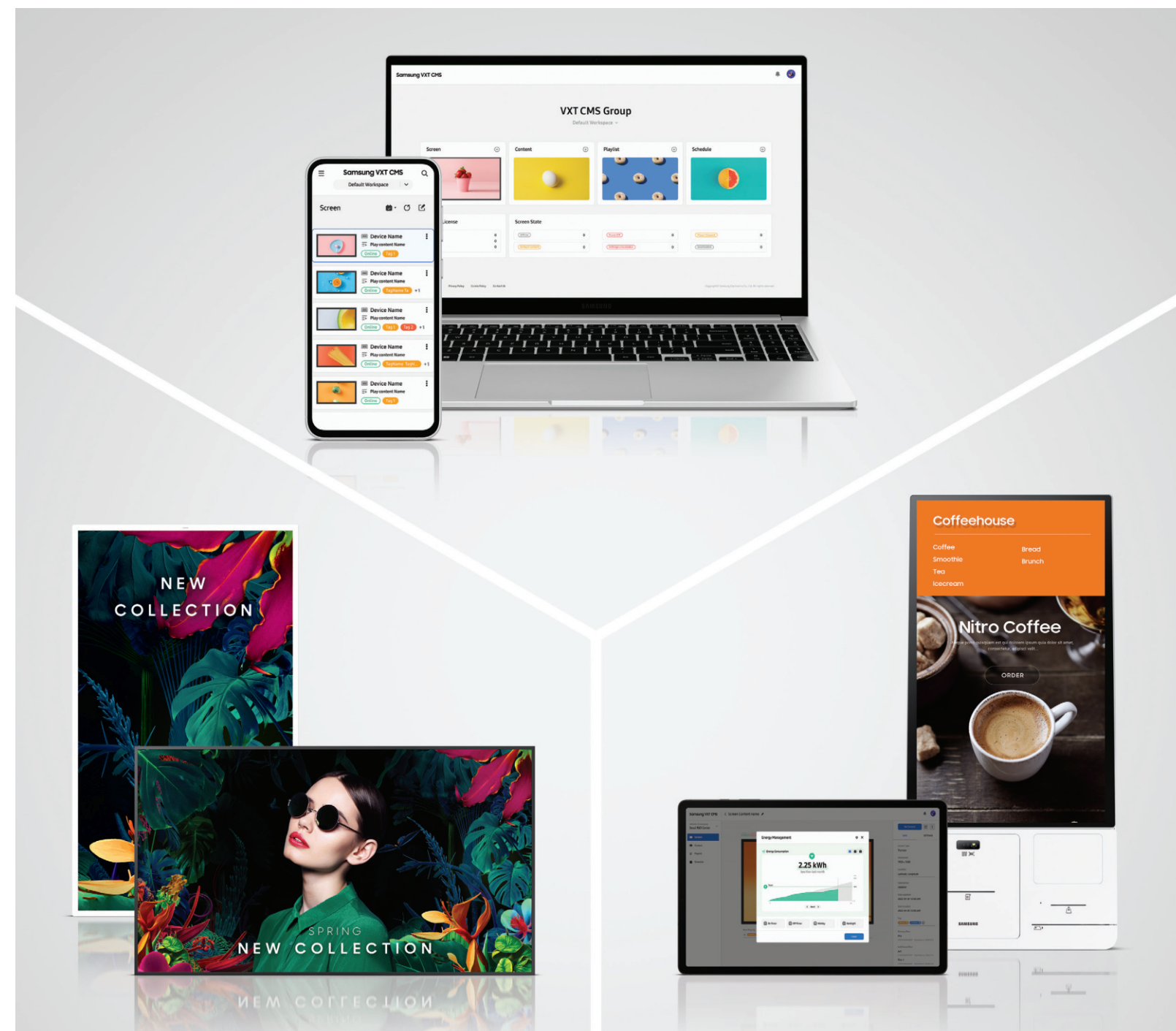


Samsung VXT

Create. Connect. And capture.



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, digital appliances, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

Samsung VXT

For more information about Samsung VXT, visit www.samsung.com/business.

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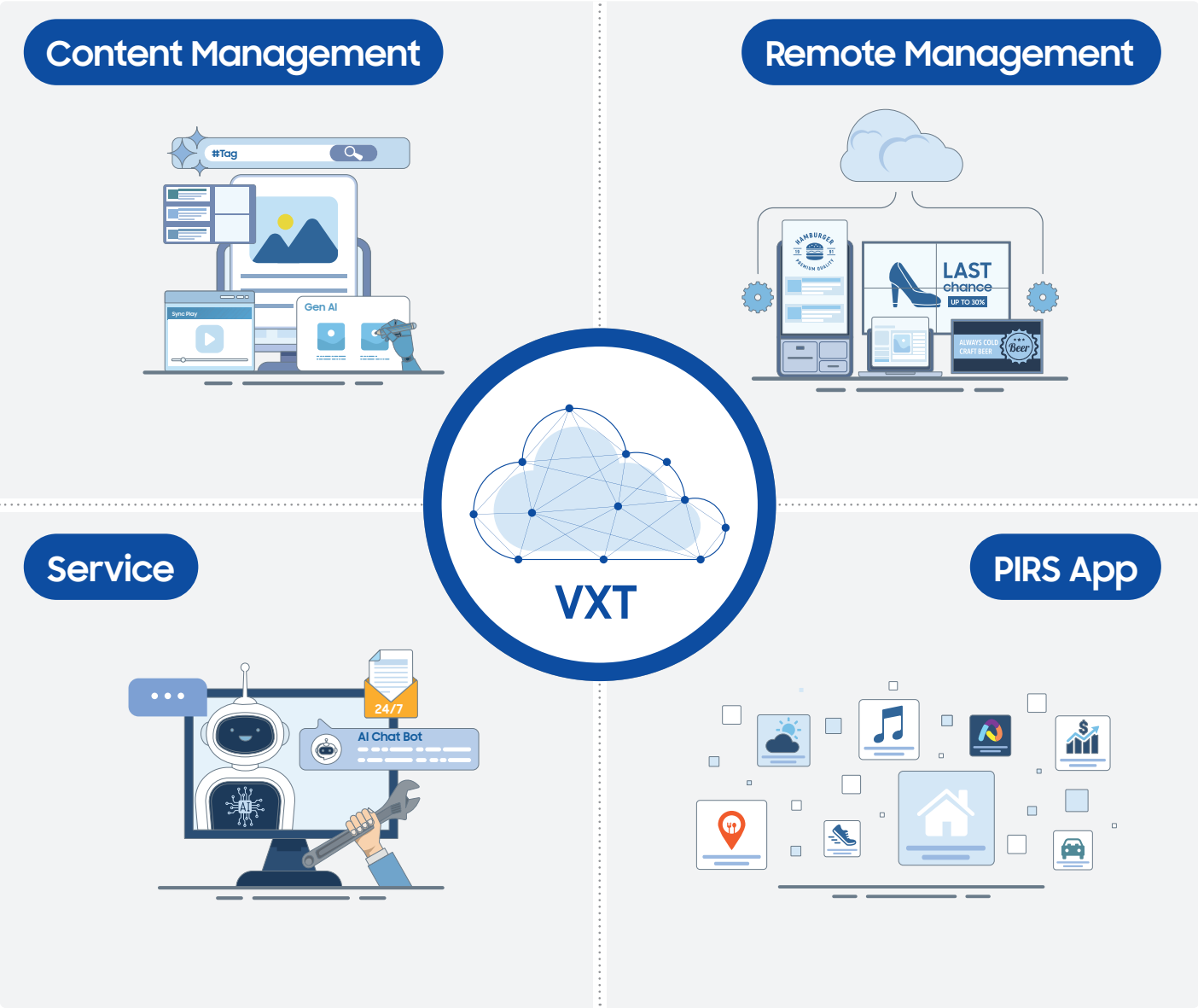
Samsung Electronics Co., Ltd.
129, Samsung-ro, Yeongtong-gu, Suwon-si, Gyeonggi-do, 16677 Republic of Korea

Smart Management for Smarter Displays

Samsung VXT is the ultimate cloud-based visual display solution, combining a powerful content management system with seamless remote signage management all within one secure platform.

Offered through flexible subscription plans, VXT enables businesses of any size to create and deploy digital signage content effortlessly, no training required. Manage and update your displays on the go anytime, anywhere, from any device.

As your business grows, VXT scales alongside, providing tailored capabilities to meet your evolving needs.



“ Discover the Samsung VXT advantage today.
Start a free trial and transform your digital signage experience. ”

Transform your business with the power of the cloud

Start Seamlessly with a Free Trial

Get started without hassle—explore Samsung VXT with a free trial via the cloud portal. Deploy your solution in under 10 minutes and experience the difference.

Versatile Screen Compatibility

VXT works seamlessly across various display types, from LED to LCD, supporting both Samsung and non-Samsung devices. Its web-based content player allows content management and playback directly through a browser as well.

Accelerate Business Growth

The cloud-native platform enables instant updates and deployment without manual effort. Initial setup is faster, and there's no need to update each signage individually, allowing you to focus on scaling your business.

Easy and Intuitive UX

Samsung VXT simplifies content scheduling with an intuitive drag-and-drop interface. Create playlists, adjust schedules, and distribute content to connected displays in real time—all in just a few steps.

Maximized Uptime and Recovery

VXT minimizes failures with modular architecture and real-time monitoring to detect issues early. Automated recovery tools and seamless failover systems ensure swift restoration, keeping your screens reliable and operational.

Industry-Leading Security

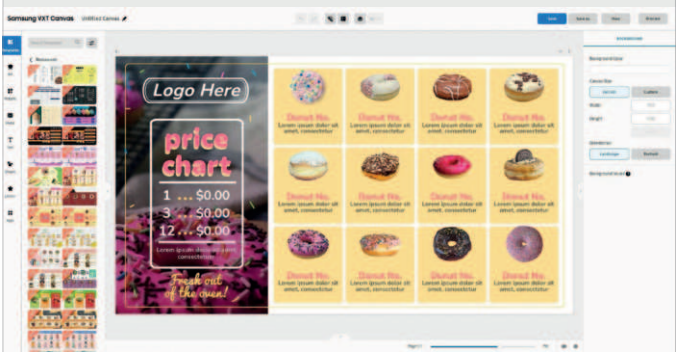
Samsung VXT prioritizes security as the digital signage solution to obtain globally recognized ISO certifications, safeguarding your data at every step.

Content Management

Effortless content creation and deployment

Samsung VXT simplifies how businesses manage their digital signage with powerful, intuitive tools for creating, deploying, and managing content seamlessly. As part of Samsung’s full-stack solution, combining world-class hardware and software, VXT ensures a cohesive experience tailored to your needs.

VXT Canvas



Design stunning visuals effortlessly using customizable templates, widgets, and advanced tools like Tickers and Event Triggers. Access a vast library of free stock images to elevate your content instantly, while AI-powered features, such as Text-to-Image generation, enable you to create engaging visuals.

Wireless Screen Wall



Configure and manage multi-display setups, from 2x1 to 10x10 layouts, without additional controllers. Easily enlarge content across multiple screens or duplicate visuals to display consistent messaging. VXT ensures smooth transitions and seamless playback across your video wall.

Remote Management

Increase operational efficiency with remote tools

Samsung VXT empowers businesses with advanced remote management tools that enhance efficiency and reduce on-site support costs. Access and control your displays seamlessly from both PC and mobile devices, ensuring they are always operating at their best, no matter where you are.

Support Various Screens



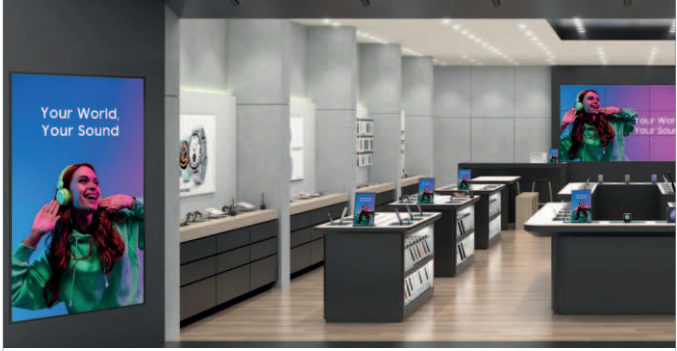
Manage a variety of display setups, from standalone to outdoor screens, compatible with both Samsung and non-Samsung devices. VXT ensures smooth operation whether you’re overseeing one screen or an entire network.

Real-Time Screen Monitoring



Monitor operational status in real time through a user-friendly interface. Make remote adjustments, control security settings, and lock features like USB ports, Wi-Fi, and Bluetooth for enhanced security.

Takeover Sync Play



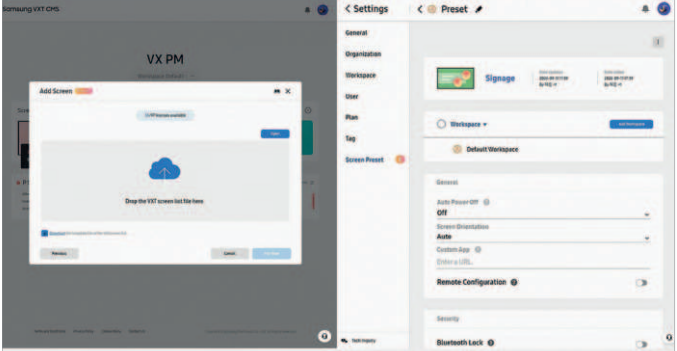
Deliver impactful messaging by synchronizing content across up to 100 displays instantly. Override existing playlists to showcase promotions, announcements, or events simultaneously, ensuring consistent and engaging messaging across all screens.

Tag Condition



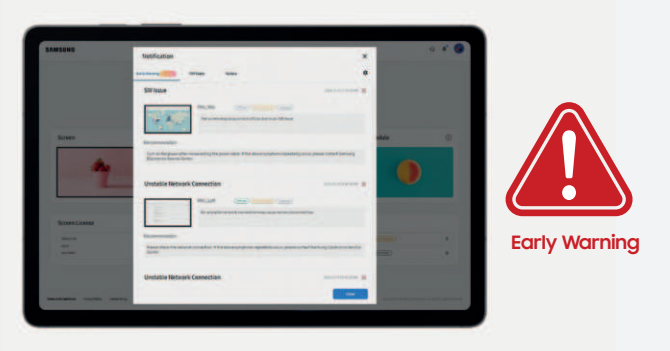
Enhance operational efficiency by aligning content with screen tags, even when distributing a single playlist across multiple displays. Use "Allow" or "Skip" rules to automate scheduling, ensuring targeted and relevant messaging across locations.

Multi-Screen Setup



Register multiple screens simultaneously using serial numbers. Specify screen names and tags for easier device management, and apply consistent presets to ensure seamless setup and uniform performance.

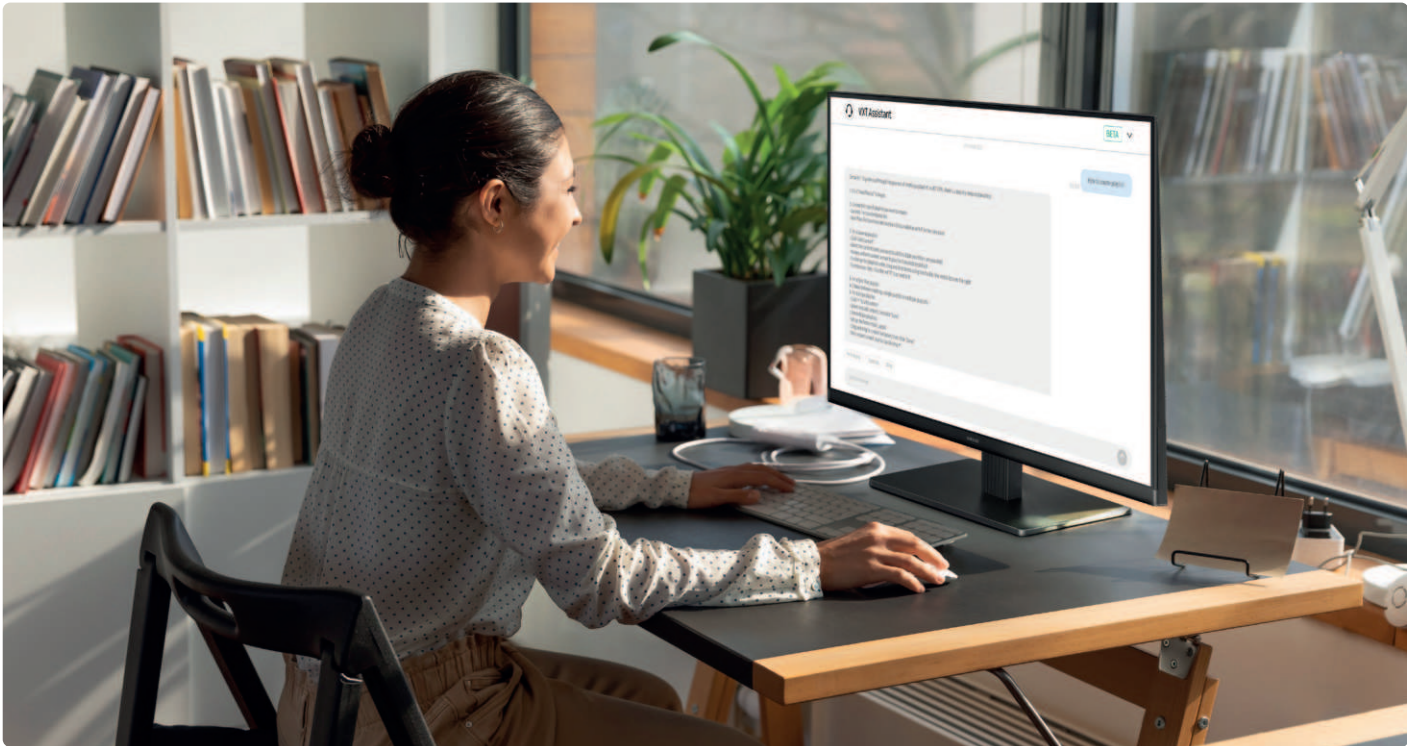
Early Warning System



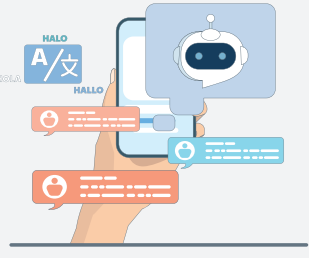
Stay ahead of potential issues like network instability or hardware malfunctions with proactive alerts on Samsung VXT Server and a daily email report. This helps minimize disruptions and ensures seamless content playback.

Comprehensive support for complete peace of mind

Samsung VXT provides comprehensive customer support designed to ensure uninterrupted performance and user peace of mind. From real-time monitoring to multi-language support, VXT ensures you get the assistance you need when you need it.

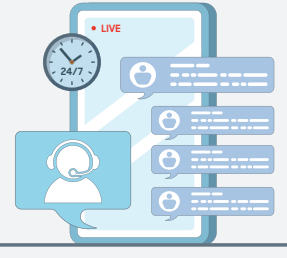


VXT Assistant



An AI-based chatbot that can answer questions about CMS, plans, and more. For inquiries the chatbot cannot resolve, users can escalate to technical support for further assistance.

Live Chat



Connect with Samsung's helpdesk staff for real-time troubleshooting and solutions. Available 24/7 for X Series customers, live chat ensures quick resolution of issues.

Smart Diagnostics with Automated Recovery



Stay ahead of potential issues with VXT's intelligent algorithm. Detect problems like network disruptions or device malfunctions early and resolve them automatically to minimize downtime.

What is Samsung PIRS App?

The Samsung VXT PIRS App is an innovative platform that simplifies the process of discovering, installing, and deploying industry-specific solutions. Designed for businesses across various sectors, PIRS App enables partners to create and sell customized applications, giving customers the tools to optimize operations and drive results with ease.



Tailored Solutions for Your Business

PIRS App empowers users to create engaging, eye-catching content without the need for coding or complex software, making it accessible to everyone.



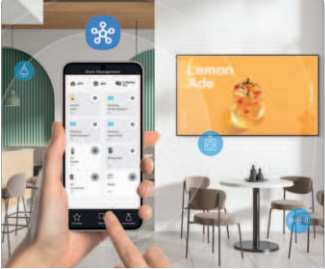
Art Content

Access a diverse range of artwork from renowned artists and galleries, bringing inspiration and elegance to your environment.



Data Sync

Sync your database with Samsung VXT to create dynamic, real-time content effortlessly. Your screens automatically display the latest information no coding required.



SmartThings

Seamlessly connect and automate with SmartThings. Integrate sensors for temperature, motion, and switches to enhance control, trigger actions, and optimize your connected environment.



Image Generator

Generate high-quality, AI-powered images for digital signage. Customize visuals for menu boards, promotions, and infotainment to create compelling, tailored content.



POS Integrated Menu Board

Link your POS system to digital menu boards for real-time updates on menu items and pricing, improving efficiency and accuracy.



Automotive / Real Estate

Keep inventory and pricing up to date. Display real-time vehicle specs, property listings, and high-quality images, ensuring customers see the latest offerings.



Infotainment

Engage audiences with curated, license-cleared content. Effortlessly manage and update your screens with dynamic news, entertainment, industry-specific updates, and more.



In-store Music

Enhance your business environment with curated music for B2B settings. Stream playlists from Stingray Music to create an engaging atmosphere—seamless, high-quality, and hassle-free.

Feature			VXT Plan					Samsung screens*	Android / Windows Screens
			S Series	P Series	X Series	RM S Series	RM P Series		
VXT	Common	Tag	●	●	●	●	●	●	●
		Mobile UI	●	●	●	●	●	●	●
		Proof of Play	●	●	●	-	-	●	●
		Screen enrollment by pairing code	●	●	●	●	●	●	●
		Multi screen enrollment	-	●	●	-	●	●	-
		Server Open API	-	●	●	-	●	●	●
		SSO	-	●	●	-	●	●	●
	CM	Sync play	-	●	●	-	-	●	● (Same OS only)
		Takeover Sync Play	-	●	●	-	-	●	● (Same OS only)
		Screen Wall	-	●	●	-	-	●	●
		Tag condition / Alias	-	●	●	-	-	●	●
		Content journey map	●	●	●	-	-	●	●
		Channel	-	●	●	-	-	●	●
		Content Lifespan/Embargo	-	●	●	-	-	●	-
	RM	Preset	-	●	●	-	●	●	●
		Real time control(streaming)	-	●	●	●	●	●	Screencapture
		Power on/off	●	●	●	●	●	●	Display On/Off
		Detail screen status	●	●	●	●	●	●	●
		Remote configuration	-	●	●	●	●	●	-
		Private certificate(Wifi/App)	-	●	●	-	●	●	-
		Security Management	-	●	●	●	●	●	● (BT, USB, Wifi)
		Screen Monitoring Lock	-	●	●		●	●	-
		Weekly Reboot	●	●	●	●	●	●	●
		Multi control	-	●	●	●	●	●	-
		VXT Player Update	●	●	●	●	●	●	●
		Early Warning	-	●	●	-	●	●	-
		On/Off Timer	-	●	●	-	●	●	●
		VXT Canvas	Canvas	Free template	●	●	●	-	-
Custom layout / font	●			●	●	-	-	●	●
Instagram	●			●	●	-	-	●	●
TV Widget	●			●	●	-	-	●	-
Weather Widget	●			●	●			●	●
Ticker	●			●	●	-	-	●	●
Multi Page	●			●	●	-	-	●	●
Event Manager (Touch, Network)				●	●			●	●
Apps (PIRS)	Art		●	●	●	-	-	●	●
	Link to my POS		●	●	●	-	-	●	●
	Ngine Automotive		●	●	●	-	-	●	●
	Ngine Real Estate		●	●	●	-	-	●	●
	Infotainment by Seenspire		●	●	●	-	-	●	●
	Stingray Music		●	●	●			●	●
	Image Generator		●	●	●			●	●
	Data Sync		-	●	●			●	●
Service	SmartThings	-	●	●			●	●	
	E-mail support	● (working day)	● (24/7)	● (24/7)	● (working day)	● (24/7)	●	●	
	Call support	-	-	● (24/7)	-	-	●	●	
	Tech Inquiry in CMS	●	●	●	●	●	●	●	
	VXT Assistant (Chatbot)	●	●	●	●	●	●	●	
	Live Chat	-	-	●	-	-	●	●	
	Proactive Monitoring	-	-	●	-	-	●	-	
Remote Support Service	-	-	●		-	●	-		

* VXT is compatible with Samsung signage models released after 2022, as well as non-Samsung screens running Android 10 or higher or Windows 10 or higher. Supported features may vary based on hardware specifications.

Q What is the sign-in process for Samsung VXT?

A To access the CMS service, you'll need to create a Samsung Account at Samsung.com. Once your Samsung Account is created, link it to VXT CMS and log in to the VXT CMS portal to manage your displays and content seamlessly.

Q Where can I purchase Samsung VXT?

A You could follow your existing distribution path. But in US, UK, Mexico and Brazil, you can purchase Samsung VXT in VXT Portal (vxt.samsung.com).

Q Do I have to purchase PIRS App separately?

A Depends on PIRS App, you need to purchase PIRS App separately. You can purchase Samsung VXT, PIRS App and even HW together at VXT Portal(vxt.samsung.com).

Q Can I use Samsung VXT with non-Samsung devices?

A Yes, Samsung VXT is designed to support both Samsung and non-Samsung displays, giving you the flexibility to manage a variety of hardware seamlessly.

* Android 10 above, Windows 10 above.

Q Is there any limitation for number of screens?

A No, there is no limitation. Samsung VXT can support from Mom&pop shop to large enterprise with tens of thousands of screens or more.

Q Can Samsung VXT be integrated with existing system?

A Sure, with server API, you can integrate your existing system.

Q Where can I get more information about Samsung VXT?

A Sure, you can get various information at VXT Portal (vxt.samsung.com).

Q Is there a free trial for Samsung VXT?

A Yes, Samsung VXT offers a free trial that includes up to three licenses valid for two months. This lets you explore the platform's features and evaluate how it fits your business needs.

Q What kind of plans do you offer?

A Based on user scenario, Samsung VXT offers S Series for SMB owners, P Series for SI/MSP partners and X Series for large enterprise customers. And even if you need RM solution only, there is RM S Series for SMB customer and RM P Series for enterprise customer.

Q What is the specialty of VXT Art?

A VXT Art provides access to an exclusive collection of artwork from global gallery, museum directly and visuals to elevate your screen experience. If purchased, it allows you to add engaging visuals effortlessly to your content displays.

Q Should I have digital signage for Samsung VXT?

A Physical signage is not required to explore Samsung VXT. You can access the system and try out its features directly through the browser, making it simple and hassle-free.

Q What languages does VXT CMS support?

A English, Spanish, French, German, Italian, Japanese, Swedish, Polish, Korean and Portuguese (Brazil, TBD)

Q When I have a question, where can I contact?

A Firstly, you can ask your question to VXT Assistant. If you can't get the answer, you can create a ticket in Tech Inquiry in VXT CMS.