

Sales Guide

UD55A

Get your audience's undivided attention!

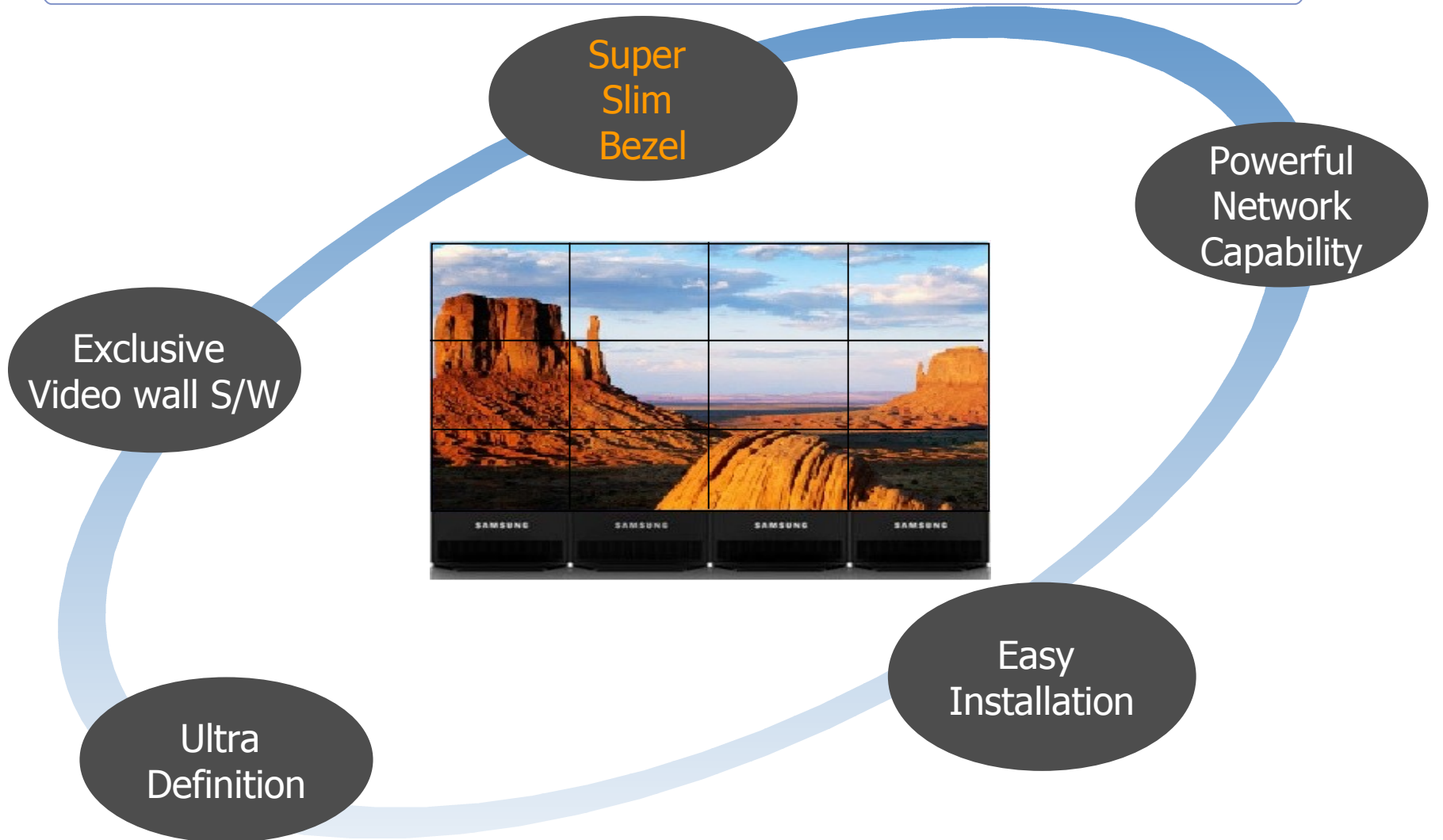
Jun. 2011

-
- I. **Product Outline**
 - II. Target Customer
 - III. Sales Points
 - IV. Product Spec

Product Outline



- **UD55A is Spectacle display designed to deliver the largest image with its **Super-Slim Bezel**.**



• Concept of UD55A Series

- **Ultimate Interactivity and Resolution** for Multi-Display
- Super Slim Bezel for Multi-Display: **5.5mm(bezel to bezel)**
 - **This is the world smallest number in terms of LCD slim bezel display!!**
- Higher Brightness !! : 700 cd/m²
- Higher Reliability with **DID** panel : Longer operating time / Less image retention
- Easy installation and maintenance!!

Front



Back



Multi Display



• Specification Overview



DID Panel

- Diagonal Size : 55 “
- Resolution : 1920 * 1080
- Brightness : 700 cd/ m²
- Contrast Ratio :
- Viewing Angle : 178° / 178°
- Light Source : LED(Direct Type)

Usability, Slim body

- PC inputs: VGA / DVI-D / Display Port
- PC outputs: DVI (up to 100pcs Chains)
- Video inputs: CVBS/HDMI1/HDMI2
- Power Consumption: 250W(TBD)
- Dimension: 1215.3 X 686.1 X 96.0mm

Features

- High Performance SIM Option
- Samsung ID Floor Stand!!
- Easy Wall Mount system
- Magicinfo VideoWall S/W
- RS232C, RJ45 Control Ports

Positioning-Videowall



Heavy Usage : 24/7

Light Usage : 12/7

NEW

UD55A

FHD 5.5mm

700nit D-LED

100 DVI out

NEW

X551UN

FHD 5.5mm

700nit

PN-V601

HD 6.5mm

700nit

460UT(n)-2

HD 6.7mm

700nit

100 DVI out

X462UN

HD 6.7mm

700nit

NEW

47WV30

HD 6.3mm

700nit

NEW

UE55A

FHD 10.4mm

380nit e-LED

460UT(n)-B

HD 6.7mm

450nit

100 DVI out

X461UNV

HD 6.7mm

450nit

NEW

UE46A

FHD 10.4mm

420nit e-LED



-
- I. Product Outline
 - II. **Target Customer**
 - III. Sales Points
 - IV. Product Spec

Who is our Target Customer ?



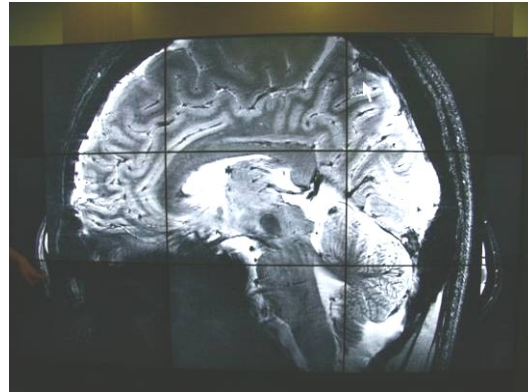
❑ Control Room

Security center, military center, meteorological office, traffic control center, police office



❑ The Medical Sector

Hospital, Neuroscience Research Institute

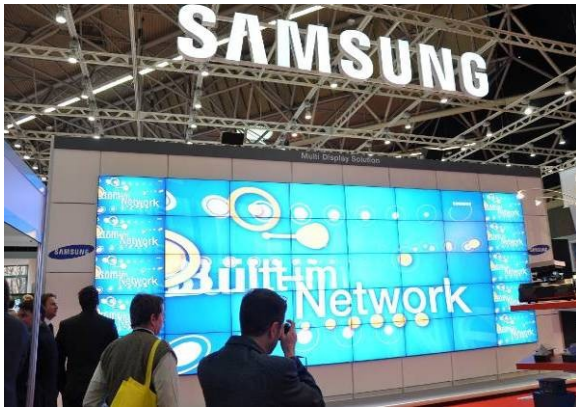


Who is our Target Customer ?



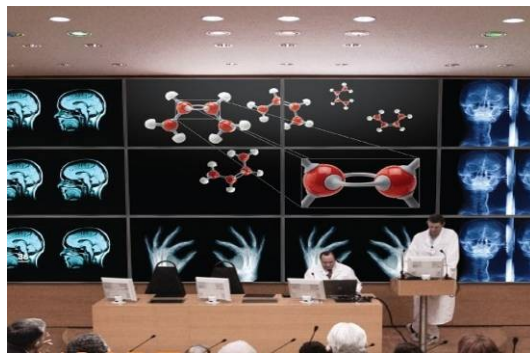
❑ Event Company

- Exhibition (Rental) Company



❑ Conference Room

- Institution, Gallery, Hotel, University, Medical Center Conference Room



Who is our Target Customer ?



- ❑ **Broadcasting station**
TV station



- ❑ **Public Place**
Shopping Mall, Building Lobby



-
- I. Product Outline
 - II. Target Customer
 - III. Sales Points**
 - IV. Product Spec

Sales Point



Super Slim Bezel

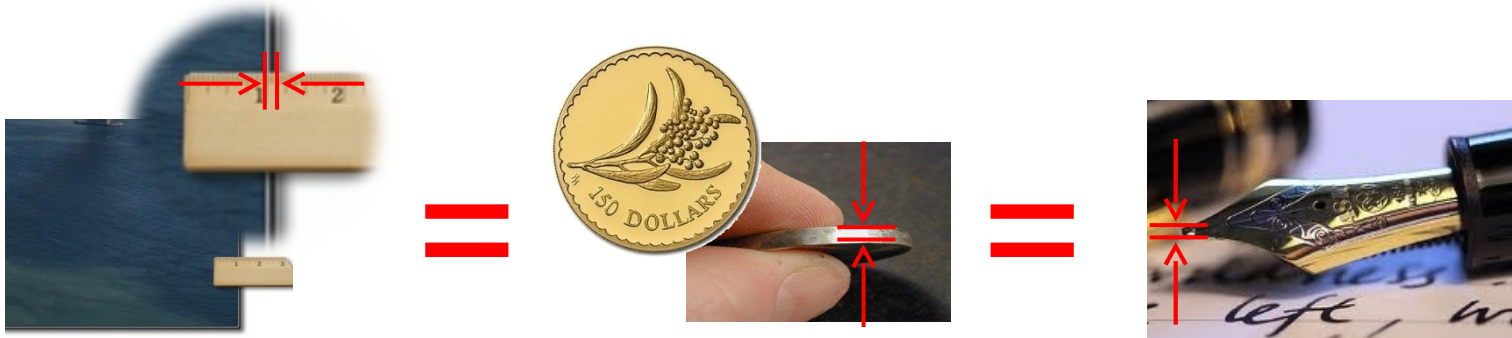
3.7mm



UD55A

	SEC	Company L	Company S
SIZE	55 (FHD)	47 (HD)	60 (HD)
B-to-B	5.5mm	6.3mm	6.5mm

1.8mm



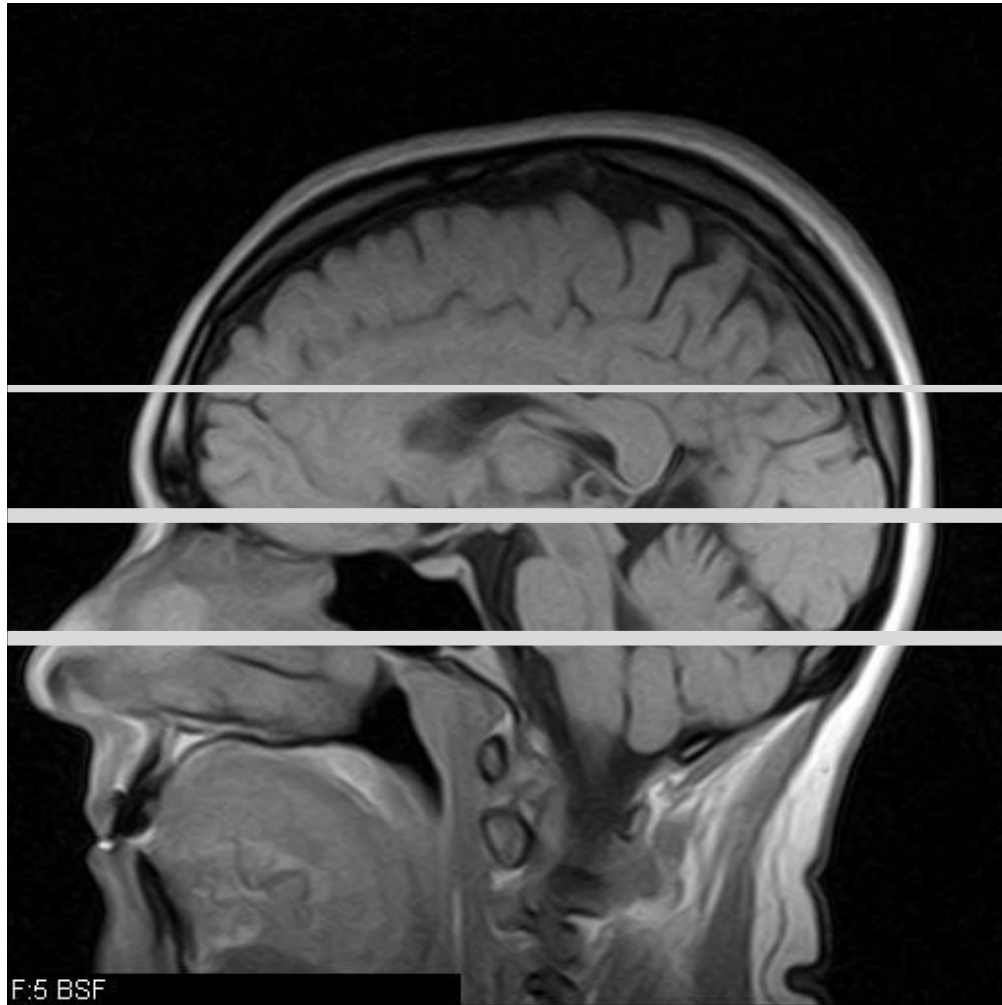
Bezel Width

Sales Point



Super Slim Bezel

- You can SECURE very critical information!!



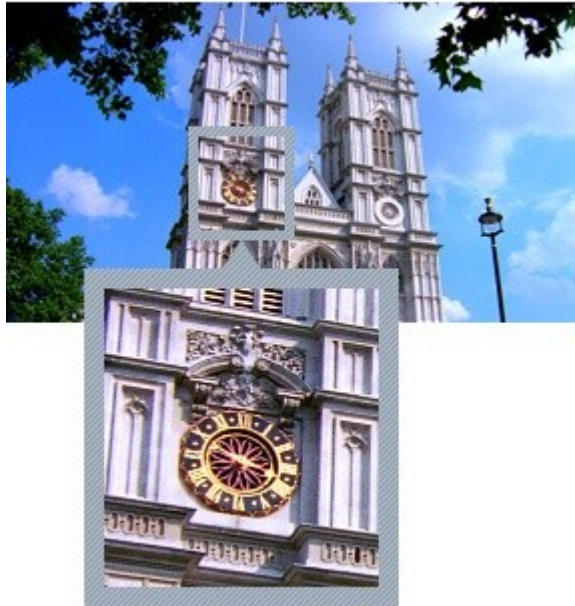
Samsung: 5.5mm

Company L: 6.3mm

Company S: 6.5mm

Full HD Resolution

Full HD Resolution



HD Resolution



	SEC	Company L	Company S
SIZE	55 (FHD)	47 (HD)	60 (HD)
Resolution	1920*1080	1366*768	1366*768
3*3 matrix	5,760x3,240	4,098x2,304	4,098x2,304
4*4 matrix	7,680x4,320	5,464x3,072	5,464x3,072

Total Pixels of 3*3 FHD : 18,662,400 pixels

Total Pixels of 3*3 HD : 9,441,192 pixels

**You See 9,220,608 Pixels More!!
Around 2 Times More**

Sales Point



FHD Vs HD?

- Pixel size

0.63mm



[55" FHD resolution]

0.97mm



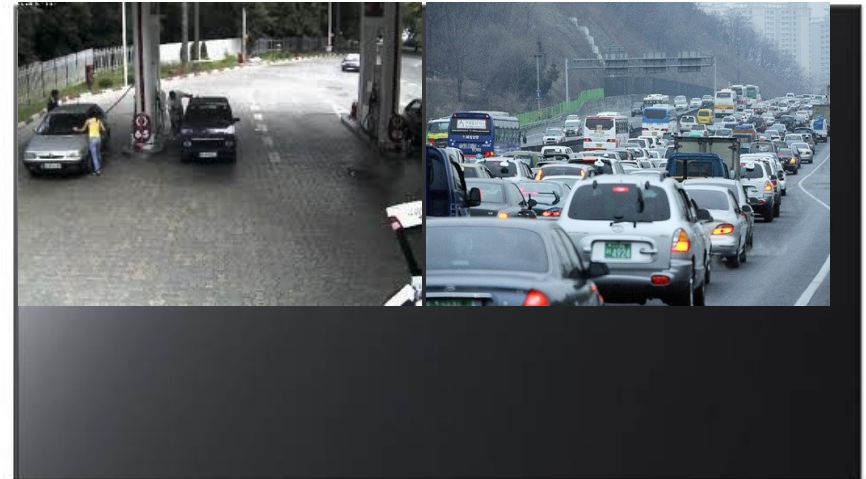
[60" HD resolution]

- CCTV has 640*480 resolution



[55" FHD resolution]

6 images!!



[60" HD resolution]

2 images!!

Sales Point



Power Consumption



55" FHD

[Samsung]

250W

24kg



60" HD

[company S]

Power Consumption

480W

Weight

44kg

Sales Point



Super Size



SAMSUNG



Company L

When 3*3 with 55" : 162"
When 3*3 with 47" : 141"

You See 21" (53.3cm) Bigger Screen!!

Direct-LED Light Source



- ✓ Better Uniformity
- ✓ ECO-Friendly
- ✓ Low Power Consumption
- ✓ High Brightness



[Direct LED]



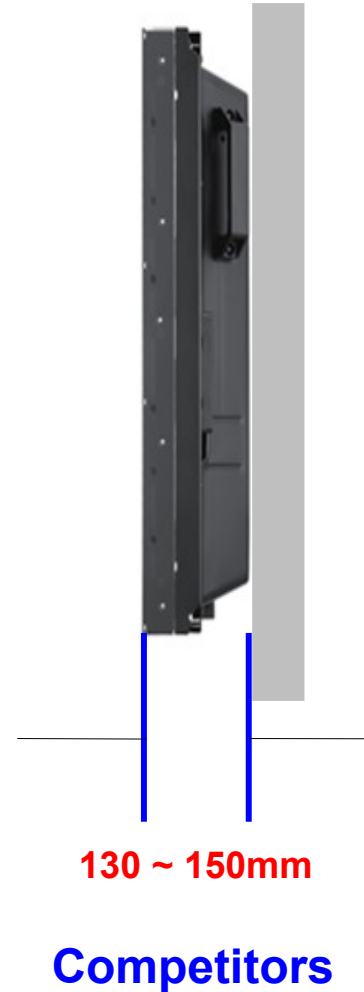
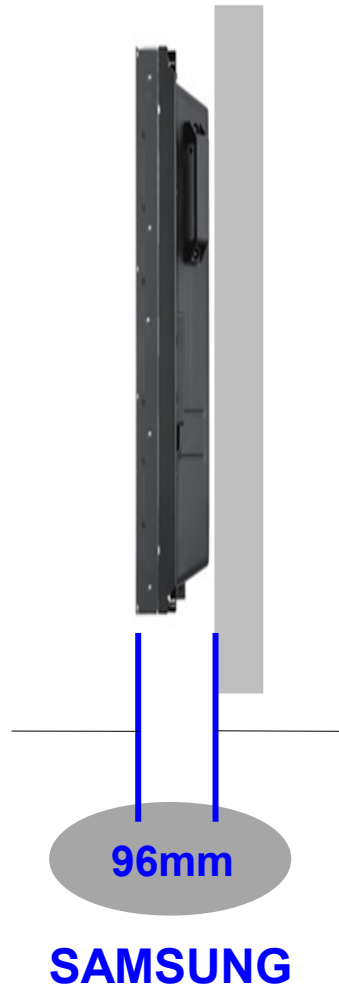
[Conventional CCFL]

Sales Point



Slim Depth

- Depth is also Critical to minimize installation space!!



Company N	128mm
Company S	149mm

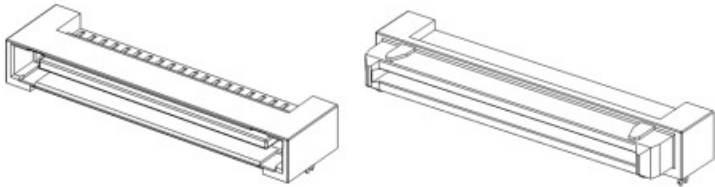
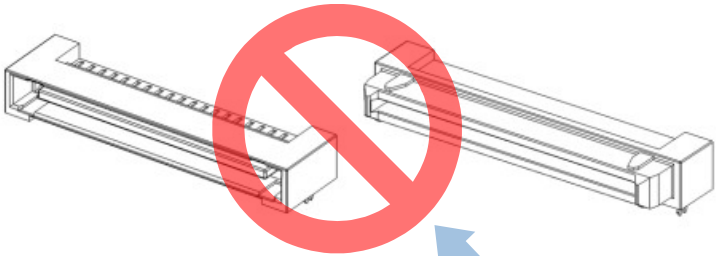
Sales Point

Slide in Options

- **Slim Slot with Powerful Performance!!**

No Risk at Plugging!

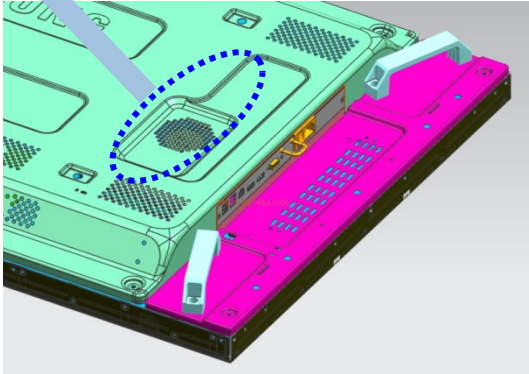
High Risk at Plugging!



No Docking Board

80Pins Docking Board

- 1.8G Quad Core (Boost 2.5G)
- 1.8G Dual Core (Boost 2.4G)
- Reliable, Fast SSD



- 1.6G Dual Core Only
- Consumer grade HDD

SAMSUNG

Competitor

Sales Point

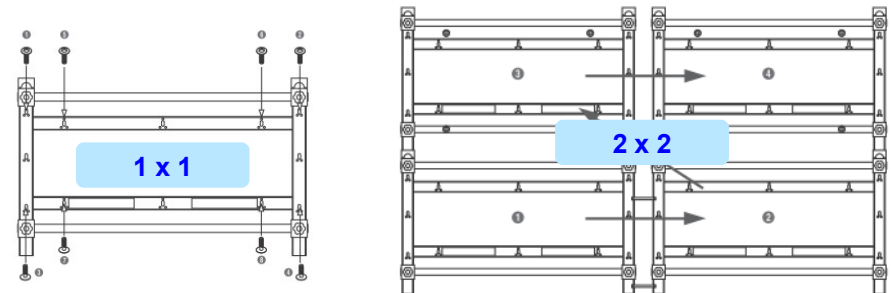
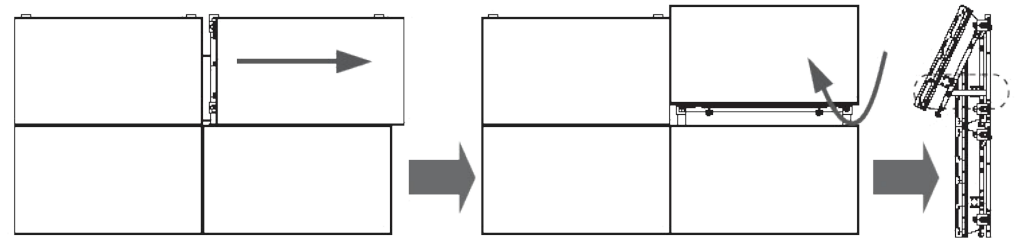


Exclusive Floor stand / Wall Mount Options

- Make Installation Easier with Samsung Options



Matrix ID Floor STAND



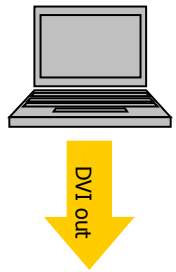
Expandable Wall Mount Bracket

Sales Point



Digital Daisy Chain

- Without Distributors, Over 100pcs Connection!!



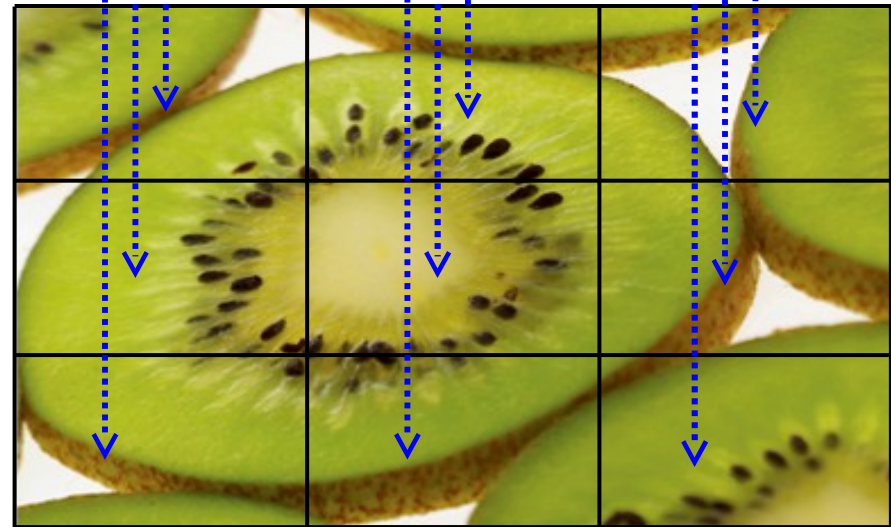
SAMSUNG



With Distributors!!

- Additional Cost

- Complex Connection



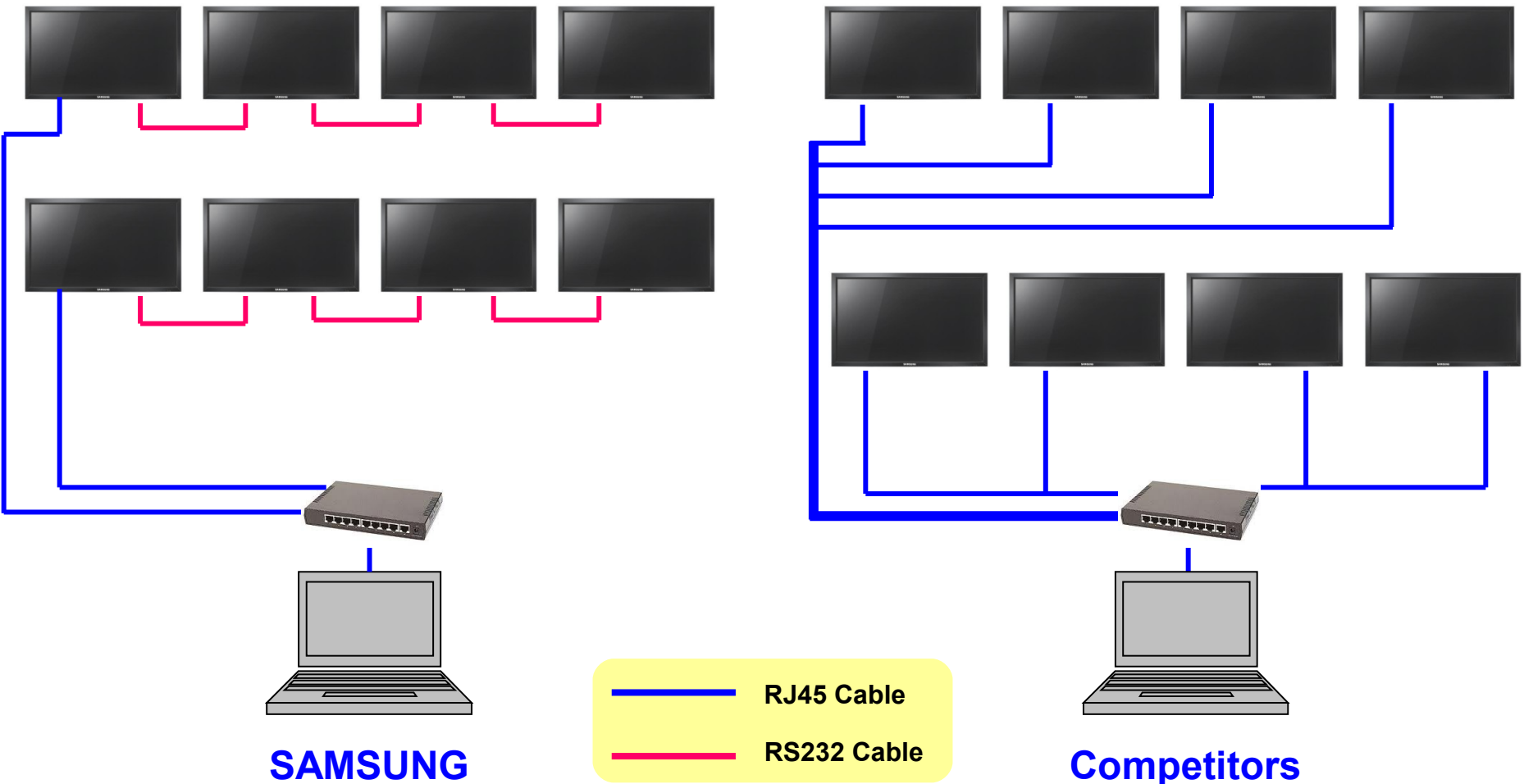
Competitor

Sales Point



RJ45 Remote Management

- Utilize remote management with no special limits
- Even working when Mixing up between RJ45 and RS232

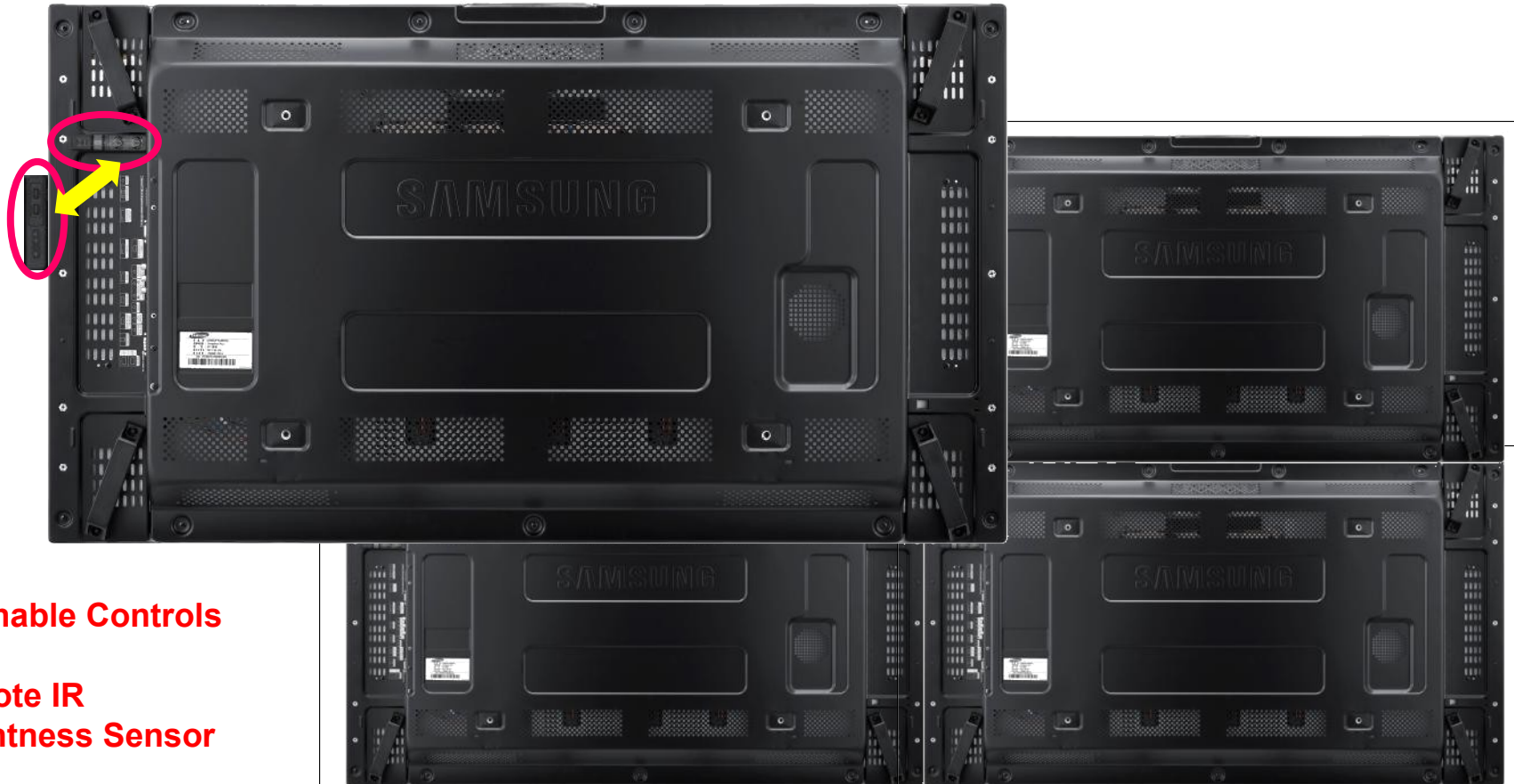


Sales Point



Detachable Control panel

- No Need to Pay for it!, No Need to Wait for It!!



Detachable Controls

- Keys
- Remote IR
- Brightness Sensor

Remote Firmware Update

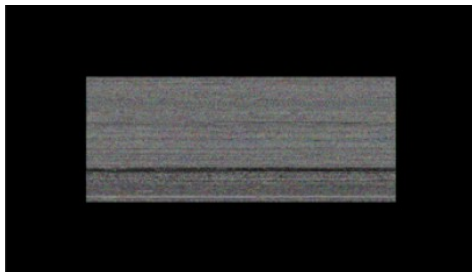
- Just follow Steps to make your Display the latest!



Easy Management

Step 1.

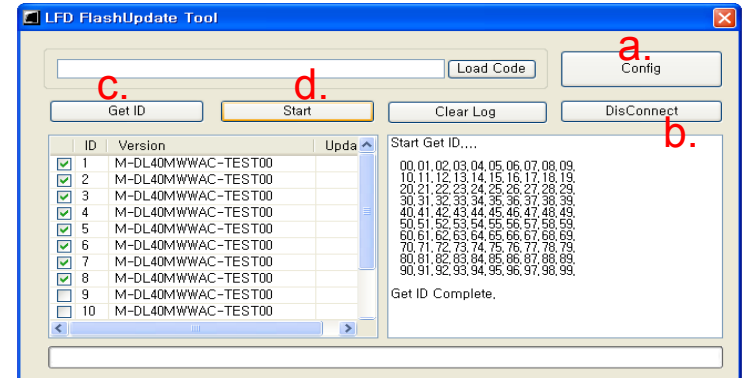
.Display Image via DVI, HDMI, D/P on Target (**VGA DOES NOT support)



[DISPLAY]

Step 2.

.Send “FlashUpdate” via MDC protocol
(**Application provides on demand)



Step 3.

.Wait until finished

**Update can be done via OSD menu



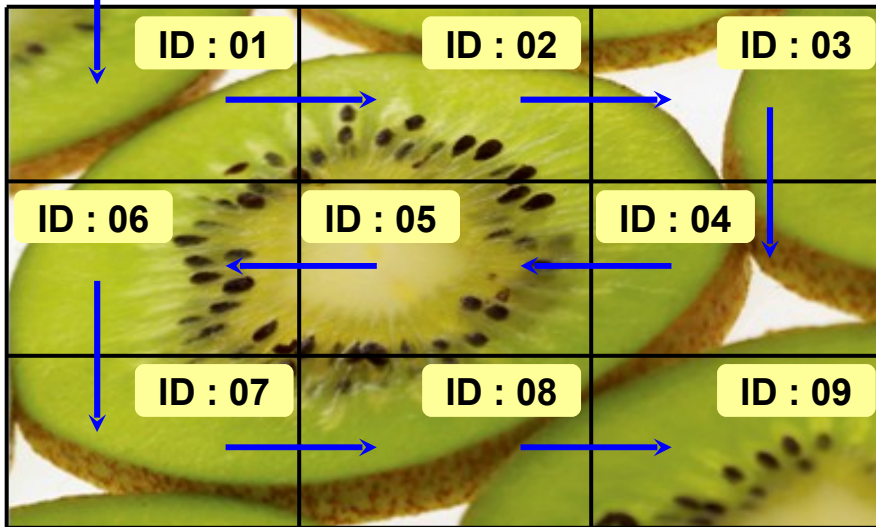
Automatic Product ID Setting

- No Need to waste your valuable time!

✓ Just One Click to set up all Product IDs



RS232



Step 1.

.Connect Displays with RS232 Cables

Step 2.

.Just Click button on MDC S/W

Step 3.

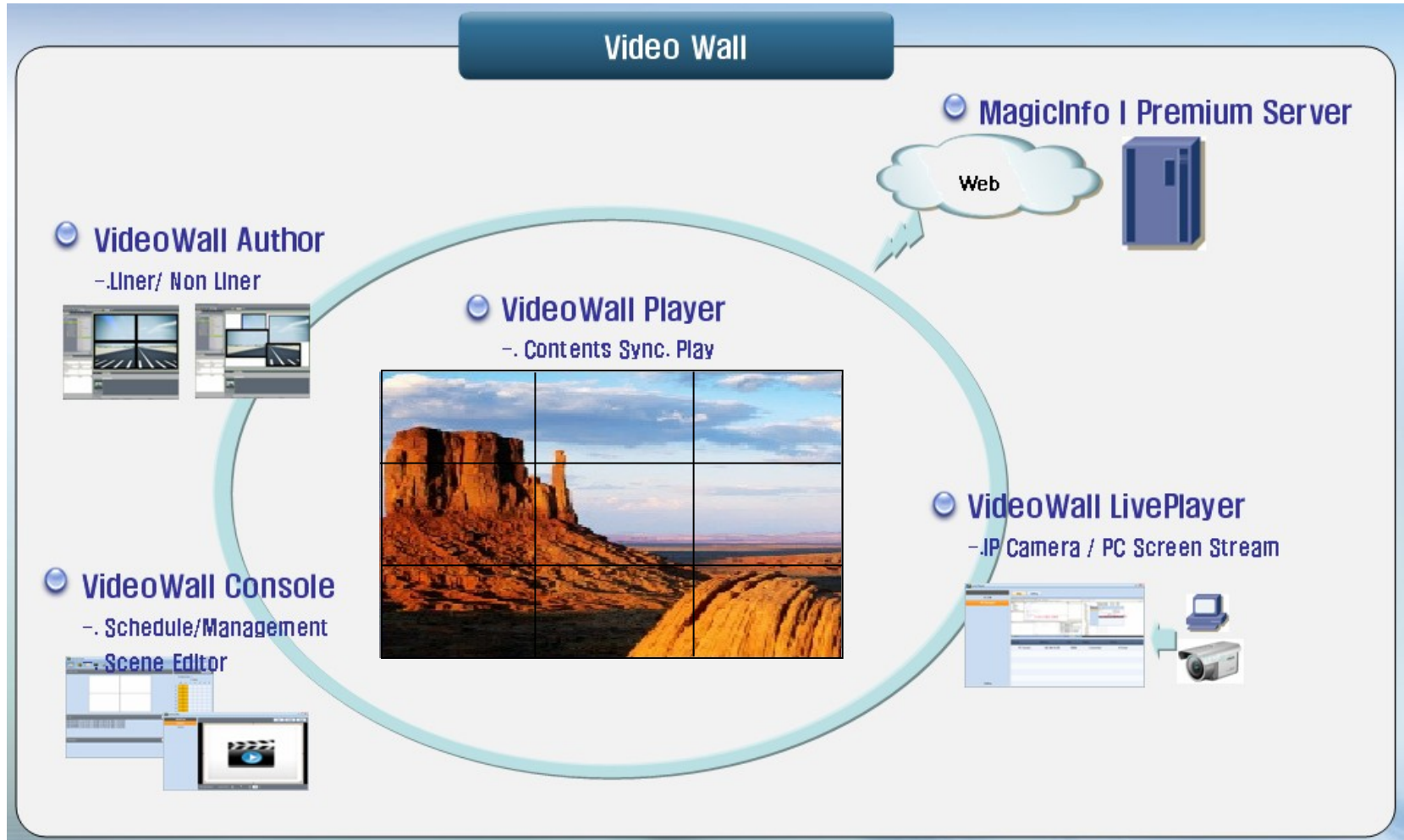
.That's All!!

Sales Point



Video Wall S/W

- Easier way to operate VideoWall

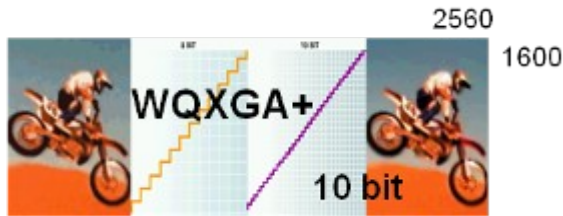


Sales Point

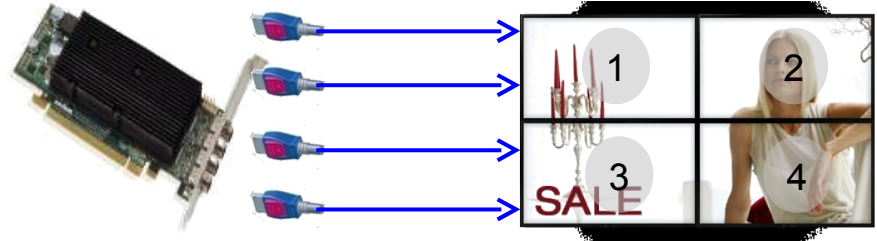


Display Port

- Higher Performance
-Up to WQXGA(10bits)



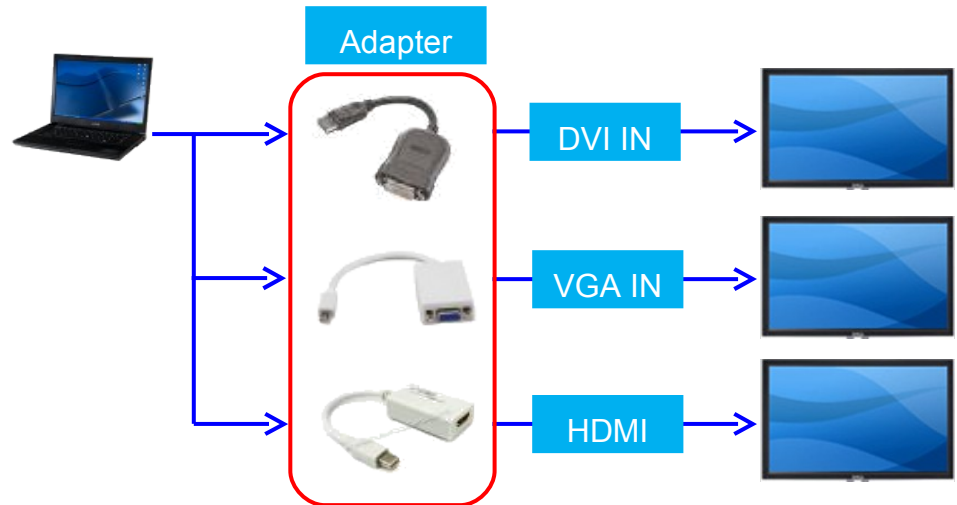
- Multi Outputs by Graphic Card



- Longer Delivery
-Up to 15meters



- Interoperability with DVI, VGA, and HDMI






- Smaller Connector



Sales Point - Summary





Comparison between UD55A and others (different panel)

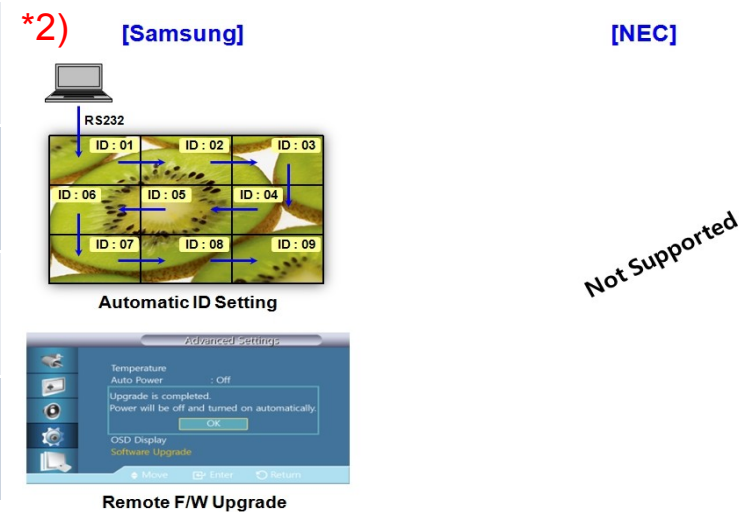
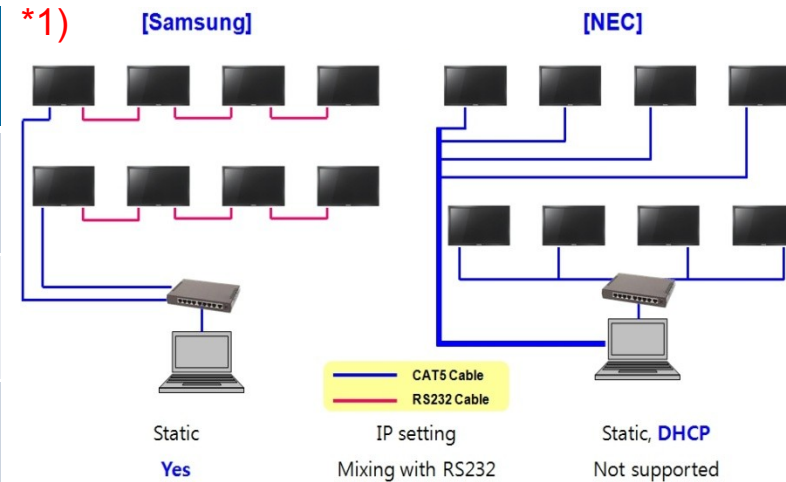
Vendor					
Size	47"		55"		60"
Resolution	HD (720P)	<	Full HD (1080P)	>	HD (720P)
Brightness	700nit	=	700nit	=	700nit
B-to-B width	6.9mm	<	5.5mm	>	6.5mm
BLU type	D-LED	=	D-LED	=	D-LED
Depth	91.1mm	>	96mm	>	149.3mm
Operation	24hrs	=	24hrs	=	24hrs
Ready to Sell	TBD	<	'11. July	<	Running
Digital Loop out function	TBD	<	Up to 100 units	>	Up to 9 units
To make 220~240" Screen	25 units (5 * 5)	<	16 units (4*4)	=	16 units (4*4)
	6,830 * 3,840 <i>(9,441,192 pixels)</i>	<	7,680 * 4,320 <i>(18,66,400 pixels)</i>	>	5,464 * 3,072 <i>(9,441,192 pixels)</i>

Sales Point - Summary



Comparison between UD55A and NEC X551UN (same panel)

Vendor & Model	 UD55A	=	 X551UN
Panel	Samsung LCD (DID)	=	Samsung LCD (DID)
Thickness	96mm	>	128.1mm
DVI Loop-out	100pcs	>	20~25pcs
*1)RJ45 MDC Mixing with RS-232	Available	>	N/A
Installation Kit	Floor Stand Kit, Expandable W/Mount	>	2x2 W/Mount
*2)Remote Management (Auto ID Setting, F/W Update)	Available	>	N/A
External Sensor kit	Included	>	Sold Separately (\$199)



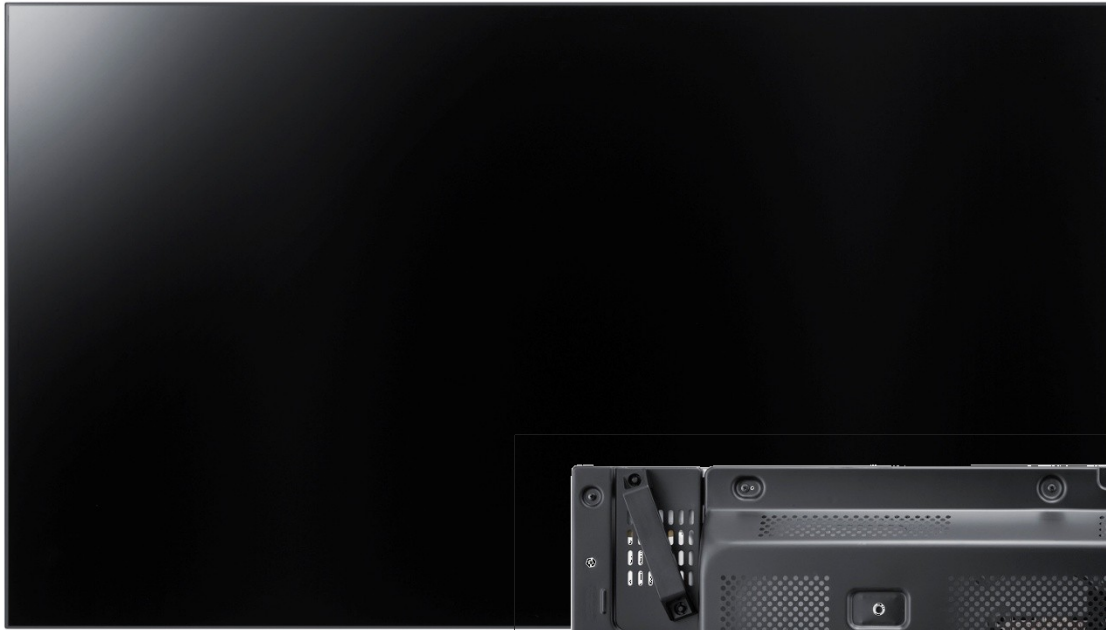
-
- I. Product Outline
 - II. Target Customer
 - III. Sales Points
 - IV. Product Spec**

Product Spec



model		UD55A	
panel	Diagonal Size		55"
	Type		S-PVA(DID)
	Resolution		1920*1080
	Pixel Pitch(mm)		0.63mm(H) * 0.63mm(V)
	Active Display Area(mm)		1209.6 * 680.4mm
	Brightness(Max)		700 cd/m2
	Contrast Ratio		3500:1
	Viewing Angle(H/V)		178/178
	Response Time(G-to-G)		8ms
Connectivity	INPUT	RGB	Analog D-SUB, DVI-D, Display Port
		VIDEO	CVBS, HDMI1 , HDMI2 , Component(D-sub 15pin)
		AUDIO	RCA(L/R) , Stereo mini Jack
	OUTPUT	RGB	DVI-D(Loop-out)
		AUDIO	Stereo mini Jack
Power	Type		Internal
	Power Supply		AC 100 - 240 V~ (+/- 10 %), 50/60 Hz
	Power Consumption	On mode	250W
		Sleep mode	less than 1W
Off mode		less than 1W	
Mechanical Spec	Dimension (mm)	Set	1215.3mm X 686.1mm X 96.0mm
		Package	1355.0 x 310.0 x 820.0mm
	Weight (kg)	Set	24Kg
		Package	33Kg
	VESA Mount		600*400mm
Bezel Width (mm)		3.7mm(U/L), 1.8mm(R/B)	

Product images



Product images



In Box Accessory



Quick Setup Guide



Warranty Card

(Not available in all locations)



User Manual

Cables



Power Cord



D-Sub Cable

Others



Remote Control

(BP59-00138B)



Batteries (AAA X 2)

(Not available in all locations)

Separate Accessories



	Model Code	Note	Components
UD55A	MID-UD55FS/xx	MID Floor Stand set	①+② (8pcs) +③
	MID-462K/xx	Middle bar	③
	MID-UD55MB/xx	Metal side bar	② (2pcs)
	WMN-4655MD/xx	Wall mount bracket	④



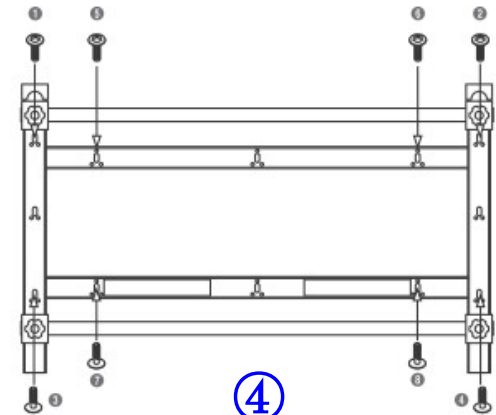
①



②

BRACKET BALLAST Quantity: 8EA	BRKT LINK MIDDLE Quantity: 8EA	BRACKET LINK TOP Quantity: 2EA
Screw M6 x L12 Quantity: 4EA	Screw M6 x L19 Quantity: 5EA	Screw M4 x L19 Quantity: 5EA
HOLDER WIER Quantity: 10EA	Spinner	Hinge
L-Shape Wrench (4mm) Quantity: 1EA	BRKT COVER Quantity: 8EA	

③

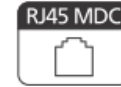
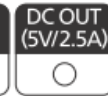


④

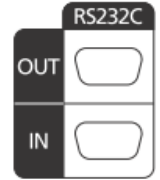
Connectivity

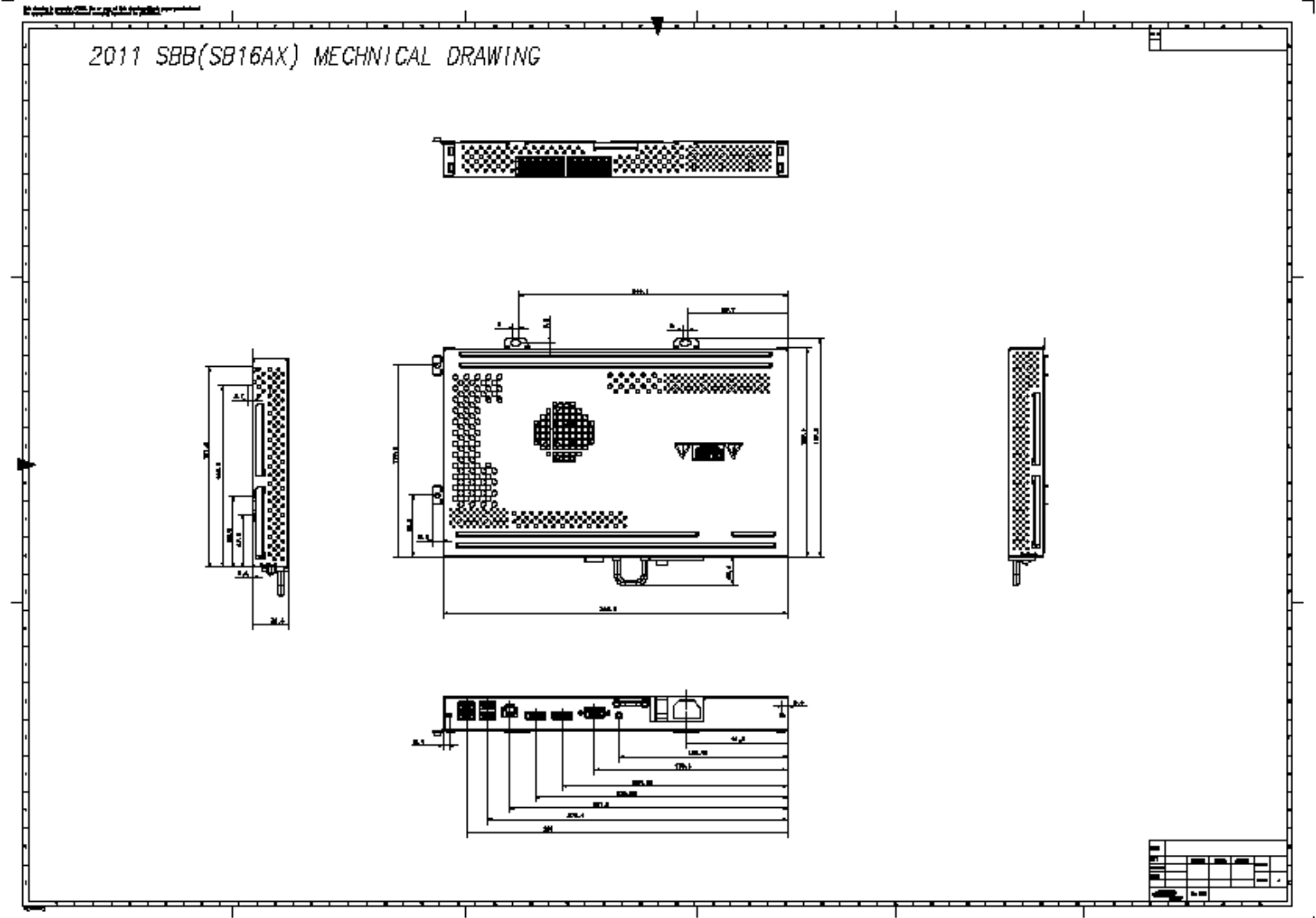


TruSurround XT, SRS and  symbol are trademarks of SRS Labs, Inc.



PS BN64-01464D-00





Thank you



Professional VS Amateur

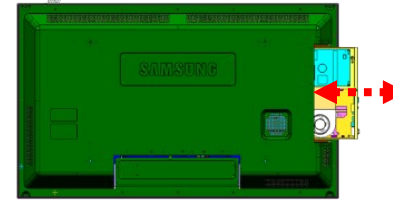
● Powerful connectivity

- Support digital signal, audio & in/output port

		UD55A	SAM550MD
INPUT	RGB(analog)	D-SUB	D-SUB (VGA)
	RGB(digital)	DVI-D, Display port	DVI
	VIDEO(analog)	CVBS, Component	CVBS, RGBHV, Component (YPbPr)
	VIDEO(digital)	HDMI 2EA	NON
	AUDIO	RCA (L/R), Stereo mini Jack	NON
OUTPUT	RGB(digital)	DVI-D	NON
	AUDIO	Stereo mini Jack	NON

● Slim Slot with Powerful Performance

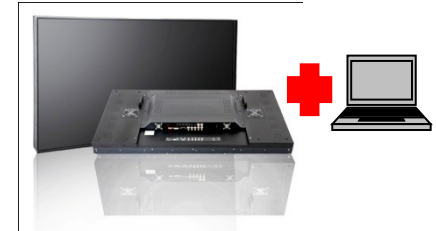
- Enhance high performance with slim type SIM



	Specs
CPU	AMD Dual/Quad
GPU	CPU integrated
FDM/HDD	SSD 16G/32G
Memory	DDR3 2GB
O/S	WES
USB	2/2 EA

UD55A

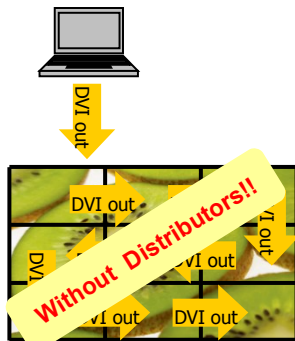
With Additional PC
- Complex Connection
- hard installation



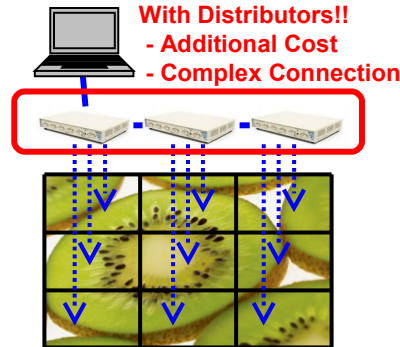
SAM550MD

● Without Distributors, over 100pcs connection!

- Easy installation & maintenance



UD55A

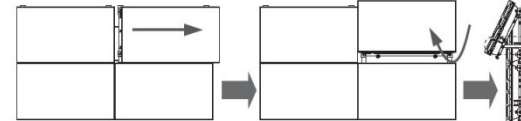


SAM550MD

● Specialized Wall Mount & MID

- Easy Installation and Easy Arrangement

Wall Mount



Nothing
- Additional purchase
- Custom made

MID



UD55A



SAM550MD