

# Outdoor Display

OHA, OHB series

Deliver bright and brilliant messages, built for the outdoors



## Vivid and versatile display demand on the rise

The role of displays has expanded across industries, with digital boards now trending as an alternative to static images, particularly in outdoor environments such as drive thrus, gas and EV charging stations, and even signposts. Content in these environments must be visible even under bright light, while also remaining stable and durable against a variety of tough conditions for optimized business performance. The right digital signage not only provides a higher level of customer experience, but also maximizes operational efficiency through flexible signage management for an optimized solution.

## Outdoor optimization for your business with Samsung outdoor display



### High visibility for clear, more concise communication

Businesses can deliver active product promotions with clear visibility in any bright external lighting conditions\*, regardless of whether it's day or night. This enables customers to make the best possible choices, ensuring a satisfactory experience to create future sales opportunities.

\* This is the result of testing based on outdoor environmental conditions of 10,000 lux or higher.



### Flexible and robust hardware to enhance any business

Outdoor displays require certification to ensure they can perform in a variety of conditions, from snow and rain, to strong sunlight and even external physical impact. Typically, providing this robust durability requires bulky hardware, but Samsung's OHA and OHB series offer a slim design that blends well in a variety of outdoor environment.

\* IP56 (Ingress Protection Rating): Degrees of protection provided by enclosures (IEC 60529)

\* The IK European strength test rating uses a 0-10 scale (where 10 indicates the highest possible protection) to measure the degree of resistance against external impact.



### Reliable and advanced software for effective management

Stable content playback is enabled by Tizen, while real-time, seamless display operation is made possible with MagicINFO CMS. As a result, promotions and content throughout a network of signage can be effectively adjusted according to the time and place, reinforced by strong security that protects against external threats such as hackers.

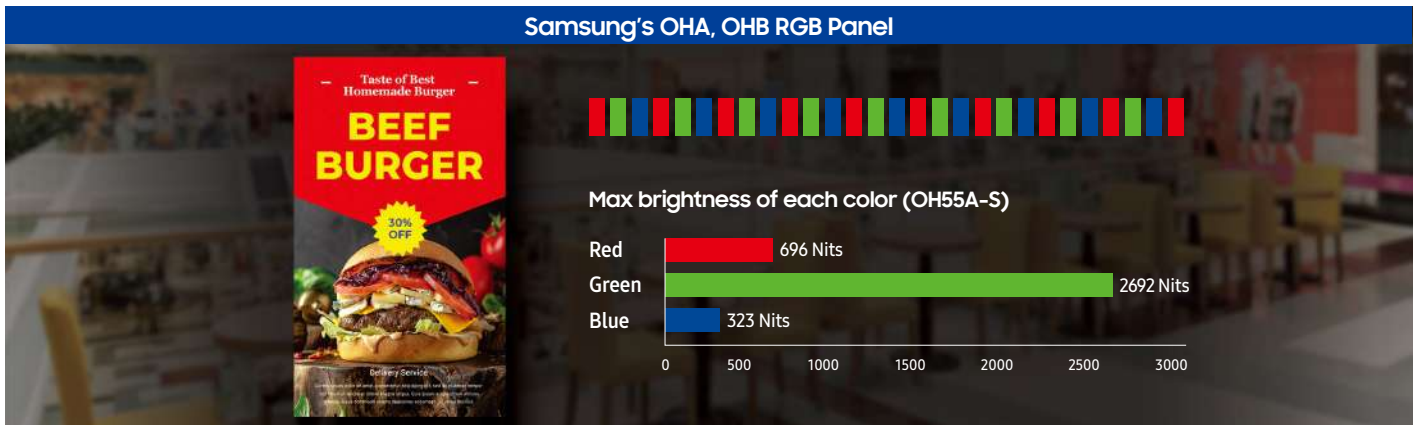
## Eye-catching visuals from everywhere



## Clear and vivid anytime, anywhere Newly upgrade

The OHA and OHB are UL-verified for outdoor visibility and offers brightness levels greater than 3,500nits. The OHA and OHB's 24/7 performance delivers crisp and vivid content with a built-in auto-brightness sensor, which automatically adjusts the brightness based on any external lighting for a versatile and operationally efficient display.

\* Images and enclosure are simulated and for illustration purpose only.



## Bright and vivid colors for accurate communication and delivery

The OHA and OHB series deliver advanced color accuracy and brightness, creating vivid content through enhanced color reproduction of all red, green and blue shades. With crisp content being what customers now expect, the OHA and OHB's uncompromised picture quality will be sure to capture customer attention.

\* The max brightness of each color is based on internal measurements conducted by Samsung.

\* The max brightness of each color may vary by model.



## Enhanced visibility with anti-reflection technology

Samsung OH55A-S is enhanced by Magic Protection Glass, which utilizes advanced anti-reflection technology. This innovative solution ensures much better visibility when watching in broad daylight, with a total reflections rate of lower than 1.5%, ensuring clearer images and text for every viewer.

\* The total reflection rate is based on internal measurements conducted by Samsung.

\* The total reflection rate may vary by model.

## Designed with durability in mind



### Optimized protection in a variety of outdoor conditions

With certified IP56-rated protection, OHA and OHB deliver robust reliability to withstand physical impact as well as dust and water that might affect the display. This ensures optimized operation in a variety of outdoor conditions for consistent performance.

\* IP56 (Ingress Protection Rating): Degrees of protection provided by enclosures (IEC 60529)



### Prevent humidity for optimal performance with newly added fans Newly upgrade

With four newly added, hidden fans in the downside of the display, the OH55A-S and OH46B reduce concerns around external humidity issues such as condensation. The effective air propelling capabilities of the display by the fans enable seamless operation.

\* Newly added fans are only available for OH55A-S and OH46B.



### Robust durability for screen safety

Fitted with tempered Magic Protection Glass, the Samsung OHA and OHB provide durability that is IK10-rated, ensuring advanced safety and protection against external impact. This ensures the product is safe against unexpected damage, giving store manager better peace of mind.

\* The IK European strength test rating uses a 0-10 scale (where 10 indicates the highest possible protection) to measure the degree of resistance against external impact.



### Powerful performance with slim design

A slim, all-in-one composition enables easy installation, while long-term performance is ensured through IP56 protection, anti-reflection technology, damage defense and an efficient cooling system. Plus, an integrated power box condenses operational components and supports an ultra slim frame.

\* "Conventional" refers to Samsung's OHD series.

\* IP56 (Ingress Protection Rating): Degrees of protection provided by enclosures (IEC 60529)

\* The IK European strength test rating uses a 0-10 scale (where 10 indicates the highest possible protection) to measure the degree of resistance against external impact.

\* Design including depth and bezel size may vary by model.

## Optimized performance without compromise



### Smooth and seamless content playback

The embedded MagicINFO Player S7, backed by the powerful TIZEN operating system, boosts the overall performance of the display and offers painless content management. This ensures seamless transitions and playback to deliver a better experience for both customers and store managers.

\* MagicINFO license must be purchased separately.



### Powerful, protective security

The OHA and OHB series use comprehensive three-layer security protection, powered by Samsung's proprietary Knox technology, supporting application development on the secured platform and minimization of security attacks.

## Suitable for various business environments

Samsung's full-outdoor series provides a versatile is suitable for a wide range of business uses. Designed to be visible in a variety of weather conditions, the OHA and OHB series provide a versatile and optimized solution for the purpose of advertising, information display, and even menu boards.

### OH55A-S, OH46B

#### EV charging station



### OH75A

#### Bus shelter



#### Sports arena



#### Shopping mall



#### Art gallery



#### Airport



# Specifications

Model			OH46B	OH55A-S	OH75A
Display Panel	Diagonal Size	Class	46	55	75
		Measured	45.9" / 116.8cm	54.6" / 138.7cm	74.5" / 189.2cm
	Resolution		1920x1080 (16:9)	1920x1080 (16:9)	3840x2160 (16:9)
	Brightness(Typ.)		3,500 nit (Peak 4,000nit)	3,500 nit (Peak 4,000nit)	3,500 nit (Peak 4,000nit)
	Orientation		Landscape / Portrait	Landscape / Portrait	Landscape / Portrait
	Haze		0%	0%	1%
	Contrast Ratio (Typ.)		6000:1	6000:1	1,200:1
	Type		VA	VA	VA
	Active Display Area		1018.08(H) x 572.67(V)	1209.60(H) x 680.40(V)	1649.664(H) x 927.936(V)
	Pixel Pitch (mm)		0.53 x 0.53	0.630 x 0.630	0.429 x 0.429
	Color Gamut		72%	72%	72%
	Operation Hour		24/7	24/7	24/7
	Connectivity / Sound	INPUT	VIDEO	HDMI 2.0 (2), HDBaseT	HDMI 2.0 (2), HDBaseT(LAN Common)
AUDIO			N/A	N/A	N/A
USB			USB 2.0 x 1	USB 2.0 x 1	USB 2.0 x 1
Tuner			N/A	N/A	N/A
OUTPUT		VIDEO	HDMI 2.0	N/A	N/A
		AUDIO	Stereo mini Jack	Stereo mini Jack	Stereo mini Jack
		USB	N/A	N/A	N/A
WiFi / BT		N/A	N/A	N/A	
EXTERNAL CONTROL		RS232C(in/out), RJ45 (in/out), HDBaseT	RS232C (In/Out), RJ45(In/Out), HDBaseT	RS232C (In), RJ45(In)	
Speaker		N/A	N/A	N/A	
Mechanical Spec	Dimension (mm)	Set	1069 x 623.6 x 85	1260.6 x 731.4 x 85	1774.8 x 1053.4 x 130
		Package	1156 x 713 x 200	1358 x 845 x 230	1932 x 1251 x 367
	Weight (kg)	Set	36	46.1	134
		Package	40.5	52.6	150
	VESA Mount		995 x 500 1000 x 400 (VESA Bracket Option)	1186 x 560 (Basic) 1200 x 400 (VESA Bracket Option)	870 x 1118.4 (M8 x 4Hole) 260 x 1118.4 (M8 x 4Hole)
	Bezel Width (mm)		24.9	24.9	59.8
Features	Internal Player	Operating System	Tizen 5.0 (VDLinux)	Tizen 5.0 (VDLinux)	Tizen 5.0 (VDLinux)
		Processor	Cortex A72 1.7GHz Quad-Core CPU	Cortex A72 1.7GHz Quad-Core CPU	Cortex A72 1.7GHz Quad-Core CPU
		Storage (FDM)	8GB (3.88GB Occupied by O/S, 4.12GB Available)	8GB (3.88GB Occupied by O/S, 4.12GB Available)	8GB (3.88GB Occupied by O/S, 4.12GB Available)
	Special	H/W	IP56 Rated Simple Enclosure Outdoor Protection Glass(IK-10 Level, Anti Graffiti, Infrared Reduce) Polarized Sun Glasses Viewable in any direction HD Base T for Long Distance Installing Auto Brightness Control with Ambient Brightness Sensor Temperature Sensor Clock Battery(80hrs Clock Keeping) Kensington Lock	IP56 Rated Simple Enclosure Outdoor Protection Glass(IK-10 Level, Anti Graffiti, Infrared Reduce) Polarized Sun Glasses Viewable in any direction HD Base T for Long Distance Installing Auto Brightness Control with Ambient Brightness Sensor, Temperature Sensor Clock Battery(80hrs Clock Keeping) Kensington Lock	IP56 Rated Simple Enclosure Outdoor Protection Glass(IK-10 Level, Anti Graffiti, Infrared Reduce) Polarized Sun Glasses Viewable in any direction Auto Brightness Control with Ambient Brightness Sensor Temperature Sensor Clock Battery(80hrs Clock Keeping)

# Specifications

Model		OH46B	OH55A-S	OH75A	
Features	S/W	Auto Source Switching & Recovery RJ45 MDC	Auto Source Switching & Recovery RJ45 MDC	Auto Source Switching & Recovery RJ45 MDC	
Certification	Safety	60950-1	60950-1	60950-1	
	EMC	Class A	Class A	Class A	
	Environment	N/A	N/A	N/A	
	IP Rating	IP56	IP56	IP56	
	Security	N/A	N/A	N/A	
Power	Power Supply	AC 100 - 240 V, 50/60 Hz	AC 100 - 240 V, 50/60 Hz	AC 100 - 240 V, 50/60 Hz	
	Power Consumption	Max[W/h]	460	530	1200
		Typical[W/h]	205 ※ IEC 62087 measurement standard	274 ※ IEC 62087 measurement standard	471 ※ IEC 62087 measurement standard
		Sleep mode	0.5	Less than 0.5W	Less than 0.5W
Operating Condition	Temperature	-30°C~ 50°C	-30°C~ 50°C	-30°C~ 50°C	
	Relative Humidity	10~100%	10~100% (Non-condensing)	10~80% (Non-condensing)	
Accessories	Included		Quick Setup Guide Warranty Card Power Cord Remote Controller + Batteries	Quick Setup Guide Regulatory Guide Warranty Card Power Cord Remote Controller Batteries	Quick Setup Guide Regulatory Guide Warranty Card Power Cord Remote Controller Batteries
	Optional	Stand	N/A	N/A	N/A
		Mount	Sold Separately	Sold Separately	Sold Separately
		Specialty	N/A	N/A	N/A



# Samsung Outdoor Signage

## OHN, OHN-D Series

Deliver bright, creative messages on robust outdoor signage

Samsung's new outdoor signage, OHN series, has elevated the typical outdoor advertising experience with its bold and engaging content delivery at any bus stop or street billboard. The OHN series presents enhanced detail and true-to-life graphics in all conditions, from the most powerful sunlight to the darkest of nights, 24/7. The OHN is durable and resistant to multiple outside elements that could affect a display's performance. Also included is easy-to-use management software that allows users to control the display with ease. Samsung's OHN series will make any business stand out from the crowd with its immersive and high-quality images, attracting consumers to its brand.

### Highlights

- 85" large-sized digital displays optimized for outdoor usage
- Excellent visibility under direct sunlight through 3,000 nit high brightness
- Optimal durability with IP56-rated displays and IK10-rated Magic Protection Glass
- Advanced content management via MagicINFO S6 Player powered by TIZEN

**SAMSUNG**



## Industry trend

The DOOH (Digital Out Of Home) industry is growing at such a rapid pace due to its ability to reach and target consumers on the go. The traditional media tactics businesses previously used, such as static signs, are no longer effective in providing a meaningful visual experience. Instead, more businesses are turning to digital signage as a means of advertisement. As the technical advances in digital signage have taken over, roads and bus stops are now seeking enhanced experiences for consumer engagement. Digital signage is also an efficient medium of promoting products and services with immersive screens and dynamic images. There is a desire to have flexibility and connectivity to the displays through sophisticated content management software. With the industry thriving and companies turning to digital displays, this is the present and the future.

## Why Samsung OHN series?

Samsung's OHN series displays were designed for excellent visibility and dependability for outdoor use at bus stops and roadsides. With a high-brightness 3,000nit screen and a built-in dimming sensor, content can be clearly presented, day or night. The OHN series can endure extensive outdoor impact with the Magic Protection Glass and is weatherproof through IP56-rated protection. Combined with a built-in media player, users can manage the display and the content efficiently without needing additional equipment. In addition, the OHN-D series has a double-sided screen and allows users to open the display effortlessly for repair and upkeep with easy access design.



High visibility



Easy content management



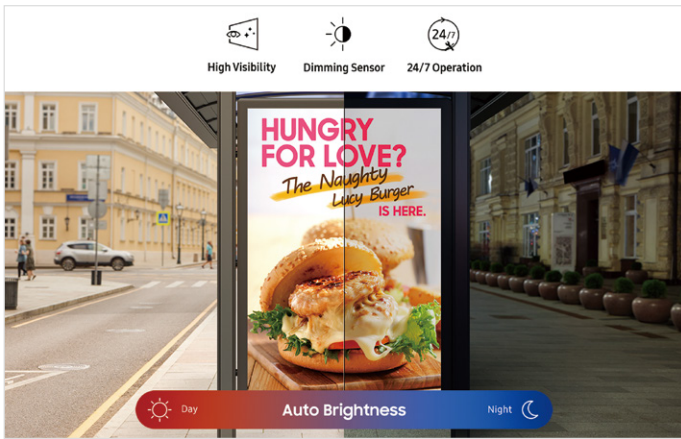
High durability



Easy maintenance

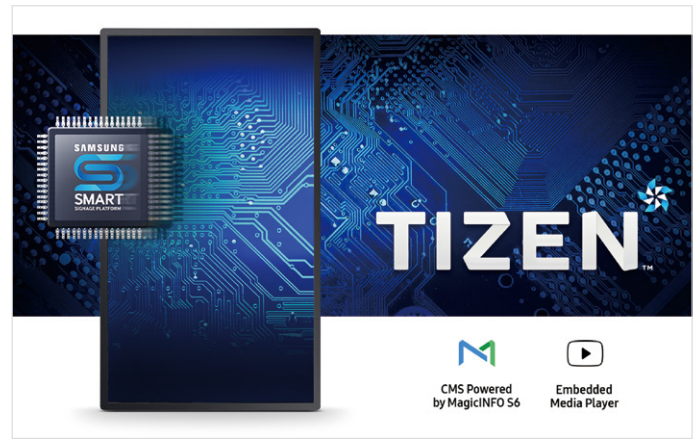


# Key features



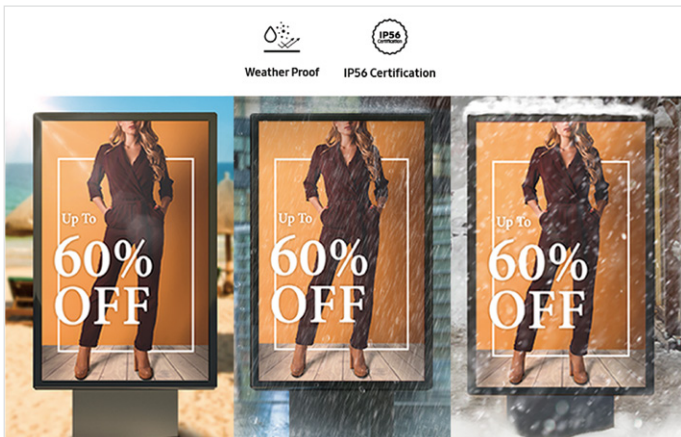
## Unsurpassable visibility day and night

The OHN series allows for exceptional, consistent content delivery with 3,000nit brightness and 24/7 performance. With a built-in dimming sensor, the display automatically adjusts the brightness based on the external lighting environment, saving display operating expenses and power consumption.



## Easy-to-use management software

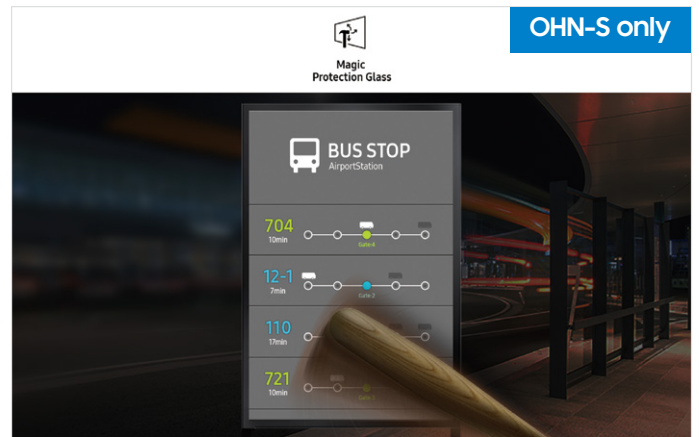
The embedded MagicINFO Player S6, backed by the powerful TIZEN operating system, boosts the display's overall performance, allows for painless content management and ensures seamless transition and playback.



## Resistant to outdoor elements

The OHN series is verified to perform in outdoor settings. IP56-rated protection\* ensures the OHN series will withstand physical impact as well as dust, humidity or other outdoor elements that could affect the display.

\* Additional glass needed for kit type



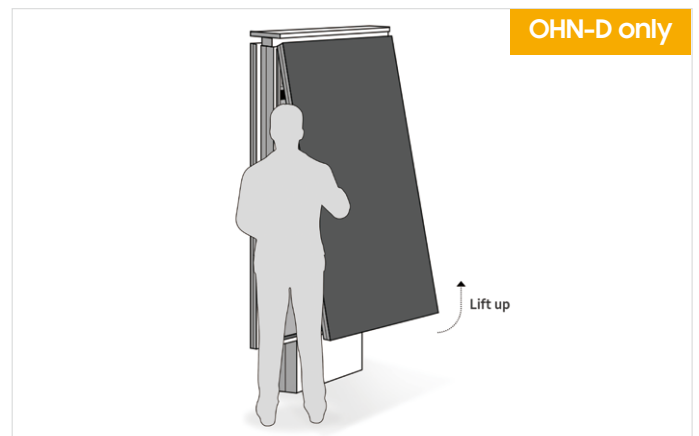
## Built strong to endure impacts

The OHN series provides advanced safety through tempered Magic Protection Glass. It features durability that is IK10-rated, further proving its robust level of strength that can endure physical impact.



## A double-sided screen with slim depth

The OHN-D series has two screens to highlight brilliant content and graphics on each side. With 3,000nit brightness on both sides of the display, users can double their marketing in one location with vibrant content. Its slim design is ideal for a bus shelter or street billboards.



## Easy setup and maintenance

Users can easily access the inside of the OHN-D series for repair or maintenance. Simply lift the set for quick entrance to the display's inner components for any necessary updates.

# Specifications

Model			OH85N (Kit type)	OH85N-D (Kit type)	OH85N-S (with glass)	
Panel	Diagonal Size	Class	85	85	85	
		Measured	84.5" / 214.7cm	84.5" / 214.7cm	84.5" / 214.7cm	
	Type		60Hz D-LED Local Dim. BLU	60Hz D-LED Local Dim. BLU	60Hz D-LED Local Dim. BLU	
	Resolution		3840x2160 (16:9)	3840x2160 (16:9)	3840x2160 (16:9)	
	Pixel Pitch(mm)		0.488 x 0.488	0.488 x 0.488	0.488 x 0.488	
	Active Display Area(mm)		1872(H) x 1053(V)	1872(H) x 1053(V)	1872(H) x 1053(V)	
	Brightness(Typ.)		3,300 cd/m2 (w/o glass)	3,300 cd/m2 (w/o glass)	3,000 cd/m2	
	Contrast Ratio		3000:1	3000:1	3000:1	
	Viewing Angle(H/V)		178/178	178/178	178/178	
	Response Time(G-to-G)		8ms	8ms	8ms	
	Display Colors		8 bit - 16.7M bit	8 bit - 16.7 Mbit	8 bit - 16.7M bit	
Color Gamut		72%	72%	72%		
Operation Hour		24/7	24/7	24/7		
Haze		0%	0%	0%		
Display	Dynamic C/R		100,000:1	100,000:1	100,000:1	
	H-Scanning Frequency		15 ~ 135KHz (HDMI), 30 ~ 135KHz (DP)	15 ~ 135KHz (HDMI), 30 ~ 135KHz (DP)	15 ~ 135KHz (HDMI), 30 ~ 135KHz (DP)	
	V-Scanning Frequency		24 ~ 75Hz (HDMI), 30 ~ 75Hz (DP)	24 ~ 75Hz (HDMI), 30 ~ 75Hz (DP)	24 ~ 75Hz (HDMI), 30 ~ 75Hz (DP)	
	Maximum Pixel Frequency		594MHz (HDMI), 533.25MHz (DP)	594MHz (HDMI), 533.25MHz (DP)	594MHz (HDMI), 533.25MHz (DP)	
Sound	Speaker Type		N/A	N/A	N/A	
			DP1.2	DP1.2 (2)	DP1.2	
Connectivity	INPUT	RGB	N/A	N/A	N/A	
		VIDEO	HDMI 2.0 (2)	HDMI 2.0 (4)	HDMI 2.0 (2)	
		HDCP	HDCP 2.2	HDCP 2.2	HDCP 2.2	
		AUDIO	N/A	N/A	N/A	
	OUTPUT	USB	USB 2.0 (1)	USB 2.0 (2)	USB 2.0 (1)	
		RGB	N/A	N/A	N/A	
		VIDEO	N/A	N/A	N/A	
		AUDIO	Stereo Mini Jack	Stereo Mini Jack	Stereo Mini Jack	
		USB	N/A	N/A	N/A	
		Power Out	N/A	N/A	N/A	
	EXTERNAL CONTROL		RS232C (In), RJ45 (In)	RS232C (In), RJ45 (In)	RS232C (In), RJ45 (In)	
EXTERNAL SENSOR		N/A	N/A	N/A		
Tuner		N/A	N/A	N/A		
Power	Type		Internal	Internal		
	Power Supply		AC 100 - 240 V (+/- 10 %), 50/60 Hz	AC 100 - 240 V (+/- 10 %), 50/60 Hz	AC 100 - 240 V (+/- 10 %), 50/60 Hz	
	Power Consumption	Max[W/h]	1,800	3,600 (1,800x2)	1,800	
Typical [W/h]		W/W(EU) 600, US/KOR/Etc. 1,010 ※ Etc: CHINA, TAIWAN, BRA	W/W(EU) 1200 (600x2), US/KOR/Etc. 2,020 (1,010x2) ※ Etc: CHINA, TAIWAN, BRA	W/W(EU) 600, US/KOR/Etc. 1,010 ※ Etc: CHINA, TAIWAN, BRA		
BTU(Max)		6,138	12276 (6,138x2)	6,138		
Sleep mode		less than 0.5W	less than 1W	less than 0.5W		
Mechanical Spec	Dimension(mm)	Set	2,004 x 1,185 x 120 mm	1,193 x 2,012 x 228 mm	2004 x 1185 x 120	
		Package	2,175 x 1,383 x 495 mm (Without Pallet)	1,510 x 2,284 x 577 mm (Without Pallet)	2175 x 1383 x 495	
	Weight (kg)	Set	137kg	255kg	163kg	
		Package	185kg	310.6kg	211kg	
	Mounting Hole		1000 x 1118.4 (M8 x 4Hole), 500 x 1118.4 (M8 x 4Hole)	N/A	1000 x 1118.4 (M8 x 4Hole), 500 x 1118.4 (M8 x 4Hole)	
	Protection Glass		N/A	N/A	Yes (ST Tempered Glass)	
	Stand Type		N/A	N/A	N/A	
Bezel Width (mm)		N/A	N/A	62 / 62 / 62 / 62 mm		
Operation	Operating Temperature		-30°C ~ 50°C	-30°C ~ 50°C	-30°C ~ 50°C	
	Humidity		10~100% (Non-condensing)	10~100% (Non-condensing)	10~100% (Non-condensing)	
	IP Rating		IP56	IP56	IP56	
Feature	Key		Slim High Brightness, IP56 Outdoor, Built-in MagicInfo Player S6, SSSP6 IP56 Rated Simple Enclosure Outdoor, Polarized Sun Glasses Viewable in any direction, Portrait /Landscape Installation Support, Auto Brightness Control with Ambient Brightness Sensor, Temperature Sensor, RJ45 MDC, Auto Source Switching & Recovery, Clock Battery(80hrs Clock Keeping)	Dual Display, High Brightness, IP56 Outdoor, Built-in MagicInfo Player S6, SSSP6 IP56 Rated Simple Enclosure Outdoor, Polarized Sun Glasses Viewable in any direction, Portrait Installation Support, Auto Brightness Control with Ambient Brightness Sensor, Temperature Sensor, RJ45 MDC, Auto Source Switching & Recovery, Clock Battery(80hrs Clock Keeping)	Slim High Brightness, IP56 Outdoor, Built-in MagicInfo Player S6, SSSP6 IP56 Rated Simple Enclosure Outdoor, Polarized Sun Glasses Viewable in any direction, Portrait /Landscape Installation Support, Auto Brightness Control with Ambient Brightness Sensor, Temperature Sensor, RJ45 MDC, Auto Source Switching & Recovery, Clock Battery(80hrs Clock Keeping)	
		Special				
	Internal Player (Embedded H/W)	Processor		Cortex A72 1.7GHz Quad-Core CPU	Cortex A72 1.7GHz Quad-Core CPU	Cortex A72 1.7GHz Quad-Core CPU
		On-Chip Cache Memory		L1 Instruction Cache : 48KB, L1 Data Cache : 32KB L2 Cache : 2MB	L1 Instruction Cache : 48KB, L1 Data Cache : 32KB L2 Cache : 2MB	L1 Instruction Cache : 48KB, L1 Data Cache : 32KB L2 Cache : 2MB
		Clock Speed		1.7GHz	1.7GHz	1.7GHz
		Main Memory Interface		2.5GB, LPDDR4 1.5GHz 64bit	2.5GB, LPDDR4 1.5GHz 64bit	2.5GB, LPDDR4 1.5GHz 64bit
		Graphics		Graphic resolution : 1920x1080 Output resolution : up to 3840x2160 (Scale up from graphic processing result.) - Supports OpenGL ES 8GB, (3.88GB Occupied by O/S, 4.12GB Available)	Graphic resolution : 1920x1080 Output resolution : up to 3840x2160 (Scale up from graphic processing result.) - Supports OpenGL ES 8GB, (3.88GB Occupied by O/S, 4.12GB Available)	Graphic resolution : 1920x1080 Output resolution : up to 3840x2160 (Scale up from graphic processing result.) - Supports OpenGL ES 8GB, (3.88GB Occupied by O/S, 4.12GB Available)
		Storage (FDM)		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 USB 2.0	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 USB 2.0	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 USB 2.0
		Multimedia				
		IO Ports				
	Operating System		Tizen 4.0 (VDLinux)	Tizen 4.0 (VDLinux)	Tizen 4.0 (VDLinux)	
Certification	Safety		CB (Europe) : IEC60950-1/EN60950-1 UL(USA) : cUL60950-1	CB (Europe) : IEC60950-1/EN60950-1 UL(USA) : cUL60950-1	CB (Europe) : IEC60950-1/EN60950-1 UL(USA) : cUL60950-1	
	EMC		FCC (USA) : Part 15, Subpart B Class B CE (Europe) : EN55032:2015 Class B, EN55035:2017	FCC (USA) : Part 15, Subpart B Class A CE (Europe) : EN55022:2006+A1:2007 EN55024:1998+A1:2001+A2:2003	FCC (USA) : Part 15, Subpart B Class B CE (Europe) : EN55032:2015 Class B, EN55035:2017	
	Environment		N/A	N/A	N/A	
Accessories	Included		Quick Setup Guide, Regulatory Guide, Warranty Card, Remote Controller, Batteries	Quick Setup Guide, Regulatory Guide, Warranty Card, Remote Controller, Batteries	Quick Setup Guide, Regulatory Guide, Warranty Card, Remote Controller, Batteries	
	Optional	Media Player	N/A	N/A	N/A	

\* Additional glass needed for kit-type

## About Samsung Electronics Co., Ltd.

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## SMART Signage

For more information about Samsung Outdoor Signage, visit [www.samsung.com/business](http://www.samsung.com/business) or [www.samsung.com/displaysolutions](http://www.samsung.com/displaysolutions)

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## Specification

Model		BH55T	BH65T	BH75T
Video	Picture Engine	Quantum Processor 4K	Quantum Processor 4K	Quantum Processor 4K
	HDR10+	YES	YES	YES
	Dolby Digital Plus	YES	YES	YES
Audio	Sound Output (RMS)	20W	20W	20W
	Speaker Type	2CH	2CH	2CH
	Woofer	N/A	N/A	N/A
	Bluetooth Audio	YES	YES	YES
	Digital Broadcasting	US, Canada : ATSC/ClearQAM Germany : DVB-T2CS2 x 2 Australia : DVB-T(T2 Ready)	US, Canada : ATSC/ClearQAM Germany : DVB-T2CS2 x 2 Australia : DVB-T(T2 Ready)	US, Canada : ATSC/ClearQAM Germany : DVB-T2CS2 x 2 Australia : DVB-T(T2 Ready)
Broadcasting System	DTV Sound System	Dolby	Dolby	Dolby
	Analog Tuner	YES	YES	YES
	CI(Common Interface)	US, Canada, Australia : N/A Germany : CI+(1.4) / CI+(1.4 ECP)_IT only	US, Canada, Australia : N/A Germany : CI+(1.4) / CI+(1.4 ECP)_IT only	US, Canada, Australia : N/A Germany : CI+(1.4) / CI+(1.4 ECP)_IT only
Smart Service	SMART TV Type	SMART	SMART	SMART
	Operating System	Tizen 5.5	Tizen 5.5	Tizen 5.5
	Supported	Youtube, WebBrowser, BusinessTV app	Youtube, WebBrowser, BusinessTV app	Youtube, WebBrowser, BusinessTV app
Additional Features	IP55 rated	YES	YES	YES
	Adaptive Picture	YES	YES	YES
	Adaptive Sound	YES	YES	YES
	Instant On	YES	YES	YES
	Game Mode	YES	YES	YES
	Mobile to TV - Mirroring, DLNA	YES	YES	YES
	Remote Access	YES	YES	YES
	Easy Setup	NO	NO	NO
	Wireless TV On - Samsung WOL	YES	YES	YES
	WiFi Direct	YES	YES	YES
	TV Sound to Mobile	YES	YES	YES
	Sound Mirroring	YES	YES	YES
	BizTV App (Android, iOS)	YES	YES	YES
	On/Off timer	YES	YES	YES
	Autorun Signage(App auto launch)	YES	YES	YES
	App pre-installation	YES	YES	YES
	OTN On/Off	YES	YES	YES
	Security lock	YES	YES	YES
	Panel button lock	YES	YES	YES
	USB port lock	YES	YES	YES
Mobile Connection menu lock	YES	YES	YES	
IR Pass through	YES	YES	YES	

### About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at [news.samsung.com](https://news.samsung.com).

### The Terrace for business

For more information about Samsung The Terrace for business, visit [www.samsung.com/business](https://www.samsung.com/business) or [www.samsung.com/displaysolutions](https://www.samsung.com/displaysolutions)

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2020-06



# The Terrace for business BHT series

Samsung QLED experience, now outdoors

**SAMSUNG**

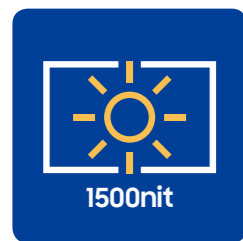
**SAMSUNG**

## Outdoor content demand creates new engagement opportunities

Visual display technology is constantly improving and evolving, while becoming more accessible to businesses. This has opened up a significant market opportunity for business owners looking to communicate and engage with customers in new ways and deliver dynamic, digital messages rather than outdated, static materials. At the same time, there is an increase in demand for content consumption in outdoor environments as consumers expect access to enjoyable content anytime, anywhere.

## Engage customers in any outdoor environment

Samsung is a global leader in visual display technology and consistently creating industry-leading visual display technologies for a variety of use cases, enabling businesses of all sizes to engage customers and uncover new opportunities. The Terrace for business is Samsung's latest innovation, bringing together key features optimized to create the most impactful visual experience in any outdoor environment. QLED 4K picture quality and 1,500 nit brightness ensure superior picture quality and visibility regardless of sunlight, while IP55 grade protections ensures the display can withstand any outdoor conditions. 16/7 operation hours, an extended warranty and intelligent security features protect the display and the business owner, supported by the Business TV app for a simple content management solution to create a cost-efficient and engaging experience for both businesses and their customers.



Ultra bright picture quality



Weather-resistant durability



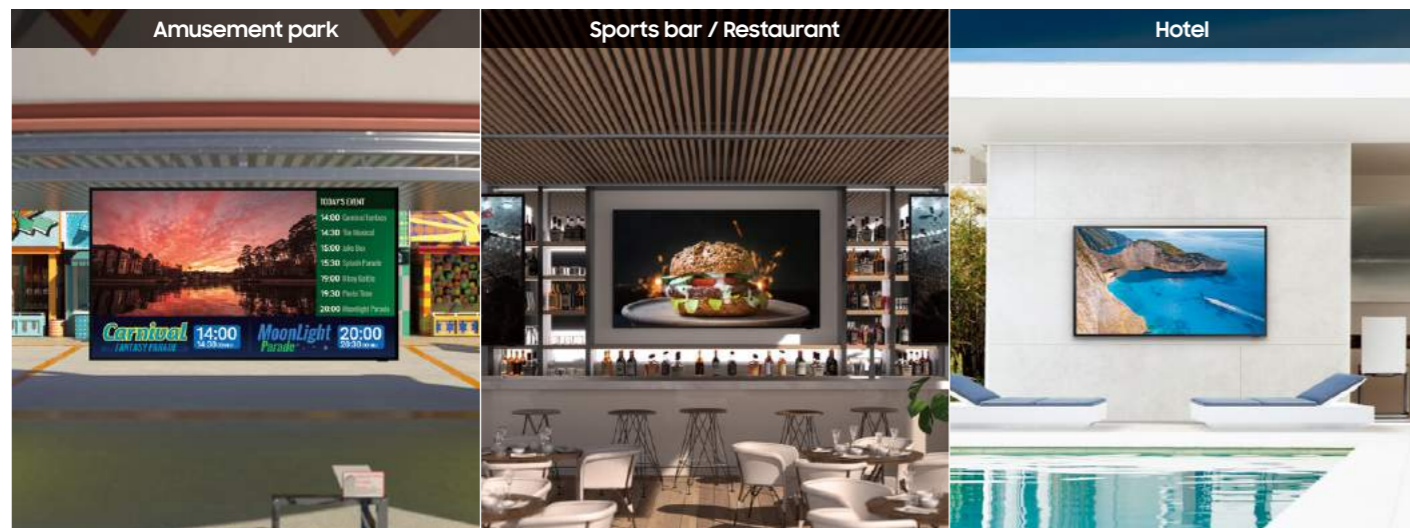
Business grade solutions



Easy content management

## Solution for a wide range of outdoor business needs

The Terrace for business provides flexible functionality suited for a wide range of outdoor retail spaces and businesses looking to do more with their TV, while not overburdening staff with complicated features. From menu boards to providing advertising and promotion alongside TV programs, The Terrace for business is the perfect solution for businesses looking for a straightforward and effective way to communicate with customers.



## Experience bright and brilliant content for your business, even outdoors



### Ultra-bright picture quality, powerful performance

With 4K QLED and the ability to deliver up to 1,500 nit brightness levels, you can now experience superior picture quality and optimized visibility for outdoor environments. Direct full array adjusts dark and light tones scene-by-scene, while Quantum HDR 32x sets an incredible new standard of detail in bold contrast and brightness, powered by 16/7 operation to meet the demands of your business.



### More visibility, less glare

The Terrace for business features impressive anti-reflection technology, greatly reducing TV reflection and glare while also enhancing picture contrast levels. Sunny days are now perfect days to ensure customers can clearly see branding and messages for an engaging content experience.



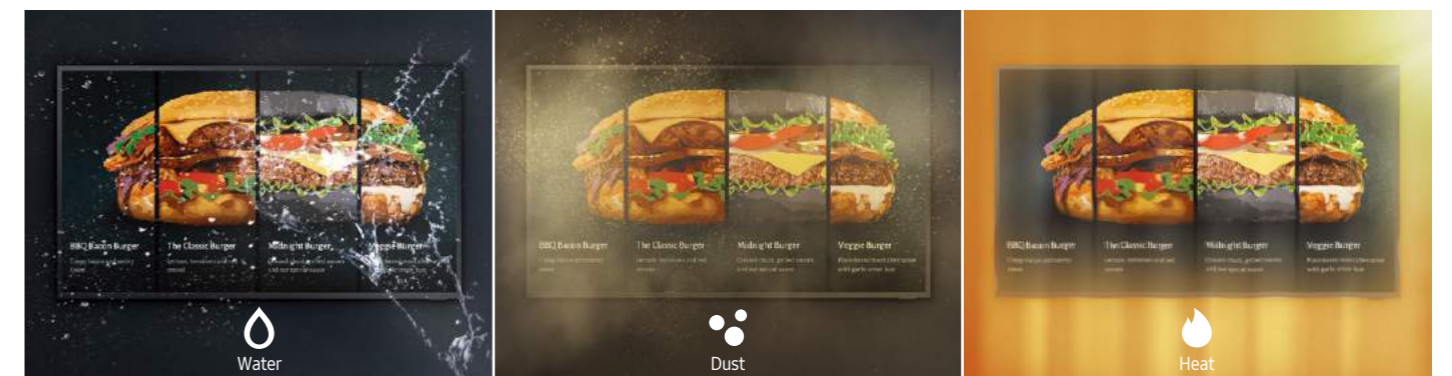
### Surroundings change, picture stays perfect

Actively adapt to the viewing environment by automatically adjusting the brightness. Experience perfect picture, no matter what time of day or the content your customers are watching.



### The ultra-smooth way to experience 4K QLED

The Terrace for business features Color Volume 100% technology which delivers rich and accurate 4K QLED color quality, even in the sunlight. An impressive, high-speed 120Hz refresh rate cuts out the blur between fast-paced images for an ultra-smooth viewing experience when watching sports, movies, and more.



### A TV designed to enjoy outside

The Terrace for business is your year-round business solution for outdoor entertainment. No matter the season, its IP55 weatherproof rating delivers perfect performance and protection from the outdoor elements including humidity, dust and heat.

\* Protection from water and dust based on IP55 (International Protection Rating) standard and operating smoothly at temperatures between -31°C to 50°C.  
 \* When temperature is -49°F to -24°F (-20°C to -31°C), it is mandatory to store TV inside with complete packaging or apply power and activate Outdoor Mode.  
 \* IP55 (Ingress Protection Rating): Degrees of protection provided by enclosures (IEC 60529).

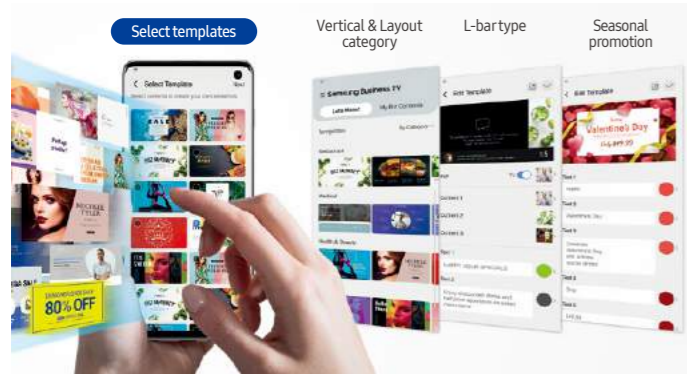
## Simplify your business with the perfect solution



### Control content with your personal device

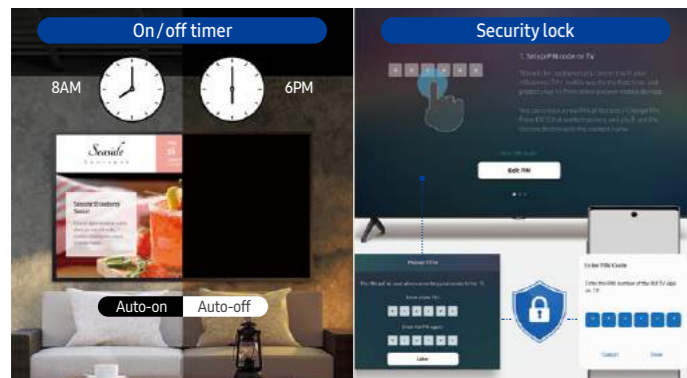
The Samsung Business TV app, available for Android and iOS devices, provides additional convenience by allowing you to remotely manage and control content on connected The Terrace for business.

\* Image simulated for illustration purposes



### Design content with the click of a button

Support more than 100 pre-loaded templates including vertical orientation, L-Bar layouts, motion-embedded, seasonal sale and other pre-designed promotions and advertisements for do-it-yourself content creation.



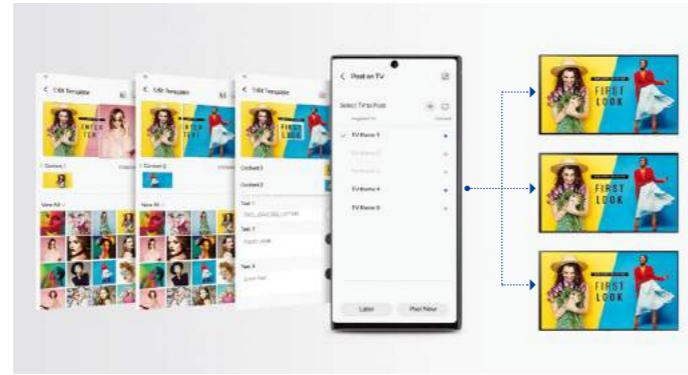
### Focus on your business, not your TV

Spend less time dealing with technical issues. An on/off timer allows the TV to automatically operate during business hours and a pin-code protects the display settings, avoiding any potential content interruptions.



### Simple setup in minutes

Set up could not be easier. The Terrace for business comes preloaded with a step-by-step tutorial that automatically begins when you first turn it on. After downloading the Samsung Business TV app, your devices are automatically connected to the TV and available for immediate use.



### Easy content management

An incredibly simple interface allows you to edit, review, finalize and deploy content — even across multiple displays — with just a few quick taps.

\* Simulated images of Samsung Business TV application provided herein may differ from actual user experience due to application updates.



### One cable, clutter-free connectivity

No longer need to buy a separate HDBase-T receiver to connect your external devices to The Terrace for business—there's one already built-in. Simply plug in the cable, and you're ready to go. Its built-in Media Bay provides additional support for media sticks and protection from snow, rain and dust.

\* Speaker must be purchased separately.

## Specification

Model		BH55T	BH65T	BH75T	
Panel	Size (Inch)	55	65	75	
	Type	120Hz Direct LED BLU	120Hz Direct LED BLU	120Hz Direct LED BLU	
	Resolution	3,840 x 2,160	3,840 x 2,160	3,840 x 2,160	
	Brightness(Typ.)	1,500nit	1,500nit	1,500nit	
	Contrast Ratio(Typ.)	5000:1	5000:1	5000:1	
	Viewing Angle(H/V)	178/178	178/178	178/178	
	Response Time(G-to-G)	6ms	6ms	6ms	
	Display Colors	1.07B	1.07B	1.07B	
	Color Gamut	92% (DCI-P3, CIE 1976)	92% (DCI-P3, CIE 1976)	92% (DCI-P3, CIE 1976)	
	Operation Hour *	16/7	16/7	16/7	
Connectivity	Haze	AGLR 3.5%	AGLR 3.5%	AGLR 3.5%	
	Screen Curvature	N/A, Flat	N/A, Flat	N/A, Flat	
	INPUT	RGB	N/A	N/A	N/A
		VIDEO	HDMI (3), HDBaseT	HDMI (3), HDBaseT	HDMI (3), HDBaseT
		HDCP	2.2	2.2	2.2
		AUDIO	N/A	N/A	N/A
		USB	USB (1)	USB (1)	USB (1)
	RF (Terrestrial / Cable / Satellite)	US, Canada, Australia : 1 / 1(Common Use for Terrestrial) / 0 Germany : 1 / 1(Common Use for Terrestrial) / 2	US, Canada, Australia : 1 / 1(Common Use for Terrestrial) / 0 Germany : 1 / 1(Common Use for Terrestrial) / 2	US, Canada, Australia : 1 / 1(Common Use for Terrestrial) / 0 Germany : 1 / 1(Common Use for Terrestrial) / 2	
	OUTPUT	RGB	N/A	N/A	N/A
		VIDEO	N/A	N/A	N/A
AUDIO		Mini Jack, Optical	Mini Jack, Optical	Mini Jack, Optical	
Power Out		N/A	N/A	N/A	
External Control		RJ45	RJ45	RJ45	
Design	External Sensor	Ambient	Ambient	Ambient	
		Wireless	WiFi5, BT4.2	WiFi5, BT4.2	
	Color	Front	Titan Black	Titan Black	
		Stand	N/A	N/A	
Stand Type	N/A	N/A	N/A		
Swivel (Left/Right)	N/A	N/A	N/A		
Power	Type	Internal	Internal	Internal	
	Power Consumption	Power Supply	NA : AC110-120V 50/60Hz EU : 220-240V 50/60Hz	NA : AC110-120V 50/60Hz EU : 220-240V 50/60Hz	NA : AC110-120V 50/60Hz EU : 220-240V 50/60Hz
		Max (W)	275	350	450
		Energy Saving Mode (W)	N/A	N/A	N/A
		Stand-by (W)	0.5	0.5	0.5
Typical	125 (NA)	145 (NA)	180 (NA)		
Mechanical	Dimension (mm)	Set without Stand	1247.4 x 720.9 x 59.8	1466.3 x 851.1 x 59.8	1692.0 x 981.6 x 59.9
		Set with Stand	1247.4 x 720.9 x 59.8	1466.3 x 851.1 x 59.8	1692.0 x 981.6 x 59.9
		Package	1404 x 846 x 208	1710 x 1035 x 215	1859 x 1141 x 215
	Weight (kg)	Set without Stand	29.3	37.1	50.3
		Set with Stand	29.3	37.1	50.3
		Package	36.1	48.2	61.8
	Bezel Width (mm)		U/L/R (17.9), B (20.6)	U/L/R (17.9), B (20.6)	U/L/R (19.9), B (24.3)
	VESA	Screw Size	M8	M8	M8
		Screw depth	11.8	11.8	11.8
		VESA Spec	200 x 200	400 x 400	400 x 400
Certification	Safety	UL (USA) : UL 60065 CSA (Canada) : CSA C22.2 No. 60065 Europe : EN 60065	UL (USA) : UL 60065 CSA (Canada) : CSA C22.2 No. 60065 Europe : EN 60065	UL (USA) : UL 60065 CSA (Canada) : CSA C22.2 No. 60065 Europe : EN 60065	
	EMC	Class B	Class B	Class B	
Accessory	Included	Remote Control, Batteries, User Manual, Power Cable	Remote Control, Batteries, User Manual, Power Cable	Remote Control, Batteries, User Manual, Power Cable	
	Optional	Stand	N/A	N/A	N/A
		Mount	N/A	N/A	N/A
		Specialty	N/A	N/A	N/A
		Media Player	N/A	N/A	N/A

\* This feature may vary by region.