Window Display

OMB, OMA, OMN-S, OMN-DS series

Entice customers with exceptional visibility

Creating customer interest with captivating content

Increasingly, store owners and managers want to maximize the use of their retail environments, utilizing space in the most efficient and impactful way possible. Not only inside the store, but also on window displays which can capture the attention of passersby, while delivering content in the store too. This isn't just in traditional retail stories either with a variety of spaces looking to utilize display technology, from banks to subway stations and more. Customers expect high-quality content and digital signage can help to meet this demand, quickly becoming a key consideration for all stores and customer environments.

Bringing content to life, effectively and efficiently

With high brightness and clear visibility in any lighting conditions, Samsung's window display is perfect for capturing the attention of customers in perfect clarity. This innovative display is optimized for store owners and managers too, offering a slim design which maximizes space saving, enhanced by the embedded media player which not only removes the need for additional devices, but also enables PC-less content playback with MagicINFO S player. Finally, the IPX5 rating for dust resistance delivers durable performance for robust reliability.

High brightness	Efficient design	Dust proof	Embedded player

Key features

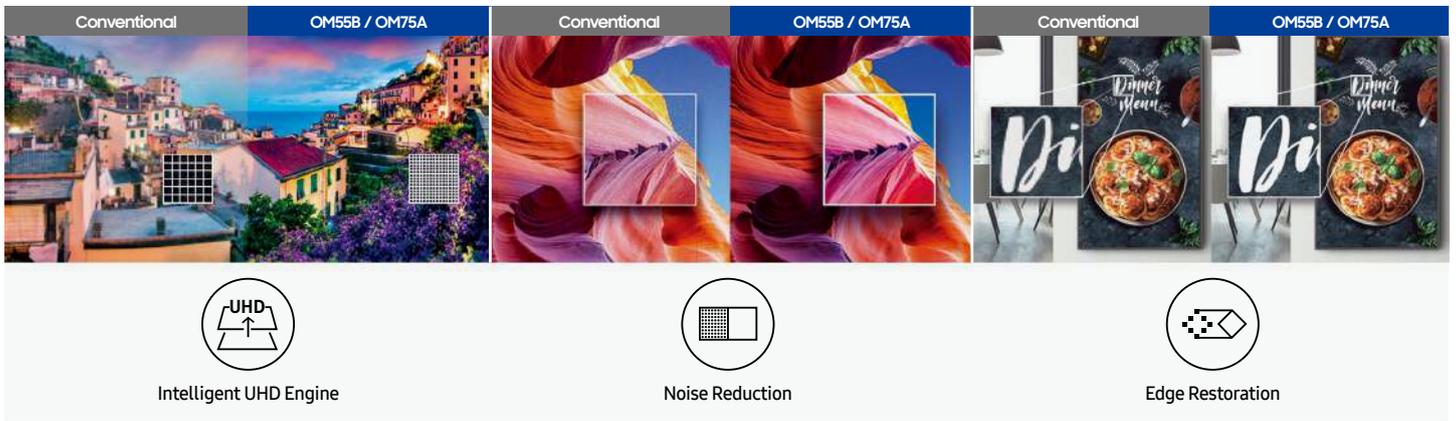UHD   High Brightness   Polarized Sunglass Support

Enhance promotions with premium picture quality

Built to optimize promotions in storefront windows, Samsung window display delivers high picture quality, displaying content in UHD that brings any offer to life. Plus, high brightness and polarized sunglass support eliminate any potential display blindness for an uncompromised customer viewing experience.

* Resolution vary by model.

1 Billion Color Wide Color Gamut   HDR+

Dynamic Crystal Display

The OM75A features Dynamic Crystal Display, using 10 bit processing for flawless color expression, allowing viewers to enjoy a wider spectrum of colors up to one billion shades. HDR+ compatibility converts standard definition content to HDR quality for sharper contrast and more vivid colors.

Conventional	OM55B / OM75A	Conventional	OM55B / OM75A	Conventional	OM55B / OM75A

Intelligent UHD Engine	Noise Reduction	Edge Restoration

Crystal Processor 4K

Samsung's global leadership in display technology and picture quality spans more than a decade. Thanks to superior semi-conductor technology, Samsung has developed the powerful video processor available. Additionally, intelligent UHD upscaling technology is a cutting-edge solution based on Samsung's proprietary UHD Processor that allows content developed at a lower resolution to be elevated to UHD-level quality. It also performs edge restoration and noise reduction to optimize on-screen text and imagery with crisp edges and fine detail.

Overheating Mitigation

IP5X Dust resistant

Conventional	OM75A
124.6mm	85.4mm

Durable performance

With IP5X-validated dust protection and embedded, proprietary functionality that mitigates overheating, Samsung window display continuously provides robust durability. This ensures optimized operation in a variety of outdoor conditions for consistent performance.
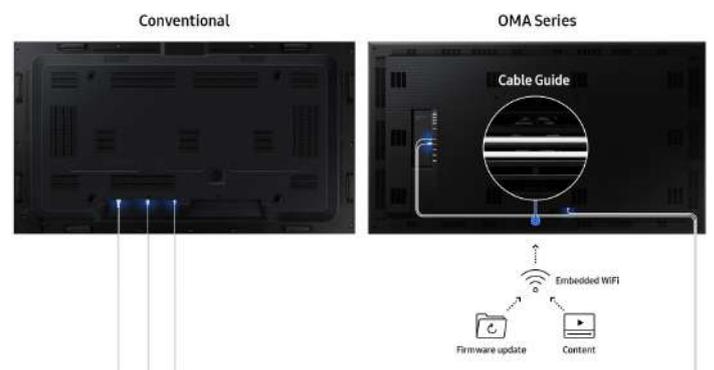
Modernize space with slim design

Through innovative design, Samsung window display line-up delivers a real-to life picture with a remarkably slim depth. Its compact size makes the display a natural extension of the store, as opposed to an addition that ties up valuable space. It also gives retailers greater flexibility in storefront design.

* "Conventional" refers to Samsung's OM75D-W series.

Powered by TIZEN

MagicINFO   Embedded media player   Remote management

Conventional   OMA Series

Cable Guide

Embedded WiFi

Firmware update   Content

Streamline content management

Digital displays should require as little maintenance as possible – a retailer's time is valuable. Samsung window display embedded MagicINFO S7 Player, backed by the powerful TIZEN operating system, boosts the display's overall performance, allowing for painless content management and ensuring seamless content transition and playback. You can be sure that the content you want customers to see will be displayed when it needs to be, without interruption.

Clutter-free configuration

With a sleek, efficient design, Samsung window display gives retailers the freedom to easily customize small storefront window displays. Unlike conventional displays that are both bulky and limit positioning options, the window display frees up space, offering retailers more room to market themselves to potential customers. Additionally, the displays are easily activated with one electric power cord and one LAN cable, drastically reducing cord clutter and increasing energy efficiency.
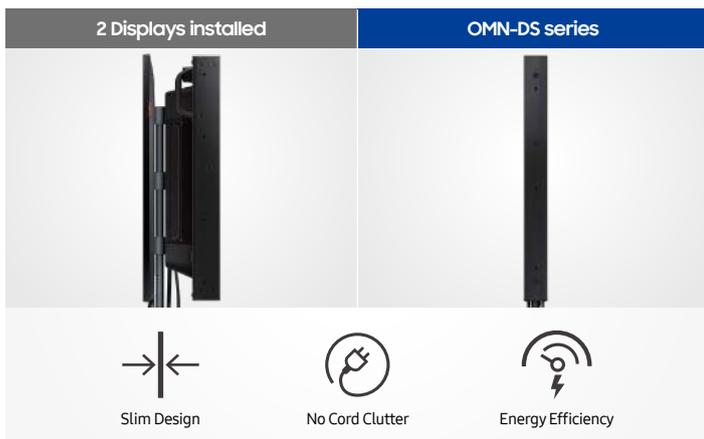
Why Samsung OMN-DS series?

Samsung's OMN-DS series is a dual display with screens on both sides, allowing retailers to maximize messaging. The window-facing screen features bright visuals and prominent positioning, giving passersby motivation to enter the store. Once inside, indoor-facing displays enhance the shopping experience with content promoting sales, new merchandise and additional information about the store and its services. This single display reduces equipment and installation costs, increasing operational efficiency, compared to installing two separate displays.

Window-facing (3,000nit)	Indoor-facing (1,000nit)

Modernize space with flexible design

The OMN-DS series can be easily mounted either on a stand or hung from a ceiling, giving retailers more options for positioning. The smart design creates a clean look that promotes easier customer engagement without aesthetic distraction and offers flexibility in how valuable space on the floor is designed and utilized. With a hidden top cover, cable management is clear of clutter, and due to the slim depth, the display does not divert attention away from the store's products.

Maximize operational efficiency

With a sleek, efficient design, the OMN-DS series gives retailers the freedom to easily customize small storefront window displays. Unlike conventional displays that are both bulky and limit positioning options, the OMN-DS series frees up space, offering retailers more room to market themselves to potential customers. Additionally, the displays are easily activated with one electric power cord and one LAN cable, drastically reducing cord clutter and increasing energy efficiency.

Specifications

Model			OM75A	OM55B	OM46B
Display Panel	Diagonal Size	Class	75	55	46
		Measured	74.5" / 189.2cm	54.6" / 138.7cm	45.9" / 116.8cm
	Resolution		3840 x 2160 (16:9)	3840x2160(16:9)	1920x1080(16:9)
	Brightness(Typ.)		4,000 nit	3,000nit	4,000nit
	Orientation		Landscape / Portrait	Landscape / Portrait	Landscape / Portrait
	Haze		1%	1%	0
	Contrast Ratio (Typ.)		1,200:1	1200:1	6000:1
	Type		ADS	ADS	VA
	Active Display Area		1649.664(H) x 927.936(V)	1209.6(H) x 680.4(V)	1018.08(H) x 572.67(V)
	Pixel Pitch (mm)		0.4296 x 0.4296	0.315x0.315	0.53x0.53
	Color Gamut		NTSC 72%	72	72
	Operation Hour		24/7	24/7	24/7
Connectivity / Sound	INPUT	VIDEO	HDMI2.0 (2)	HDMI 2.0 (2)	HDMI 2.0 (2)
		AUDIO	N/A	N/A	N/A
		USB	USB 2.0 (1)	USB 2.0 x 1	USB 2.0 x 1
		Tuner	N/A	N/A	N/A
	OUTPUT	VIDEO	Yes	HDMI 2.0	HDMI 2.0
		AUDIO	Stereo Mini Jack	Stereo mini Jack	Stereo mini Jack
		USB	N/A	N/A	N/A
	WiFi / BT		Yes / NA	Yes / N/A	Yes / N/A
	EXTERNAL CONTROL		RS232C (In/Out), RJ45 (In)	RS232C(in/out), RJ45 (in/out)	RS232C(in/out), RJ45 (in/out)
	Speaker		N/A	N/A	N/A
Mechanical Spec	Dimension (mm)	Set	1703.1 x 981.1 x 85.4	1253.4 x 724.2 x 54.5	1062 x 616.6 x 54.5
		Package	1890 x 1144 x 215	1420 x 879 x 178	1189 x 757 x 158
	Weight (kg)	Set	37.2kg	23.1	18.2
		Package	48.5kg	29.1	23
	VESA Mount		400 x 400 mm	400 x 400	400 x 400
	Bezel Width (mm)		23.9	19.1	19.9
Features	Internal Player	Operating System	Tizen 5.0 (VDLinux)	Tizen 5.0 (VDLinux)	Tizen 5.0 (VDLinux)
		Processor	Cortex A72 1.7GHz Quad-Core CPU	Cortex A72 1.7GHz Quad-Core CPU	Cortex A72 1.7GHz Quad-Core CPU
		Storage (FDM)	8GB (3.88GB Occupied by O/S, 4.12GB Available)	8GB (3.88GB Occupied by O/S, 4.12GB Available)	8GB (3.88GB Occupied by O/S, 4.12GB Available)
		Additional Film		N/A	N/A
	Special	H/W	Polarized Sun Glasses Viewable in any direction Auto Brightness Control with Ambient Brightness Sensor Temperature Sensor Clock Battery(80hrs Clock Keeping) Kensington Lock	Polarized Sun Glasses Viewable in any direction Auto Brightness Control with Ambient Brightness Sensor Temperature Sensor Clock Battery(80hrs Clock Keeping) Kensington Lock	Polarized Sun Glasses Viewable in any direction Auto Brightness Control with Ambient Brightness Sensor Temperature Sensor Clock Battery(80hrs Clock Keeping) Kensington Lock
		S/W	Auto Source Switching & Recovery RS232C/RJ45 MDC WiFi Module Embedded	Auto Source Switching & Recovery RS232C/RJ45 MDC WiFi Module Embedded	Auto Source Switching & Recovery RJ45 MDC WiFi Module Embedded
Certification	Safety		60950-1	60950-1	60950-1
	EMC		Class A	Class A	Class A
	Environment		N/A	N/A	N/A
	IP Rating		IP5x	IP5x	IP5x
	Security		N/A	N/A	N/A
Power	Power Supply		AC 100 - 240 V, 50/60 Hz	AC 100 - 240 V, 50/60 Hz	AC 100 - 240 V, 50/60 Hz
	Power Consumption	Max[W/h]	900	450	350
		Typical[W/h]	385 ※ IEC 62087 measurement standard	245 ※ IEC 62087 measurement standard	185 ※ IEC 62087 measurement standard
		Sleep mode	0.5W	0.5	0.5
Operating Condition	Temperature		0℃~ 40℃	0℃~ 40℃	0℃~ 40℃
	Relative Humidity		10~80%	10~80%	10~80%
Accessories	Included		Quick Setup Guide, Regulatory Guide, Warranty Card, Power Cord, Remote Controller, Batteries, IR, Ambient sensor	Quick Setup Guide Warranty Card Power Cord Remote Controller + Batteries External ambient Sensor	Quick Setup Guide Warranty Card Power Cord Remote Controller + Batteries External ambient Sensor
	Optional	Stand	N/A	N/A	N/A
		Mount	N/A	N/A	N/A
		Specialty	N/A	N/A	N/A

Model			OM55N-S	OM55N-DS
Display Panel	Diagonal Size	Class	55	55
		Measured	54.6" / 138.7cm	54.6" / 138.7cm
	Resolution		1920x1080 (16:9)	1920x1080 (16:9)
	Brightness(Typ.)		4,000 nit	3,000 / 1,000 cd/m2
	Orientation		Landscape / Portrait	Portrait
	Haze		0%	0%
	Contrast Ratio (Typ.)		6,000:1	6,000:1
	Type		VA	VA
	Active Display Area		1209.6(H) x 680.4(V)	1209.6(H) x 680.4(V)
	Pixel Pitch (mm)		0.630 x 0.630	0.630 x 0.630
	Color Gamut		72%	72%
	Operation Hour		24/7	24/7
Connectivity / Sound	INPUT	VIDEO	HDMI2.0 (2)	HDMI2.0 (2)
		AUDIO	N/A	N/A
		USB	USB 2.0 (1)	USB 2.0 (2)
		Tuner	N/A	N/A
	OUTPUT	VIDEO	Yes	N/A
		AUDIO	Stereo Mini Jack	N/A
		USB	N/A	N/A
	WiFi / BT		Yes / NA	Yes / NA
	EXTERNAL CONTROL		RS232C (In/Out), RJ45 (In/Out)	RS232C (In), RJ45 (In)
	Speaker		N/A	N/A
Mechanical Spec	Dimension (mm)	Set	1253.4 x 724.2 x 54.5 mm	726.8 x 1299 x 69.5 mm
		Package	1420 x 879 x 178	940 x 1466 x 367 mm
	Weight (kg)	Set	23.1kg	42kg
		Package	29.1kg	52kg
	VESA Mount		400 x 400 mm	N/A
	Bezel Width (mm)		19.9 (even)	22.8 (even)
Features	Internal Player	Operating System	Tizen 5.0 (VDLinux)	Tizen 5.0 (VDLinux)
		Processor	Cortex A72 1.7GHz Quad-Core CPU	Cortex A72 1.7GHz Quad-Core CPU
		Storage (FDM)	8GB (3.88GB Occupied by O/S, 4.12GB Available)	8GB (3.88GB Occupied by O/S, 4.12GB Available)
		Additional Film		
	Special	H/W	Polarized Sun Glasses Viewable in any direction Auto Brightness Control with Ambient Brightness Sensor Temperature Sensor Clock Battery(80hrs Clock Keeping) Kensington Lock	Polarized Sun Glasses Viewable in any direction, Auto Brightness Control with Ambient Brightness Sensor Temperature Sensor Clock Battery(80hrs Clock Keeping) Kensington Lock
		S/W	Auto Source Switching & Recovery RS232C/RJ45 MDC WiFi Module Embedded	Auto Source Switching & Recovery RS232C/RJ45 MDC WiFi Module Embedded (2ea, one per each display)
Certification	Safety		60950-1	60950-1
	EMC		Class A	Class A
	Environment		N/A	N/A
	IP Rating		IP5x	IP5x
	Security		N/A	N/A
Power	Power Supply		AC 100 - 240 V, 50/60 Hz	AC 100 - 240 V, 50/60 Hz
	Power Consumption	Max[W/h]	450	500
		Typical[W/h]	276 ※ IEC 62087 measurement standard	357 ※ IEC 62087 measurement standard
		Sleep mode	less than 0.5W	less than 1W
Operating Condition	Temperature		0°C~ 30°C (Direct Sunlight) 0°C~ 40°C (w/o Direct Sunlight)	0°C~ 40°C
	Relative Humidity		10~80%	10~80%
Accessories	Included		Quick Setup Guide, Regulatory Guide, Warranty Card, Power Cord, Remote Controller, Batteries, IR, Ambient sensor	Quick Setup Guide, Regulatory Guide, Warranty Card, Power Cord, Remote Controller, Batteries, IR, Ambient sensor
	Optional	Stand	N/A	N/A
		Mount	N/A	N/A
		Specialty	N/A	N/A

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

Smart Signage

For more information about Samsung Smart Signage OMB, OMA, OMN-S, OMN-DS displays, visit www.samsung.com/business or www.samsung.com/displaysolutions

Samsung Electronics Co., Ltd.
416, Maetan 3-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-772, Korea

2022-05