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Under the theme *Integrate, Interact and Inspire*, Samsung dominated the floor-space at ISE 2014 (the largest single stand by far) to show its display solutions.

Samsung Electronics also unveiled a new version of the **Samsung Smart Signage Platform**, a proprietary digital signage platform that provides a more efficient business environment. The Smart Signage Platform debuted at ISE 2013 and has been upgraded and integrated into Samsung's large format displays (LFDs) for 2014.

Now that it has an enhanced digital signage platform with the industry's first quad-core system-on-chip (SoC), Samsung Electronics intends to expand its market presence.

By building a giant "multi-vision tower" by combining 54 of their top LFDs (UD55D) with the world's slimmest 3.5mm ultra-slim bezel, Samsung intended to captivate the ISE audience. (Think about it: it's not enough to have the biggest stand on the horizontal floor; you have to dominate the vertical space as well.)

Inside the stand, on space designed as a store environment, visitors could identify images of products displayed in their real size by a 95" LFD (ME95C), while browsing multiple products in a virtual store window. Attendees could also experience how easy it is to update various

promotional data in restaurant menu boards using Samsung Electronics' display solutions.

In a space designed as a hotel room, the show-goers could experience innovative hotel solutions that provide TV content preferred by guests by making simple control.

Yes, there was even a simulated airport where visitors could see flight schedule information, weather updates and other useful information updated in real time on Samsung's LFDs.

In addition, Samsung Electronics introduced a more advanced conference environment in which electronic bulletin boards can replace conventional projectors and screens. Launched in December 2013 as an educational solution, Samsung's **Magic IWB 3.0** enables more than two LFDs to operate as a single unit, and allows users to cooperate efficiently by sharing content with laptops and tablet PCs.

The company unveiled an efficient work environment where users can work and video conference simultaneously by dividing a UHD LFD screen into 4 full HD-level screens.

Samsung Electronics aims to aggressively market its "integrated display solutions" in the digital signage market, which is expected to grow by over 20% annually through 2017.

Senior VP Jeong-hwan Kim at Visual Display Business in Samsung Electronics says very directly, "The company will lead the global LFD market for six consecutive years by providing differentiated solutions that can meet diversified demands of business customers in 2014."

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