

# Samsung DBE Series SMART Signage

Deliver engaging messaging with versatile professional digital signage for your growing business



## Highlights

- **Flexible and professional business messaging solution.** Leverage a professional-grade, cost-effective display solution for a wide range of business uses.
- **High performance and capacity for expanding business needs.** Experience robust performance to meet growing business demands with an advanced quad-core processor and enhanced 8GB memory storage.
- **Enriched content at a lower cost.** Gain advanced content manageability while reducing Total Cost of Ownership (TCO).
- **Streamlined display configuration.** Achieve a clutter-free LFD configuration using wireless content management and display control with embedded Wi-Fi.
- **Maximize ambiance at lower cost in contrast with the previous DBD Series.** Optimize display investment while maintaining an elevated decor by acquiring an economical display with the same design as a high-performance model

## Support your growing business with appealing, flexible and professional digital signage

Today's retail stores and corporations are leveraging innovative digital displays to communicate with customers and present business information. Digital signage is an effective way for retailers to promote products, unify brand identity and increase traffic. Businesses now commonly use digital signage as a replacement for cumbersome conventional projectors to dynamically connect with clients, staff and visitors. When seeking digital signage solutions, today's companies look for displays that are versatile and cost-efficient, as well as easy to connect, install and control.



Figure 1. Samsung DBE Series SMART Signage elevates store decor while delivering messages effectively

# Easily deliver business messaging with engaging, dependable and cost-friendly displays

## Leverage state-of-the-art displays to optimally deliver business messaging

Samsung DBE Series SMART Signage provides high performance and cost-efficiency in a sleek and professional design. The displays' 350-nit brightness, reliable 16hours/7days operation and full-high definition (FHD) enable businesses to attract and engage audiences. A powerful quad-core processor and advanced, 3rd Generation Samsung SMART Signage Platform (SSSP) for embedded content management along with expanded 8GB storage capacity has replaced the previous 2nd Generation SSSP with Dual Core processor and 4GB memory storage to ensure robust business performance. DBE Series displays are easy to operate, install and maintain while consuming less power for economical use compared to the previous DBD Series. A wide range of sizes, and optional touch capability provides businesses with the flexibility to create and deliver a truly unique message on small signage.



Figure 2. DBE Series enables instant message update and delivery

Also, businesses can simplify content control and enhance efficiency by using embedded Wi-Fi. Wirelessly connect through application\* from a mobile device\*\* to easily create content using templates, upload and play material, quickly edit content, and readily use playlist navigation to select and start content playing.

\* MagicInfo Express Content Creator 2.0  
- Downloadable in Google Play™ store and Apple App Store<sup>SM</sup>

\*\* Compatible with  
- Mobile devices with Android™ (4.4.2 or above)  
- Mobile devices with iOS® (8.0 or above)

Whether the business is a retail shop or restaurant that requires rich, detailed images to promote products, or a clinic or transportation office with signage linked to the corporate network, DBE Series displays can clearly and economically display the optimal business message.

## Employ a cost-effective and professional-grade solution to convey business messaging

DBE Series display deliver industry-leading performance and proven Samsung technology at an affordable cost. Featuring 350 nit brightness, and stunning picture quality with FHD resolution, these advanced displays that have been updated from the previous DBD Series, enthrall and engage viewers while offering reliable 16hours/7days operation. Additional features such as 2% haze along with enhancers for color, contrast and detail as well as color temperature control ensure optimized picture quality in various conditions enabling businesses to provide ideal messaging for maximum impact. Plus, the DBE Series energy-efficient design and power-saving features enable display operation with minimal power consumption and reduced heat emission compared to the previous DBD Series, so the displays are more energy-efficient and cost-efficient for business use.

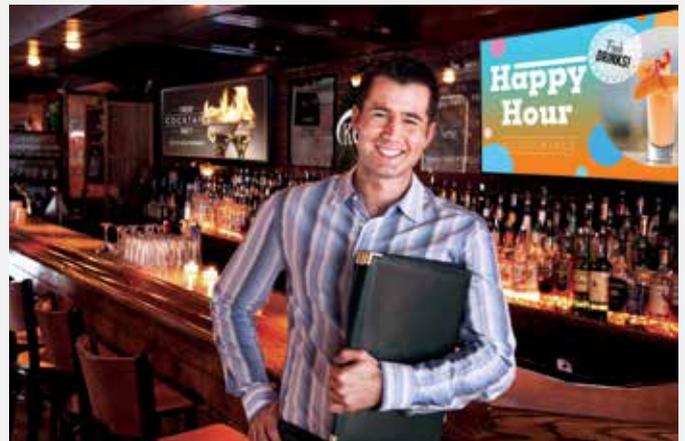


Figure 3. DBE Series engages viewers with stunning picture quality

# Experience easy and convenient content management and expanded usage options

## Meet growing business demands with powerful performance and flexibility

DBE Series displays deliver myriad rich content with a built-in media player and simplified management.

### 3<sup>rd</sup> Generation Samsung SMART Signage Platform (SSSP)

3<sup>rd</sup> Generation SSSP, an integrated hardware and software solution, features a media player embedded inside the display as a powerful Quad Core System on Chip (SoC). The powerful platform streamlines digital signage configuration and management by eliminating the need for an additional PC Unit. In addition, 3<sup>rd</sup> Generation SSSP features 8GB storage for flexibility and convenient, easy usage. The result is an uncluttered and simplified digital signage configuration that delivers rich, high-resolution media content smoothly, as well as enhanced operational efficiency and lower TCO.

## 3<sup>rd</sup> Generation SSSP

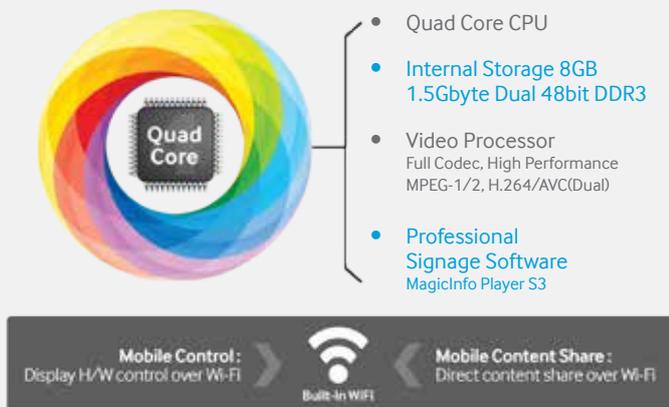


Figure 4. Robust capabilities of Samsung SMART Signage Platform (SSSP)

### Extended connectivity options and support

DBE Series features built-in Wi-Fi connectivity for flexibility and convenient, easy usage. In addition, a broader range of digital content can be accessed with powerful connectivity options. Along with full connectivity support, content presentation options can be further expanded to two HDMI ports through the DVI port with a DVI-to-HDMI adapter.

## Conveniently and simply manage a rich array of content while reducing TCO

### Streamlined display and content management

DBE Series 3<sup>rd</sup> Generation SSSP helps businesses boost revenues with professionally polished content created through an embedded content management solution, MagicInfo S3. Along with widgets and stickers, the solution provides six types of free fonts in 23 styles. New MagicInfo S3 eliminates single-font formatting limitations with the upgraded ability to select from various free fonts or add user-selected fonts. For convenient and straightforward content changes, users can apply handy stamps, along with preset or user-generated, text-editable stickers to update promotional information and price tags. Content can be enriched through eye-catching transitions with Dynamic Effect, a feature that enables slideshow-type effects, such as fade, fly-on and zoom. Plus, a drag-and-drop widget solution can be used to simply add widgets such as AccuWeather<sup>®</sup>, which displays one-day and one-week weather for the ultimate in professional content presentation.

### Easy, economical startup and operation

A newly designed Home Menu UI displays frequently used functions in a new, large-button matrix design for heightened efficiency and productivity. Users can generate content more easily and conveniently than ever with the Home Menu's newly designed templates for various vertical markets including grocery stores, QSRs, terminals and lobbies. Businesses can leverage these sharp, professional template layouts to produce and design content in either portrait or landscape orientation. And, the Home Menu can transform into a touch-activated user experience with the addition of an optional Touch Overlay.

## Experience easy and convenient content management and expanded usage options



Figure 5. Simple and intuitive operation of MagicInfo S3

### Convenient Magic Clone

The installation of multiple displays is greatly simplified with time-saving Magic Clone, which allows users to save setting information (such as brightness, contrast and so on) from one display and then replicate it to other displays with a USB device. Magic Clone also provides uniformity among the displays for a more polished, professional appearance.

### Elimination of unnecessary equipment

Through SSSP, an embedded media player effectively reduces TCO by eliminating the expense of purchasing and maintaining an external PC.

### Engage viewers with an elegant design that is optimized for the environment

DBE Series Smart Signage enhance the display environment through their sleek, streamlined design, reflective of previous Samsung D Series SMART Signage for efficient compatibility. These stunning displays feature optional black hairline or white color slim deco-bezels to compliment the specific room decor. And, a flexible, tag-type spacer with a logo is designed for either portrait or landscape installations to create a polished, professional look in any space.



Figure 6. Various bezel options for polished and professional look

# Samsung DBE Series SMART Signage

## DBE

32"/ 40"/ 48"/ 55"



### Connectors (Global)



1. RS232C IN
2. RS232C OUT
3. RGB/DVI/HDMI/AV/  
COMPONENT / AUDIO IN
4. AUDIO OUT
5. SD CARD
6. USB
7. DVI/MAGICINFO IN
8. HDMI IN
9. AV IN
10. IR/AMBIENT SENSOR IN
11. RGB IN
12. RJ45

### Connectors (North America, Korea)



1. RS232C IN
2. RS232C OUT
3. RGB/DVI/HDMI/AV/  
COMPONENT / AUDIO IN
4. AUDIO OUT
5. SD CARD
6. USB
7. DVI/MAGICINFO IN
8. HDMI IN
9. AV IN
10. IR/AMBIENT SENSOR IN
11. RGB IN
12. RJ45
13. ANT IN

# Samsung DBE Series SMART Signage

## Specifications

		DB32E	DB40E	DB48E	DB55E	
Panel	Diagonal Size	32"	40"	48"	55"	
	Type	60Hz D-LED BLU				
	Resolution	1,920 x 1,080 (16:9)				
	Pixel Pitch (mm/in.)	0.12 x 0.36 (0.004 x 0.014)	0.15 x 0.46 (0.006 x 0.018)	0.18 x 0.54 (0.007 x 0.021)	0.21 x 0.63 (0.008 x 0.024)	
	Active Display Area (mm/in.)	698.4 x 392.8 (27.4 x 15.4)	885.6 x 498.1 (34.8 x 19.6)	1,054 x 592 (41 x 23)	1,209.6 x 680.4 (47.6 x 26.7)	
	Brightness(Typ.)	350nit				
	Contrast Ratio(Typ.)	5000:1				
	Viewing Angle(H/V)	178:178				
	Response Time(G-to-G)	8ms			6ms	
	Display Colors	16.7 M				
	Color Gamut	72%				
	Display	Dynamic C/R	50,000:1			
		H-Scanning Frequency	30 ~ 81kHz			
		V-Scanning Frequency	48 ~ 75Hz			
Maximum Pixel Frequency		148.5MHz				
Sound	Speaker Type	Built in Speaker (10W x 1)	Built in Speaker(10W + 10W)			
	Connectivity	INPUT	RGB	Analog D-SUB, DVI-D (HDMI® Common)		
VIDEO			HDMI1 Component(CVBS Common)			
AUDIO			Stereo mini Jack			
USB			USB 2.0 x 1			
OUTPUT		RGB	N/A			
		VIDEO	N/A			
		AUDIO	Stereo mini Jack			
		Power Out	N/A			
EXTERNAL CONTROL	RS232C(in/out) thru stereo jack, RJ45					
EXTERNAL SENSOR	IR, Ambient Light					
Power	Type	Internal				
	Power Supply	AC 100 - 240 V~ (+/- 10 %), 50/60 Hz				
	Power Consumption	Max[W/h]	77	121	132	176
		Typical[W/h]	WW: 54, US: 30, KOR: 57	WW: 76, US: 40, KOR: 91	WW: 86, US: 44, KOR: 90	WW: 123, US: 60, KOR: 123
		BTU(Max)	262.57	412.61	450.12	600.16
		Sleep mode	less than 0.5W			
		Off mode	less than 0.5W			
Mechanical Spec	Dimension (mm/in.)	Set	721.4 x 420.3 x 49.9 (28.4 x 16.5 x 1.9)	906.6 x 524.7 x 49.9 (35.6 x 20.6 x 1.9)	1,075.1 x 619.4 x 49.9 (42.3 x 24.3 x 1.9)	1,230.6 x 706.9 x 49.9 (48.4 x 27.8 x 1.9)
		Package	815 x 491 x 132 (32 x 19 x 5)	1,012 x 138 x 605 (39.8 x 5.4 x 23.8)	1,185 x 715 x 148 (46.6 x 28.1 x 5.8)	1,348 x 810 x 148 (53 x 31 x 5)
	Weight (kg/lbs)	Set	4.8 (10.5)	7.5 (16.5)	11.1 (24.4)	15.4 (33.9)
		Package	5.9 (13)	9.1 (20)	14 (30.8)	19.5 (42.9)
	VESA Mount (mm)	200 x 200		400 x 400		
	Protection Glass	N/A				
	Stand Type	Foot Stand (Optional)				
	Media Player Option Type	Embedded, SBB (Not attachable)		Embedded, SBB (Attachable)		
	Operation	Bezel Width (mm/in.) Top/Side	10.5 (0.4)		9.5 (0.3)	
Bezel Width (mm/in.) Bottom		15 (0.5)		15 (0.5)		
Operation	Operating Temperature	0°C~ 40°C				
	Humidity	10~80%				

# Samsung DBE Series SMART Signage

## Specifications

		DB32E	DB40E	DB48E	DB55E	
<b>Key</b>		Slim & Light SMART Signage with Built-in MagicInfo Player S3				
<b>Special</b>	H/W	Super Clear Coating, Temperature Sensor, Pivot Display, Button Lock, Clock Battery(168hrs Clock Keeping), Wi-Fi Module Embedded, SD Card Slot				
	S/W	Magic Clone(to USB), Auto Source Switching & Recovery, RS232C/RJ45 MDC, Plug and Play (DDC2B), PIP/PBP, Image Rotation, Built In MagicInfo Player S3, Firmware Update by Network, SMART Signage New Home Screen, Predefined Template for Vertical Usage, Multi Channel, Mobile Control, Event Schedule, Backup Player, PC-less Touch, MagicPresenter				
<b>Feature</b>	<b>Processor</b>	Cortex <sup>®</sup> -A9 1GHz Quad Core CPU				
	<b>On-Chip Cache Memory</b>	L1 (I/D) : 32KB / 32KB L2 (Unified) : 1MB				
	<b>Clock Speed</b>	1GHz CPU Quad				
	<b>Main Memory Interface</b>	1.5GB 48bit DDR3-933 (1,866MHz)				
	<b>Internal Player (Embedded H/W)</b>	<b>Graphics</b>	2D & 3D Graphics Engine - Up to 1,920 x 1,080. 32bpp - Supports OpenGL ES <sup>®</sup>			
		<b>Storage (FDM)</b>	8GB (2.65GB Occupied by O/S, 5.35GB Available)			
	<b>Multimedia</b>		Video Decoder - MPEG-1/2, H.264/AVC (Dual) - VC-1, JPEG, PNG, VP8 Audio DSP (Decoder) - AC3 (DD), MPEG, DTS and etc.			
		<b>IO Ports</b>	USB 2.0			
		<b>Operating System</b>	Linux <sup>®</sup>			
	<b>Safety</b>		CB (Europe) : IEC60950-1/EN60950-1 CCC (China) : GB4943.1-2011 PSB (Singapore) : PSB+IEC60950-1 NOM (Mexico) : NOM-001-SCFI-1993 IRAM (Argentina) : IRAM+IEC60950-1 SASO (Saudi Arabia) : SASO+IEC60950-1 BIS (India) : IEC60950-1 / IS13252 NOM (Mexico) : Tuner : NOM-001-SCFI-1993 / Tunerless : NOM-019-SCFI-1998 KC (Korea) : K 60950-1 EAC (Russia) : EAC+IEC60950-1 INMETRO (Brazil) : INMETRO+IEC60950-1 BSMI (Taiwan) : BSMI+IEC60950-1 RCM (Australia) : IEC60950-1/AS/NZS 60950-1			
<b>Certification</b>		UL (USA) : cUL60950-1 CSA (Canada) : cUL TUV (Germany) : CE NEMKO (Norway) : CE				
<b>EMC</b>		FCC (USA) Part 15, Subpart B Class A CE (Europe) : EN55022:2006+A1:2007 / EN55024:1998+A1:2001+A2:2003 VCCI (Japan) : VCCI V-3 /2010.04 Class A KCC/EK (Korea) : Tuner : KN13 / KN20 / Tunerless : KN22 / KN24 BSMI (Taiwan) : CNS13438 (ITE EMI) Class A / CNS13439 (AV EMI) / CNS14409 (AV EMS) / CNS14972 (Digital) C-Tick (Australia) : AS/NZS CISPR22:2009 CCC (China) :GB9254-2008 / GB17625.1-2012 GOST (Russia/CIS) : GOST R 51317 Series, GOST 22505-97, EN55022:2006+A1:2007, EN55024:1998+A1:2001+A2:2003				
<b>Environment</b>		ENERGY STAR <sup>®</sup> 6.0 (USA)				

# Samsung DBE Series SMART Signage

## Specifications

		DB32E	DB40E	DB48E	DB55E
<b>Accessories</b>	Included	Quick Setup Guide, Regulatory Guide, Warranty Card, D-Sub cable, Power Cord, Remote Controller, Batteries, RS232C(IN) adapter, Cover-Jack, Screw (M3L8, 1EA) (M4L8, 4EA)			
	Optional	<b>Stand</b>	STN-L3240E	STN-L-4655E	
		<b>Mount</b>	WMN4070SD, WMN450MD, WMN250MD	WMN4270SD, WMN450MD, WMN250MD, WMN4675MD	
		<b>Specialty</b>	CML400D (Ceiling Mount)	CML450D (Ceiling Mount)	
<b>Media Player</b>	CPU	SBB (Optional)			
	N/B				
	S/B				
	GPU				
	FDM/HDD				
	Memory				
	Ethernet				
	Connectivity				
	Output				
	Others				

## Legal and additional information

### About Samsung Electronics Co., Ltd.

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### For more information

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



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# NOTE

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