



# Samsung SMART Signage Stretched Display

Engage customers with powerful content in a slim, versatile package

Use of stretched format displays has grown substantially across industries from retail to transportation and beyond thanks to their ability to capture customer attention and deliver versatile and customizable content.

With flexibility in orientation and powerful visual technology enabling truly eye-catching images, Samsung SHR displays are the ideal solution and are now more efficient and useful than ever with the powerful Tizen operating system embedded. Samsung SHR displays offer a versatile signage solution to meet any need.

## Highlights

- Widescreen 16:4.5 stretched display
- Embedded Tizen operating system provides easy and simple management
- Provide excellent visibility through non-glare panel and 700 nit brightness in any lighting condition
- Allow display flexibility and customize content from portrait to landscape
- Manage and display content easily with HDMI Loop out and USB playback
- Rely on robust signage durability during continuous 24/7 operation

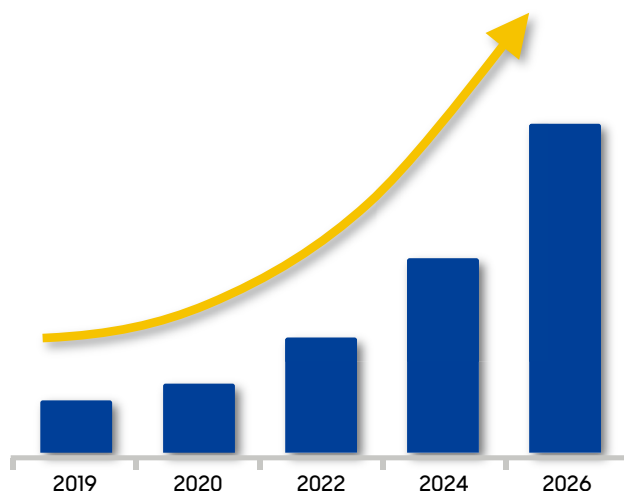
## Industry trends

Stretched format displays have become commonplace in locations where businesses are looking to capture attention or clearly deliver information. They are also frequently used in locations where standard-shaped displays may not have the same impact, such as where space is limited. As result of increased demand, global stretched display market is expected to grow rapidly by the end of 2026 with an increase of more than 28 percent.

With so many different potential applications, a stretched display's most important feature is typically its design. Displays with a slim form factor provide more flexibility since displays can be used in spaces of nearly any dimension and clearly deliver information 24/7. Recently, the utility of stretched displays has expanded even further beyond advertising in retail and hospitality locations, but also to deliver critical travel information in locations such as airports, bus and train stations. Because of this, text and messages on the display must remain vivid and sharp even under hard-to-see ambient conditions.

With the most recent technological advances in these displays, such as built-in management controls, easy installation, improved maintenance and usability, the market for these displays is expected to see continued growth for the near future.

### Growth potential of stretched display market



\* Source:  
<https://www.profsharemarketresearch.com>

## Why Samsung SH37R?

Samsung SHR stretched displays offer crisp, clear images in nearly any lighting conditions with a non-glare panel and 700 nit brightness. The display's 16:4.5 stretched format and the ability to customize content with portrait and landscape orientation gives users flexibility to maximize viewer engagement with custom content without wasting space or making any sacrifices.

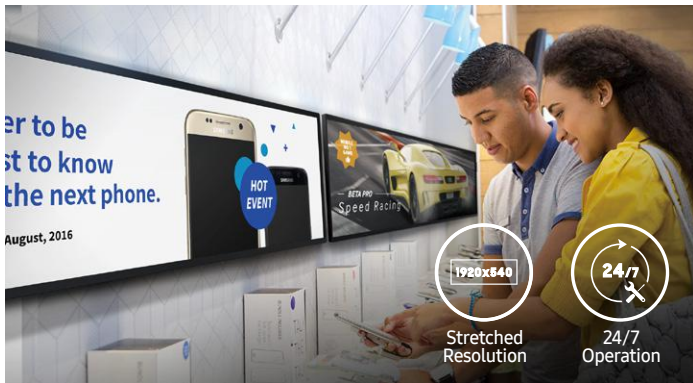
Samsung's SHR displays also now come with Samsung's powerful Tizen operating system embedded, giving users powerful capabilities without the need for a separate media player box. This all-in-one solution is easier for users to manage and features simplified installation and maintenance.

SH37R displays are available in a variety of environment, brightness options and features making them flexible and optimized solution for a wide variety of digital signage needs.



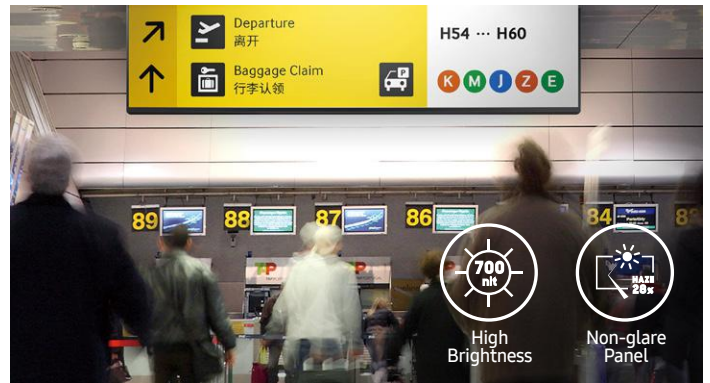


## Key features



### Maximize space and optimize content

Digital signage today needs to be versatile and cost effective with an emphasis on maximizing space efficiency. There has been an increasing need to utilize niche spaces with effective signage solutions. Samsung SHR displays, with 16:4.5 wide screen stretched display offer the ability to effectively communicate information in small, narrow spaces such as store shelves, ceilings, and corridors.



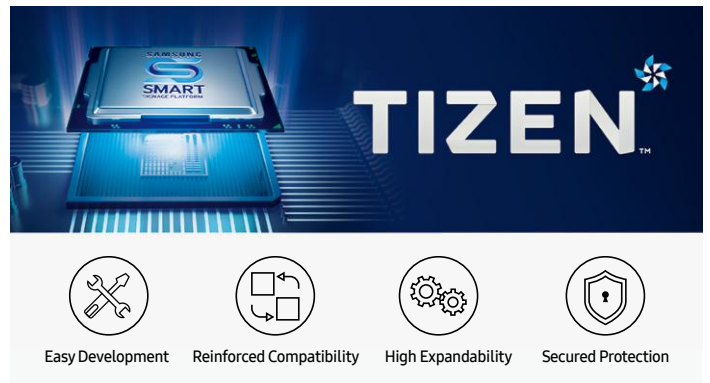
### Deliver sharp images in various lighting conditions

Samsung SHR displays deliver vibrant, realistic images offering an unparalleled visual experience. Featuring brightness levels of up to 700 nit, these displays deliver the clearest, richest images regardless of lighting conditions. SHR Series displays excel in situations with strong light where glare may present an issue.



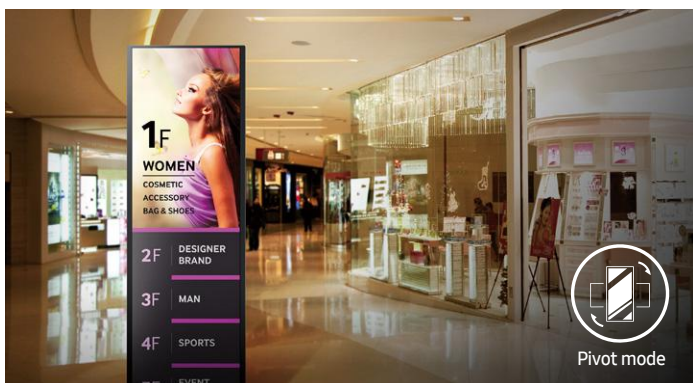
### Maximize viewer engagement in a minimum amount of space

Samsung SHR displays feature a slim profile with a depth of only 44.8 mm which allows you to maximize available space. This enables the display to be installed in areas where space is limited and allows content to blend seamlessly with the environment in a slim, light, design with reduced power consumption for lower operation costs.



### Powerful, all-in-one solution

The Samsung SMART Signage Platform (SSSP) is an open-source, all-in-one solution embedded in Samsung SMART signage that simplifies installation and maintenance. With SSSP, there is no need for any external devices to communicate with the server or play digital media enjoying easy development, reinforced capability with multiple-web formats, and secured protection.



### Customize content from portrait to landscape

Samsung SHR displays offer pivoting capability along with image rotation software that can change image orientation from portrait to landscape for greater display flexibility. Images do not require rotation in image editing software to make them appear correctly in a different orientation as this capability is handled automatically within the display.



### Daisy chain multiple displays

Due to the relative novelty of UHD in commercial display settings, SHR currently offer support for UHD streaming. With UHD resolution content on multiple displays, made possible with daisy chain, users can deliver eye-catching messages in complete clarity for greater impact.

# Specifications

Model			SH37R	
Panel	Diagonal Size	Class	37"	
		Measured	37.0" / 93.98cm	
	Type		60Hz E-LED BLU	
	Resolution		1920x540 (16:4.5)	
	Pixel Pitch(mm)		0.47(H) x 0.47(V)	
	Active Display Area(mm)		904.32 (H) x 254.34 (V)	
	Brightness(Typ.)		700nit	
	Contrast Ratio(Typ.)		4000:1	
	Viewing Angle(H/V)		178-178	
	Response Time(G-to-G)		6.5ms	
	Display Colors		8bit - 16.7M	
	Color Gamut		72%	
	Operation Hour		24/7	
	Haze		28%	
Display	Dynamic C/R		N/A	
	H-Scanning Frequency		33.6 ~ 36.6KHZ	
	V-Scanning Frequency		47 ~ 63HZ	
	Maximum Pixel Frequency		48MHz	
Sound	Speaker Type		N/A	
Connectivity	INPUT	RGB	Display Port 1.2	
		VIDEO	HDMI 2.0 (2)	
		HDCP	HDCP 2.2	
		AUDIO	N/A	
		USB	USB 2.0 x1	
	OUTPUT	RGB	HDMI 2.0 (1)	
		VIDEO	N/A	
		AUDIO	Stereo mini Jack	
		Power Out	N/A	
		EXTERNAL CONTROL	RS232C(in/out), RJ45	
	EXTERNAL SENSOR	IR		
Tuner	N/A			
Power	Type		Internal	
	Power Supply		AC100 - 240 V- (+/-10%), 50/60 Hz	
	Power Consumption	Max[W/h]		70
		Typical[W/h]		52
		BTU(Max)		239
		Sleep mode		less than 0.5W
Off mode			less than 0.5W	
Mechanical Spec	Dimension(mm)	Set	923.3 X 277.6 X 44.8	
		Package	1112 x 363 x 122	
	Weight (kg)	Set		6.3kg
		Package		8.8kg
	VESA Mount		400*200mm	
	Protection Glass		N/A	
	Stand Type		N/A	
Bezel Width (mm)		79 (Side), 9.8 (Top/Bottom)		
Operation	Operating Temperature		0°C~ 40°C	
	Humidity		10~80%	
Feature	Key	Slim & Light LFD with Built-in MagicInfo Player S6, SSSP 6.0 WiFi Module Embedded		
	Special	H/W	Temperature Sensor, Portrait Installation support, Clock Battery(168hrs Clock Keeping)Video Wall Daisy Chain(HDCP2.2:4EA,HDCP1.4:7EA), Shock and Vibration certificated(IEC 61373)	
		S/W	Auto Source Switching & Recovery, LFD Home UI, Button Lock, Hot key option, Plug&Play (Initial Setting)	
	Internal Player (Embedded H/W)	Processor	Cortex A72 1.7GHz Quad-Core CPU	
		On-Chip Cache Memory	L1 Instruction Cache : 48KB, L1 Data Cache : 32KB, L2 Cache : 2MB	
		Clock Speed	1.7GHz	
		Main Memory Interface	2.5GB, 64-bit LPDDR4 (1.5GHz)	
		Graphics	Graphic resolution : 1920x540, Output resolution : 1920x540 - Supports OpenGL ES*	
		Storage (FDM)	8GB (3.88GB Occupied by O/S, 4.12GB Available)	
		Multimedia	Video Decoder - MPEG-1/2/4, H.263, H.264/AVC, UHD H.264/AVC - VC-1, AVS+, HEVC, JPEG, PNG, VP8, VP9 Audio Decoder - AC3 (DD), MPEG	
IO Ports		USB 2.0		
Operating System	Tizen 4.0 (VDLinux)			
Certification	Safety	CB (Europe) : IEC60950-1/EN60950-1, CCC (China) : GB4943.1-2011, PSB (Singapore) : PSB+IEC60950-1, NOM (Mexico) : NOM-001-SCFI-1993, IRAM (Argentina) : IRAM+IEC60950-1, SASO (Saudi Arabia) : SASO+IEC60950-1, BIS(India) : IEC60950-1 / IS13252, NOM(Mexico) : Tuner : NOM-001-SCFI-1993, Tunerless : NOM-019-SCFI-1998, KC(Korea) : K 60950-1, EAC(Russia) : EAC+IEC60950-1, INMETRO(Brazil) : INMETRO+IEC60950-1, BSMI(Taiwan) : BSMI+IEC60950-1, RCM(Australia) : IEC60950-1/AS/NZS 60950-1, UL(USA) : cUL60950-1, CSA (Canada) : cUL, TUV (Germany) : CE, NEMKO (Norway) : CE		
	EMC	FCC (USA) Part 15, Subpart B Class A, CE (Europe) : EN55022:2006+A1:2007, EN55024:1998+A1:2001+A2:2003, VCCI (Japan) : VCCI V-3 /2010.04 Class A, KCC/ EK (Korea) : Tuner : KN13 / KN20, Tunerless : KN22 / KN24, BSMI (Taiwan) : CNS13438 (ITE EMI) Class A / CNS13439 (AV EMI) / CNS14409 (AV EMS) / CNS14972 (Digital), C-Tick (Australia) : AS/NZS CISPR22:2009, CCC(China) : GB9254-2008, GB17625.1-2012, GOST(Russia/CIS) : GOST R 51317 Series, GOST 22505-97 EN55022:2006+A1:2007, EN55024:1998+A1:2001+A2:2003		
	Environment			
Accessories	Included	QSG, Warranty Card, Power Cord, Batteries, Remote Control, External remote control sensor(IR)		
	Optional	Stand	N/A	
		Mount	N/A	
		Specialty	N/A	
Media Player		N/A		

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## SMART Signage

For more information about Samsung SMART Signage SH37R Series Displays, visit [www.samsung.com/business](http://www.samsung.com/business) or [www.samsung.com/displaysolutions](http://www.samsung.com/displaysolutions)

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