

Revolutionising digital signage through TV

Smart Signage TV, a new device designed for small and medium businesses, has been released by Samsung Electronics South Africa. The business solution combines information and promotional benefits of digital display with the entertainment value of live TV for business customers, at the same time.

It has been optimised and tailored for shop owners' needs. Organisations can divide the display screen into multiple sections and show a wide range of materials, such as promotional banners and menus, via video, image and text. The embedded content management system also makes it easy to create and exhibit promotions, even from a mobile device. It is delivered as a turnkey offering that includes the commercial display, software, stand and wall mount.



Easy-to-use content creation and management

The new business solution is designed for longer continuous operation, enabling the display of promotional materials up to 16 hours a day, seven days a week, all while delivering optimal viewing. All components are backed by a three-year warranty guaranteed for in-

store use.

Included in the package is also MagicInfo Mobile, which allows for quick updates or the upload of photos to promotional materials from a mobile device using the mobile App (Android or iOS). Similarly, wireless capability via a built-in WiFi eliminates cable clutter and enables seamless connectivity with various external devices, including router and network, PC and mobile, along with wireless content transferring.

For more information, go to www.samsung.com/displaysolutions/signagetv.

For more, visit: <https://www.bizcommunity.com>