



# Samsung SMART Signage Solution

## MagicInfo™ Server 4.0

The totally new MagicInfo Server redesigned and reengineered for better usability, manageability and controllability

- Run multiple types of displays through a single, unified server
- Manage all Samsung SMART Signage remotely from a central location
- Access MagicInfo Server from virtually anywhere with a web connection
- Extend usability with server-dependent enriched features such as Backup Player, DataLink Server, Audience Measurement and etc.
- Take advantage of the most advanced usability and a modern, simplified User Interface



## Run multiple types of displays through a single, unified server

The real power within Samsung MagicInfo Server lies with its ability to provide multiple network-based solutions for displays that are situated in different settings, whether onsite or offsite. Another hallmark of MagicInfo Server is its compatibility and capacity to seamlessly operate across connected Samsung SMART Signage devices such as standalone displays, video wall displays, semi-outdoor and outdoor displays, small signage displays, eBoard displays and more. IT managers can be more empowered now than ever through being able to conveniently and expediently oversee the status of multiple displays situated throughout the premises or company from a single location, and opt to either control the displays on the fly or according to a pre-determined schedule.

## Manage all Samsung SMART Signage remotely from a central location

Upon configuring all of their Samsung SMART Signage to tie into MagicInfo Server, companies can unlock new levels of value through having the capability to remotely monitor and manage displays. This bypasses the tediousness and inefficiency from having to oversee displays wherever they happen to be situated. Remote monitoring encompasses everything from being able to turn the Samsung SMART Signage on and off to being able to uphold quality assurance of digital messaging through seeing the content being played on the device in real time. MagicInfo Server is the bridge that allows for a countless number of networked displays to be managed at once.





## Access MagicInfo Server from virtually anywhere with a web connection

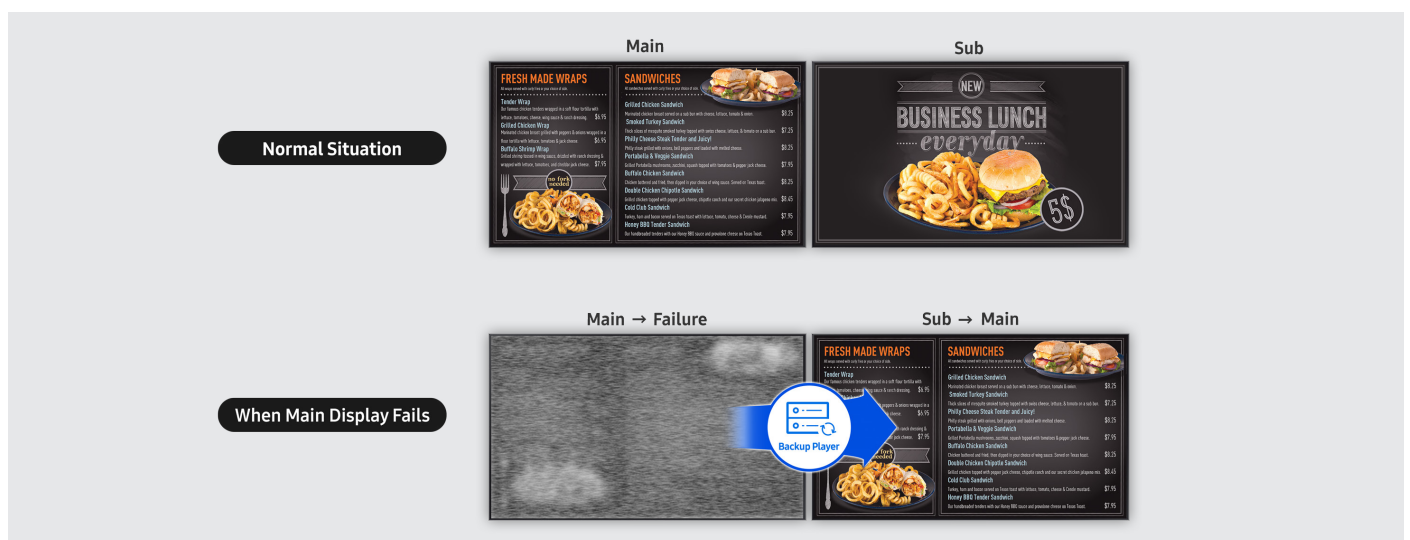
Any display on your global network can now be managed remotely if web access is enabled. Convenience and flexibility is further underscored as content or system administrators can connect with MagicInfo Server through simply inputting an IP address or server URL into the address bar of a web browser. Using the web-based server UI, a manager can conduct all digital signage infrastructure management tasks such as monitoring and controlling displays, managing content and schedules, analyzing audience measurement data and more.



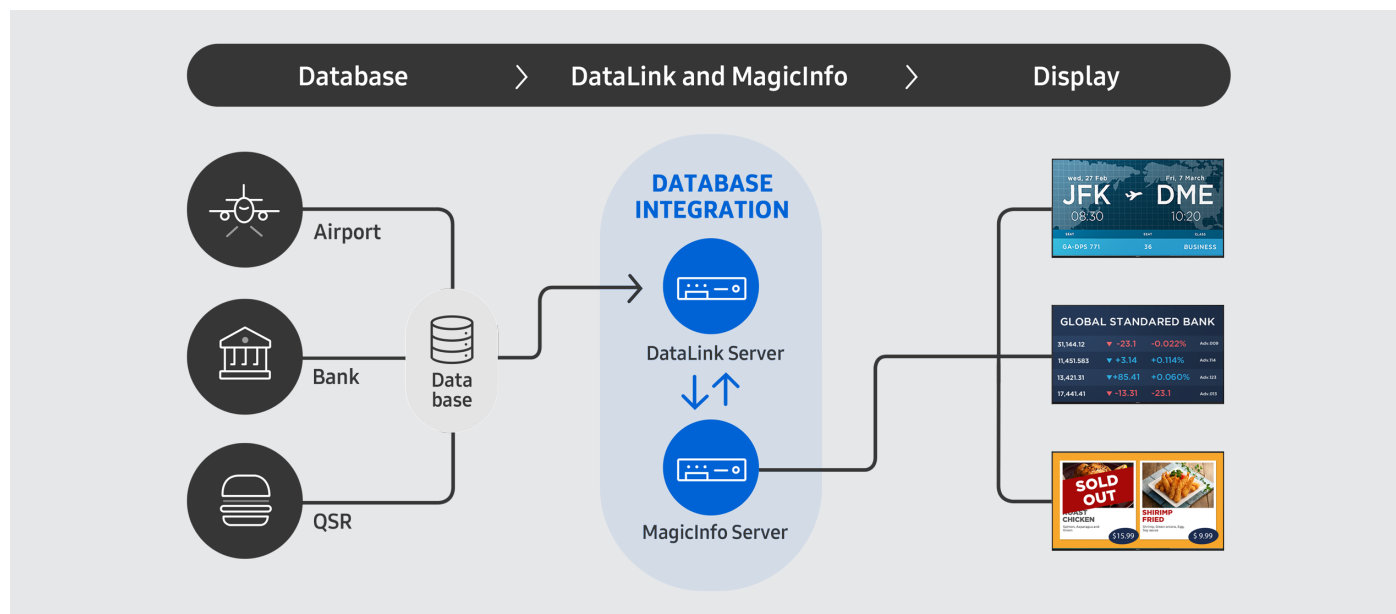
## Extend usability with server-dependent enriched features

### • Backup Player

The Backup Player adds a robust dimension of security and sustainability through its role of ensuring visual uptime of your vital content, even in the event that any given display goes down or begins to exhibit problems. Through designating a particular display to effectively function as the Backup Player for another display that is projecting critical content, MagicInfo Server will immediately intervene and re-task the content on the Backup Player in order to relay the primary display's prioritized information. All this happens through the immediacy and responsiveness of MagicInfo Server's core functionality for real-time monitoring and troubleshooting. Once the problematic display is back on-line again within your display network, MagicInfo Server re-tasks the displays once again to revert back to their default configurations.



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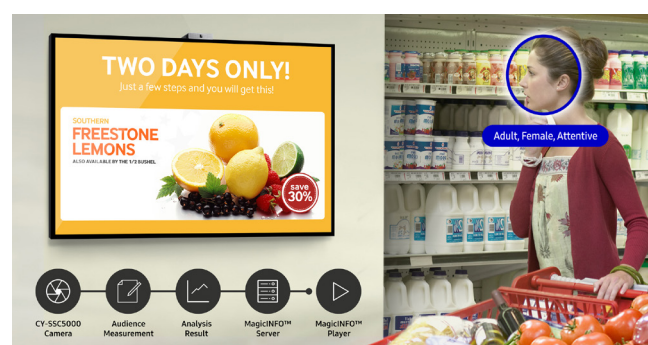
## • DataLink

MagicInfo Server can be leveraged by your Samsung SMART Signage to make use of its dynamic DataLink functionality. DataLink acts as a conduit for your display solution and allows for its content to tie in with remote database sources. By always being assured of having the automated capacity to provide updated content without having to manually and individually edit the content for each display, you can have peace of mind knowing that customers are being reached with timely and targeted information without any effort needed on your part. RSS feeds are also supported by MagicInfo Server, allowing your network of displays to feature text-based information such as weather and financial information as needed.

## • Audience Measurement

Also within Samsung MagicInfo Server, Audience Measurement allows for harvesting of customer recognition data based on age and gender when the camera option is installed on the display. The function is automatically activated and works only when the dedicated camera is connected.

The software solution includes two major features: Dynamic Content Play and Data Statistics.



## What's new in MagicInfo Server 4.0

MagicInfo Server has been upgraded from Ver. 3.1 to 4.0. MagicInfo Server 4.0 has been visually and technically overhauled with enhanced functionality and usability from its prior version. The uniform experience throughout all MagicInfo Solutions will deliver the same level of satisfaction on ease of use and powerful management function regardless the size of the organization may be.

### • Totally new UI for better functionality and usability

Consistent Menu Structure throughout software family	Ensuring consistency of menu and layout structure between MagicInfo Server v4.0 and MagicInfo Express 2 UI
Intuitive Menu Structure	Left to right menu navigation is now more intuitive and design layout for menus has been optimized
Simplified scheduling with GUI	Supports rapid scheduling by minimizing the number of steps and popups. Just drag and drop to add content and adjust playing time
Web Author	Streamlined content creator base on the same UI of MagicInfo Express 2. A consistent user interface is now assured between Server 4.0 and Web Author.

### • New and enhanced features for easier content management

New History Tab	New history tab opens up multi-tasking capability, allowing you to easily start, close or switch between works
Quick Edit	Quick Edit feature enables users to directly edit content, period and playing time from schedule lists without needing to enter the 'Edit Schedule' menu
Direct data upload without add-in installation	No more need to install JavaScript to upload. The upload interface has been simplified through the integration of a drag and drop function
Convenient status bar to check file upload	Status bar supports the ability to monitor both the publishing status and upload status in real time while working on other pages. Maximize status bar to view more detailed information

### • Upgraded device management for centralized management

Easy device tagging	Assigning different tags to each device at a time has become simpler and more intuitive through use of drag and drop capability within the same pop-up
Enhanced search capability	Upgraded search feature now supports diverse search keywords such as location, model name, firmware name as well as IP and device name
Unified Group	Premium and Lite has now been unified, simplifying the overall device structure. This allow for users to be able to schedule and manage all devices consistently

## Summary

Solution	MagicInfo Server	
Management Model	Network Management	
Components	Server	MagicInfo Server 4.0
	Player	MagicInfo Player I/S, S2, S3/ S4*
	Content Creator	MagicInfo Author MagicInfo Videowall Author
	Optional	DataLink Server
		Audience Management
Use Right	License Required (per display)	
# of Concurrent Display connection with Solution	Virtually Unlimited	
Function	<ul style="list-style-type: none"> <li>• Content Creation</li> <li>• Content Scheduling</li> <li>• Deployment (Network, USB)</li> <li>• Display Monitoring</li> <li>• Display Control</li> <li>• Display Firmware Update</li> <li>• Database Integration</li> <li>• Statistics (Display, Content, Audience)</li> </ul>	
Recommend To	<ul style="list-style-type: none"> <li>• All forms of industries requiring central management of SMART signage and remote access to MagicInfo Server</li> <li>• When advanced functions of server are required (i.e. DB connection, Display Control, Statistics, etc.)</li> </ul>	

\* MagicInfo Player I/S, S2, S3/S4 are able to be provided as embedded or installed in SMART Signage, Set Back Box(SBB) or Plug-in-Module(PIM) products by default.

## System Requirements

# of displays connected to Server	<10	<200	<2000	<5000	<5000
OS	Windows Server® 2008 / 2012		Windows Server® 2008 / 2012 R2 64 bit		
CPU	Intel® i3 or better	Intel Xeon E3-1200 or better	Intel Xeon E5-2400 or better	Intel Xeon E5-2600 or better	Intel Xeon E5-4600 or better
RAM	2 GB or more	4 GB or more	8 GB or more	16 GB or more	32 GB or more
HDD	At least 100 GB for setup (operating system and server application) + Space for content				
Network Bandwidth	64 kbps or better				
Number of Servers	1	1	2	3	3 or more;

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