is a cutting-edge solution based on Samsung's Crystal Processor 4K that allows content developed at a lower resolution to be elevated to UHD-level quality. It also performs edge restoration and noise reduction to optimize on-screen text and imagery with crisp edges and fine detail.



Boundless design for an immersive experience

The boundless design of the display is optimized to allow the viewer to be completely immersed by content. With a three-sided bezel-less design that eliminates unnecessary and unused space, the display seamlessly integrates into any business environment.



Integrated contents management solution

With a range of on-demand and prescheduled images and videos included in the integrated MagicINFO Lite Player, content management is easier than ever before. Users can also load new content directly from their personal computer through the display's built-in port or simply transfer files with a USB drive.

