The new retail experience from Samsung
Retail is no longer about “where” the customer is shopping, but “how” the customer is shopping. Shoppers are today choosing from a variety of channel alternatives – bricks and mortar, online, kiosk, vending, social and mobile – to make their purchase decisions.

Accenture, 2012

DIGITAL SIGNAGE THAT DEMANDS ATTENTION, VIDEO WALLS THAT AMPLIFY BRAND AND INTERACTIVE DISPLAYS THAT NEED TO BE TOUCHED
THE RETAIL SPACE IS CHANGING, GOING DIGITAL AND CREATING NEW SHOPPING EXPERIENCES.

Samsung is at the heart of this evolution – delivering a complete range of stunning in-store technologies that are engaging today’s connected consumers as never before.

By putting people at the centre of all our solutions, we are helping today’s retail innovation teams create totally immersive shopping experiences to increase footfall, enhance loyalty and grow sales.

We are not just levelling the playing field, we are raising the bar in bricks and mortar retail.

We are creating truly engaging in-store experiences to extend brand value and increase customer loyalty.

We are enabling the instant delivery of easily updatable product and promotional information to customers across retail – from stores to restaurants – to help brands sharpen their competitive edge.

And we are the only manufacturer able to deliver the complete range of fully integrated retail solutions you need to compete – from store front to back office and into the HQ.

Samsung Smart Signage Platform

By embedding intelligence and processing power directly into the display, our System on Chip (SoC) technology eliminates the need to buy additional PC hardware, content management systems and external multimedia players – slashing the cost of your entire display solution, reducing energy consumption and dramatically simplifying content management and delivery.

And with MagicInfo you can get your message across the easy way. The MagicInfo range allows you to manage and schedule multimedia content with ultimate simplicity – on a single Samsung large format display screen, or across your entire network of displays. A flexible, simple to use web interface, with full-screen or multi-frame formats, MagicInfo turns every screen into a high impact billboard that you control.
CREATING RETAIL THEATRE
THE SAMSUNG DISPLAY PORTFOLIO

With retail space shrinking and stores becoming brand showcases, our high impact video wall solutions, vibrant high definition displays and specialist solutions are making stores destination venues where consumers can enjoy a totally immersive and fully interactive shopping experience.

For the retailer, our Samsung Smart Signage Platform and MagicInfo solutions combine with our comprehensive display portfolio to dramatically reduce total cost of ownership, simplify deployment and assure complete content management.

SL Series Semi-Outdoor Display
Promote your latest retail offers and create the most compelling store windows with our ultra-configurable SL Series displays. These 46” high definition, high contrast screens are specifically designed to ensure crystal clear image clarity even in harsh semi-outdoor environments.

MD/ME Series Professional Displays
Offering brilliantly crisp images, our MD Series displays combine slim design with easy installation and low power consumption to ensure the low total cost of ownership. Supporting TCO objectives without compromising quality, our ME Series displays feature an embedded media player and auto brightness sensor to offer visual perfection whatever the light conditions.

Primark digital shift increases in-store sales
One of the fastest growing fashion retailers on the high street, Primark has adopted Samsung 40”, 46”, 55” and 70” LCD/LED displays in outlets across Europe – transforming the customer experience and creating powerful new merchandising opportunities. Together with the easy scheduling MagicInfo content management tool, the cost-effective digital signage roll-out has helped Primark achieve a 19 percent uplift in sales since the project began.

Transparent Touch Display
Unbeatable all-in-one product showcases, our Transparent Touch displays deliver the ‘wow!’ factor like nothing else. The wafer-thin LCD front panel allows images and animations to dynamically interact with the merchandise inside – and customers can get in on the act too, thanks to a multipoint touchscreen.

Tiled Video Wall
Ideal for interactive point of sales and advertising, how you configure these ultra-flexible displays into your video wall is limited only by your imagination.

SUR40 Tabletop Display
The revolutionary SUR40 offers consumers the ultimate in in-store interactivity – allowing them to get up close and personal with your content. Customers can take full advantage of the massive multi-touch and object recognition capabilities, giving them a totally immersive ‘play’ experience.
36% of consumers would find the ability to scan product bar codes and access product information when in store to be very desirable.

Deloitte 2011

CREATING A CONNECTED EXPERIENCE
MOBILITY IN RETAIL

Over three quarters of consumers are already researching products online and in-store before purchasing. They are empowered, connected and time poor – checking out reviews on their smartphones and tablets to truly ‘own’ the buying decision.

In-store customers now expect a personalised and guided shopping experience too. They want access to the retailer’s complete online catalogue in-store, and they expect fast and flexible payment options.

Samsung is helping retailers address this change in buying behaviour, by turning every square foot of the store into a potential point of sale.

The Assisted Selling Story

From electronics retailers through to estate agencies and travel agents, Samsung’s range of Galaxy Tablets is offering a host of assisted selling possibilities.

The customer enjoys an immersive, empowering experience, while the sales representative and the store benefit from a seamlessly connected mobile selling experience – from tablet to display, to integrated payment and print.

Using the tablet as an online brochure, mobile sales teams help customers browse through their whole product range. With the preferred products and services confirmed, the content is seamlessly transferred to a Samsung display – showcasing the new house, holiday or washing machine with big screen impact. Decision made, it’s back to the tablet or conventional point of sale for payment. The receipts, warranty and further details are instantly printed using Samsung’s MobilePrint application, and the customer leaves with their new purchase – happy and impressed!
Extending in-store print savings

From front of store to barcode printing, our range of in-store and Multifunction Printers (MFP) offer retailers a world of efficiency driving opportunities. Dramatically reducing energy consumption, allowing shop floor sales teams to instantly print brochures from their tablets and smartphones with MobilePrint, or printing receipts and warranties at the point of sale, Samsung offers a complete, cost saving retail solution.

Building smarter futures

Samsung is integrating into the very heart of the retail environment. From asset security with high-resolution, face and audio detection CCTV, right through to cost saving air conditioning and heat replacement technologies, we are creating secure, comfortable and cost saving environments where sales and productivity thrives.

Enhancing Android for Retail

Our Samsung Research UK facility will work together with you and your software developer to give you unprecedented access to the Android platform – customised to your requirements. Proven examples are already using this functionality to create enterprise grade point of sale systems and enhancing performance through personalising battery and radio connectivity.

THE COMPLETE RETAIL SOLUTION FROM STORE FRONT TO HEADQUARTERS

Extending the new retail experience into the back office, our connected range of PCs, smartphones, tablets and displays are offering back store staff the kind of quality and ease of use that’s trusted by businesses across the world.

Samsung is also committed to driving new productivity-enhancing BYOD initiatives in our head office, keeping mobile managers in touch and increasing companywide communication through facilitating our smart digital signage products.

SMART SHOPPING IN BUDAPEST

In the centre of Budapest, a historic landmark has been converted into a luxury shopping centre fit for the twenty-first century. Using environmentally friendly heat recovery, Samsung delivered a tailored, modular system AC solution that rapidly cools and heats to fit the needs of each unique space.
YOUR FUTURE TECHNOLOGY PARTNER

At whatever stage of your technology journey, Samsung can accelerate your drive towards the new retail experience today – from the store front, through into the back office and beyond into head office.

Tomorrow we’ll take you even further.

We already have the connected tablets, smartphones and displays to assure the success of NFC proximity payments, location-aware advertising, mobile couponing and much more. Plus we are working with the best partners in retail to bring these future visions to life.

CUSTOMER FOCUS BUILD-A-BEAR WITH SAMSUNG SUR40!

Creating the coolest in-store experience, The Build-A-Bear Workshop has adopted Samsung’s SUR40 interactive table, incorporating Microsoft PixelSense™ technology, to create a ‘Love Me’ station where customers can customise their furry friends with special personality attributes displayed as emoticons on an interactive table. Rolling out in stores across the retailer’s network, kids are now ever more immersed in the fun through interactive games and features that bring their bears to life.
FIND OUT MORE
To find out more about Samsung in retail visit samsung.com/uk/retail or email businessuk@samsung.com