

# 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

# 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

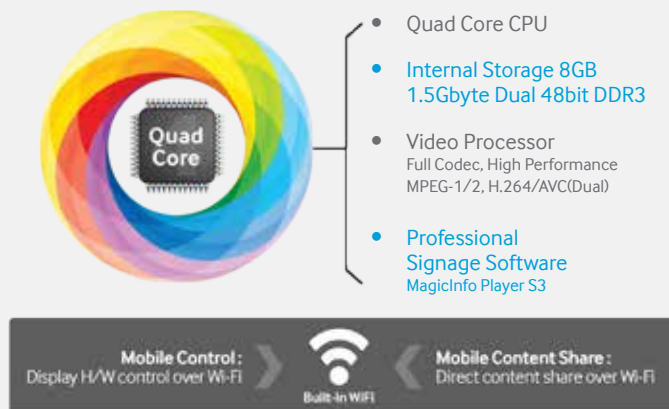


Figure 4. Robust capabilities of Samsung SMART Signage Platform (SSSP)

### 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®, 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

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## 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<br>(0.004 x 0.014)           |   | 0.15 x 0.46<br>(0.006 x 0.018)              |   | 0.18 x 0.54<br>(0.007 x 0.021)                |  | 0.21 x 0.63<br>(0.008 x 0.024)   |     |  |  |
|                         | Active Display Area (mm/in.)     |                       | 698.4 x 392.8<br>(27.4 x 15.4)           |   | 885.6 x 498.1<br>(34.8 x 19.6)              |   | 1,054 x 592<br>(41 x 23)                      |  | 1,209.6 x 680.4<br>(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<br>(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]          | W/W: 54, US: 30, KOR: 57                 | W/W: 76, US: 40, KOR: 91                    | W/W: 86, US: 44, KOR: 90                    | W/W: 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                           |   |   |   |   |  |                                  |     |  |  |
|                         |                                  | Dimension (mm/in.)    | Set                                      | 721.4 x 420.3 x 49.9<br>(28.4 x 16.5 x 1.9) | 906.6 x 524.7 x 49.9<br>(35.6 x 20.6 x 1.9) | 1,075.1 x 619.4 x 49.9<br>(42.3 x 24.3 x 1.9) | 1,230.6 x 706.9 x 49.9<br>(48.4 x 27.8 x 1.9) |  |                                  |     |  |  |
| Package                 | 815 x 491 x 132<br>(32 x 19 x 5) |                       | 1,012 x 138 x 605<br>(39.8 x 5.4 x 23.8) | 1,185 x 715 x 148<br>(46.6 x 28.1 x 5.8)    | 1,348 x 810 x 148<br>(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)                                   |   |  |                                  |     |  |  |
| Mechanical Spec         | VESA Mount (mm)                  |                       | 200 x 200                                |   |   |   | 400 x 400                                     |  |                                  |     |  |  |
|                         | Protection Glass                 |                       | N/A                                      |   |   |   |   |  |                                  |     |  |  |
|                         | Stand Type                       |                       | Foot Stand (Optional)                    |   |   |   |   |  |                                  |     |  |  |
|                         | Media Player Option Type         |                       | Embedded,<br>SBB (Not attachable)        |   | Embedded, SBB (Attachable)                  |   |   |  |                                  |     |  |  |
|                         | 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%                |  |   |   |   |   |  |                                  |     |  |  |

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|               |                                |                       | DB32E  | DB40E  | DB48E | DB55E |
|---------------|--------------------------------|-----------------------|--|--|-------|-------|
| Feature       | Key                            |                       | Slim & Light SMART Signage with Built-in MagicInfo Player S3   |  |       |       |
|               | Special                        | 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   |  |       |       |
|               |                                | Processor             | Cortex®-A9 1GHz Quad Core CPU  |  |       |       |
|               |                                | On-Chip Cache         | L1 (I/D) : 32KB / 32KB   |  |       |       |
|               |                                | Memory                | L2 (Unified) : 1MB   |  |       |       |
|               |                                | Clock Speed           | 1GHz CPU Quad  |  |       |       |
|               | Internal Player (Embedded H/W) | Main Memory Interface | 1.5GB 48bit DDR3-933 (1,866MHz)  |  |       |       |
|               |                                | Graphics              | 2D & 3D Graphics Engine<br>- Up to 1,920 x 1,080. 32bpp<br>- Supports OpenGL ES®   |  |       |       |
|               |                                | Storage (FDM)         | 8GB (2.65GB Occupied by O/S, 5.35GB Available)   |  |       |       |
|               |                                | Multimedia            |  | Video Decoder<br>- MPEG-1/2, H.264/AVC (Dual)<br>- VC-1, JPEG, PNG, VP8<br>Audio DSP (Decoder)<br>- AC3 (DD), MPEG, DTS and etc. |       |       |
|               | USB 2.0                        |                       |  |  |       |       |
| Certification | Safety                         |                       | Linux®   |  |       |       |
|               |                                |                       | CB (Europe) : IEC60950-1/EN60950-1<br>CCC (China) : GB4943.1-2011<br>PSB (Singapore ) : PSB+IEC60950-1<br>NOM (Mexico ) : NOM-001-SCFI-1993<br>IRAM (Argentina ) : IRAM+IEC60950-1<br>SASO (Saudi Arabia ) : SASO+IEC60950-1<br>BIS (India) : IEC60950-1 / IS13252<br>NOM (Mexico) : Tuner : NOM-001-SCFI-1993 / Tunerless : NOM-019-SCFI-1998<br>KC (Korea) : K 60950-1<br>EAC (Russia) : EAC+IEC60950-1<br>INMETRO (Brazil) : INMETRO+IEC60950-1<br>BSMI (Taiwan) : BSMI+IEC60950-1<br>RCM (Australia) : IEC60950-1/AS/NZS 60950-1<br>UL (USA) : cUL60950-1<br>CSA (Canada) : cUL<br>TUV (Germany) : CE<br>NEMKO (Norway) : CE |  |       |       |
| Environment   | EMC                            |                       | FCC (USA) Part 15, Subpart B Class A<br>CE (Europe) : EN55022:2006+A1:2007 / EN55024:1998+A1:2001+A2:2003<br>VCCI (Japan) : VCCI V-3 /2010.04 Class A<br>KCC/EK (Korea) : Tuner : KN13 / KN20 / Tunerless : KN22 / KN24<br>BSMI (Taiwan) : CNS13438 (ITE EMI) Class A /<br>CNS13439 (AV EMI) / CNS14409 (AV EMS) / CNS14972 (Digital)<br>C-Tick (Australia) : AS/NZS CISPR22:2009<br>CCC (China) :GB9254-2008 / GB17625.1-2012<br>GOST (Russia/CIS) : GOST R 51317 Series,GOST 22505-97, EN55022:2006+A1:2007, EN55024:1998+A1:2001+A2:2003  |  |       |       |
|               |                                |                       | ENERGY STAR® 6.0 (USA)   |  |       |       |

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



## Legal and additional information

### About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space through, among others, our Smart Home and Digital Health initiatives. We employ 307,000 people across 84 countries with annual sales of US \$196 billion. To discover more, please visit our official website at [www.samsung.com](http://www.samsung.com) and our official blog at [global.samsungtomorrow.com](http://global.samsungtomorrow.com)

### 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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