Samsung Debuts Signage Platform

Written by Bob Snyder
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Playing on its popular consumer line of Smart TVs, Samsung is borrowing "smart" for its Smart Signage Platform, an "open-source digital signage platform" built around an embedded media player and software developer kit (SDK).

Samsung's new SDK for signage software allows software partners to develop customized signage applications suitable for an array of business and user environments. Backed by best-in-breed software developers and solution providers, including Capital Networks, Four Winds Interactive, Scala, Signagelive and Wireless Ronin, customers will have access to signage experts to help create customized solutions.

Powered by a System on Chip (SoC) semiconductor and featuring a dual-core CPU, full codec video processor and either 4GB or 8GB of storage depending on the model, Samsung's Smart Signage Platform includes an embedded, high-performance media player which allows users to play back content without the need for a separate PC or set-back box.

By eliminating the need for external devices, the Samsung Smart Signage Platform ensures clean and simple installation and operational processes, saving both time and money. The technology also supports open pluggable standard (OPS) platforms.

The Smart Signage Platform is compatible with the 2013 lines of the following Samsung digital signage products: **ME - C Series** of ultra slim, lightweight displays, **PE - C Series** of ultra-slim large format displays, and
MD - C Series
for high-traffic areas.

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