

Touch-screen technology that changes the way your customers interact with your brand



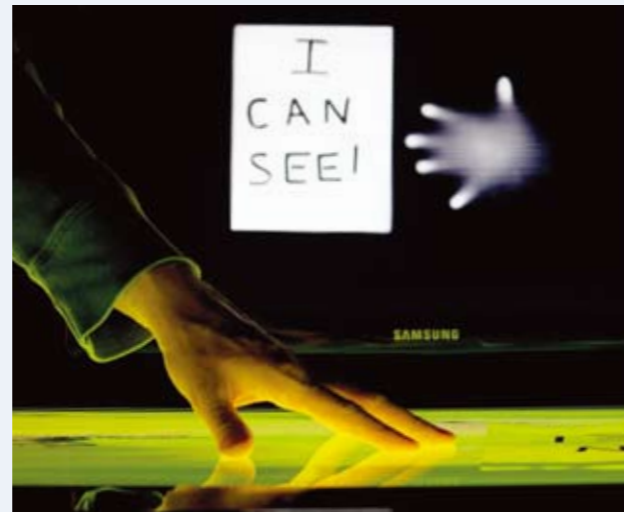
To learn more about the Samsung SUR40, please visit: www.samsunglfd.com

Specification

Features	Requirement
Size Diagonal (V.I. S)	40.0"W
Resolution	1920 x 1080
Glare Coating	Non Glare
Number of Display Colors	16.7M
Color Gamut (% of RGB X, Y Coordinate)	72%
Contrast Ratio	2,000:1
Brightness (cd/m ² , Typical & Minimum)	Typ. 300nits
Response Time (Grey-to-Grey, Typical & Maximum)	8ms
Horiz. Viewing Angle (+ / -degrees) at 10:1 Contrast Ratio	178 (Panel)
Vert. Viewing Angle (+ / -degrees) at 10:1 Contrast Ratio	178 (Panel)



Surface Display



Object (Gesture) Recognition

Experience the difference from one object to another

Samsung has always been a pioneer in developing innovative, leading-edge technology; and the Samsung SUR40 is no different. One key feature of the SUR40 is object recognition; which recognizes wireless devices placed on its surface, along with the digital content contained. By using object recognition software, SUR40 can detect multiple objects on its surface to trigger different types of digital responses. SUR40 also enables users to use hand and finger gestures to interact with a variety of multimedia contents.



Software Development Kit

Customize software to meet the needs of your business

The Samsung SUR40 supports a comprehensive software development kit that allows you to create customized applications based on your business needs. Software for SUR40 can be tailored by industry or even geography; to ensure that every user experience is as satisfying as initially intended.

Multi Experience



Multi Touch

Draw a crowd with a differentiated user experience

The multi-touch capabilities of the Samsung SUR40 enables groups of consumers to interact with multi-media content, play games, create special effects, and even manipulate art and photographs, in a truly unique and compelling way. The multi-touch technology is sophisticated enough to simultaneously recognize and respond to more than 50 discrete points of contact.



Multi User

Push the boundaries of multi-user applications

The Samsung SUR40, with its multi-touch sensing capabilities, pushes the boundaries of user interaction and creates a new world of social and multiuser applications. SUR40 also encourages a new approach to collaboration that will completely change the way we communicate with one another. Now multiple users can use the same surface area to work on individual projects; as well as a single project with multiple components.

Key Features

Tag Identification

Create unique tags for greater efficiency

Many industries including retail and financial services use similar form factors when delivering information to their customers, such as room keys and cards for payment. By creating a unique surface tag for each object, multiple form factors can be placed on top of the Samsung SUR40, while still being easily distinguishable from one another. These tags consist of geometric arrangements of infrared reflective and areas of absorption. They can be integrated into applications that are specific to your business needs.



Powerful Computing

Utilize increased computing power to your advantage

The Samsung SUR40 takes powerful computing to a new level with its comprehensive line-up of high-performance hardware. The Athlon™ II X2 2.9GHz Dual-Core processor helps you save time, by making multitasking fast and easy. Show your graphics at their optimum with the extremely fast and powerful AMD Radeon™ HD 6570M desktop graphics card. Together with four built-in 5W speakers, the Samsung SUR40 will deliver a fully immersive user experience.



Connectivity

Enhance your network capabilities

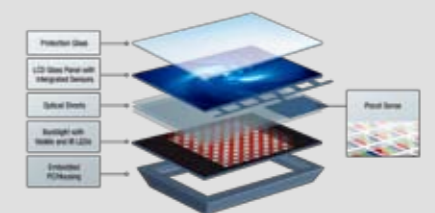
Installed with four USB ports, you can expand the capabilities and increase the versatility of the Samsung SUR40. The USB ports allow you to connect any USB capable peripheral, such as bar code scanners, video cameras, laptops and printers; to create an even more powerful business solution. The Samsung SUR40 also utilizes an 802.11n Wi-Fi router to communicate with a diversified range of devices such as smart phones, tablets and even a cloud computer. It is also designed with the latest in Bluetooth technology and Ethernet capabilities, rounding out a more comprehensive and powerful network.



Pixel Sense

See more with PixelSense™ technology

Using PixelSense™ technology, the new Samsung SUR40 display can now recognize and visualize objects placed in its surface without the use of cameras and illuminate objects on the physical surface. PixelSense is able to achieve this by essentially transforming each pixel of an object into a camera, which also allows the screens to become much thinner for greater versatility.



Experience what happens when two industry giants collide

Samsung has teamed up with Microsoft to aid businesses like yours in delivering the latest in touch-screen display technology to customers. Samsung's market-leading expertise in the display industry combines with Microsoft's business software solutions to produce the most intelligent business display tool that will help strengthen brand loyalty and boost your return on investment. Meet the Samsung SUR40 for Microsoft. It presents your brand and business in a way that completely changes the way we talk to customers.

By collaborating with Microsoft, Samsung now has the ability to provide a wide range of interactive features that will increase brand exposure and deliver a holistic user experience. The Samsung SUR40 can simultaneously recognize multiple points of contact to provide greater multitasking capabilities. The larger surface area and horizontal/vertical form factor encourages interaction among a greater number of users for a more personalized user experience. In addition, object recognition allows users the ability to place a number of objects on the surface to trigger different types of digital responses.

Hospitality

Increase customer satisfaction and operational efficiencies

We understand that the happiness of your guests is the most critical part of your business. The Samsung SUR40 provides an innovative and interactive way to satisfy your guests' needs; whilst increasing operational efficiency at every property. As guests check in, they use the Samsung SUR40 to compare images of their room with others; to see which is the most suitable for their needs. The Samsung SUR40 not only allows guests to check the views from the property they're at; it also displays other facilities and tourist attractions on screen at the same time (as simulated image), saving time and increasing customer satisfaction.



"I treat every guest as an extension of my own family. And Samsung SUR40 allows them to customize their stay for the best possible experience with the least amount of effort."

Education

Deliver a unique learning environment for almost every topic

Capturing the undivided attention of students can be one of the biggest challenges, but it plays an important role in classroom stimulation. With the Samsung SUR40, you can immerse your students into the future of education through its collaborative and highly interactive approach to learning. Multiple students can interact with the Samsung SUR40 and benefit from a unique learning experience that utilizes all the human senses. Teachers also benefit from the Samsung SUR40, an extremely efficient teaching device that enables greater multitasking and versatility.



"I've always had a difficult time connecting with my students in a meaningful way. Samsung SUR40 is a powerful and innovative teaching tool that will change the face of classrooms."

Retail

Enable shoppers to shop with greater confidence

Capture consumer attention through the Samsung SUR40's unique shopping experience. With SUR40, you can create a powerful entertainment visual display that will stop shoppers in their tracks; as well as deliver the message and information you want to communicate in an engaging manner. For example, you can keep more shoppers in your store with SUR40 by allowing them to compare the price of a particular item in other locations. The Samsung SUR40 provides a quick and efficient way to search and compare products in the same store or even at other locations, so customers can see if they are getting the best deal. For employees, it provides a simple way to manage inventory and update store information.



"With so many things going on in my life, I've trained myself to be an extremely efficient shopper. Samsung SUR40 plays right into my lifestyle and provides a fun and fast way to find the best deals around."

Finance

Create a more personalized customer experience

Providing customers with a highly personalized experience has become the norm in today's financial services industry. Customers want to see exactly how their money and accounts are being handled; so they can leave feeling reassured and confident. That's why the Samsung SUR40 is the perfect business tool. Through its interactive interface, it makes customers feel more involved with their investments. Employees can utilize the large canvas to display multiple types of data that illustrate the health of their investments; or to compare different financial products. Since most customers are more comfortable with reviewing information that is visually oriented, they can walk away with a better understanding of what their money is doing. SUR40 can even be used as a cross- or up-sell opportunity as customers wait. It prominently displays the products and services provided by that particular branch, which means that customers have educated themselves by the time they meet with the branch employee.



"My customers are much savvier today with their money and are demanding better customer service. Samsung SUR40 allows me to provide that to them and enables me to be more efficient with my time."