

## About Samsung

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

## For more information

For more information about Samsung Interactive Display, SMART LED Signage, SMART Signage, and Business Monitor, visit [www.samsung.com/business](http://www.samsung.com/business) or [www.samsung.com/displaysolutions](http://www.samsung.com/displaysolutions)

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Samsung Electronics Co., Ltd.  
416, Maetan 3-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-772, Korea  
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[www.samsung.com](http://www.samsung.com)

**SAMSUNG**



# Samsung Retail Display Solutions

Reinventing the shopping experience through state-of-the-art technology

SMART Signage | LED Signage | MagicINFO Solution

**SAMSUNG**



# Improving the Modern Shopping Experience

The shopping experience has evolved through the years, becoming mostly online transactions as opposed to in-store shopping. Although buying online is convenient, the instant satisfaction of purchasing something in the store is missing, as well as the face-to-face interactions with store associates. To make the most of this customer experience, Samsung has created digital signage to further the buying experience by engaging customers visually and providing additional information to the customer. This new technology will enhance the customer’s satisfaction during their in-store shopping journey, bringing the customers back to the store for future shopping.

## SMART Attraction

A store’s external signage must be inviting, distinctive and interesting for shoppers to engage in a shopping experience at their store. Stores are assured of unique digital signage by utilizing Samsung’s displays customization features. Digital signage also sets the tone of the store, allowing customers to understand the type of store they are entering before walking in.

## SMART Promotion

Retailers are continually trying to find ways to provide customers with information while they are in-store as well as offering them promotions they can use while shopping. Samsung’s outdoor or semi-outdoor display and QLED signage have the ability to deliver a wide-range of information to customers during a shopping experience.

## SMART Information

Delivering product information to customers, increasing their knowledge of products and services while shopping, is something retailers struggle with often. Samsung’s digital signage is a perfect way to increase shoppers’ knowledge of products and provide helpful reviews to use during the buying process. Digital signage also helps shoppers navigate easily throughout the shopping mall.

## SMART Management

Creating and updating content across an entire network or a single display are tasks that retail owners oversee. Samsung’s Magi-cINFO Solution is a hardware content management platform that gives users the ability to connect to their signage at all times, regardless of their location. Users can also monitor displays remotely and adjust security settings based on the company’s policy.

SMART Attraction



SMART Promotion



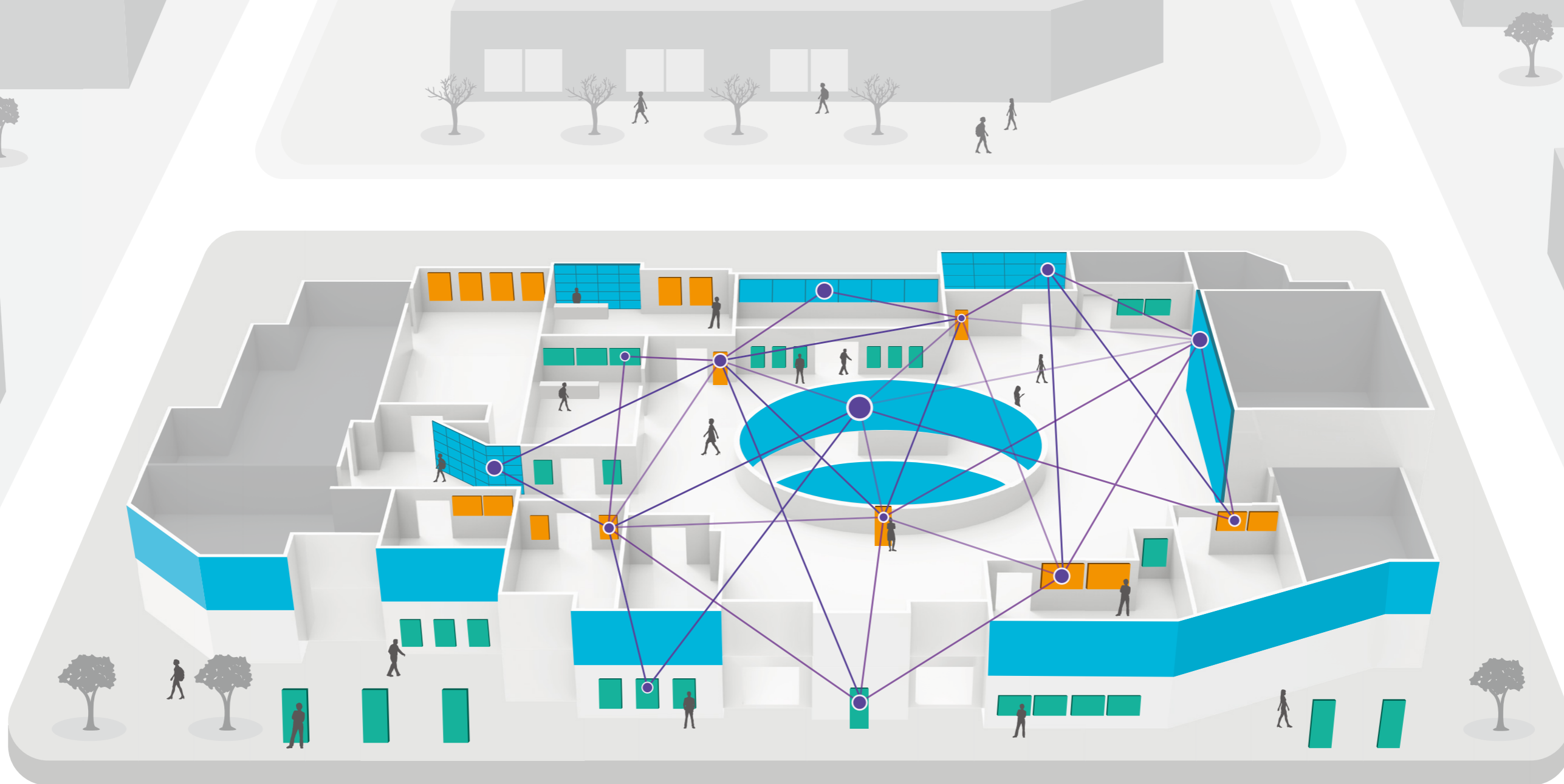
SMART Information



SMART Management



Consumer Satisfaction



# What samsung offers

Samsung used their expertise to create a way for businesses to display their content in an easy to use, state-of-the-art manner. Looking at lifestyle displays, Samsung identified four ways for identifying these needs with their SMART technology. Recognizing that consumers want to be visually stimulated as well as educated during a shopping experience, Samsung created SMART Attraction, SMART Promotion and SMART Information displays. To meet business's needs, Samsung created or SMART Management technology that allows a user to connect to a display at all times.

## SMART Attraction



Outdoor LED Signage



Indoor LED Signage



Video Wall Display

## SMART Promotion



QLED Signage



Outdoor Signage



Semi-Outdoor Signage

## SMART Information



Interactive Display



UHD Signage



FHD Signage

## SMART Management



MagicINFO Solution



## SMART Attraction

Automatically captivating a shopper's attention with unforgettable messaging

## Outdoor LED signage



### Superior image quality regardless of conditions

Samsung's XPE series LED signage delivers excellent image quality that captures audience eyes even in challenging environments. Through two-step in-depth calibration, enhanced image processing and an industry-best contrast ratio, the displays deliver accurate and consistent color quality content with a high rate. The XPE series also is equipped to deter light interference, and produce bright images regardless of conditions.



High Refresh Rate



High Brightness



Superior Contrast



Two-step Calibration



### High reliability with proactive expert support

Each XPE series signage undergoes rigorous environmental testing to ensure uninterrupted performance. C3 Contamination and Ionograph testing deters circuit contamination. Complementary Climate and Humidity and Salt Fog Chamber exposure additionally ensures performance in variable weather conditions and wet and corrosive elements. Samsung makes the easy outdoor signage experience, providing round-the-clock service.



IP65



Corrosion Proof



Deformation Proof



End-to-end Project Management

## Indoor LED signage



### Showcase brilliant true-to-life imagery

Through in-depth color management, Samsung's IF series has the ability to preserve constant gradation of images, ensuring pictures are true-to-life. The display uses technology that is nearly twice as high as the standard LED, showcasing brand information and advertisement brilliantly. The IF series contains dynamic peaking technology that elevates images while removing interference from natural lighting.



HDR



Dynamic Peaking



Color Management



Fine-tune Uniformity



### A clean, hassle-free installation

A hook-based design allows IF Series to be mount screens in a single, smooth motion. This seamless installation eliminates gaps while keeping all front and rear components visible and accessible for quick-turn maintenance. The IF Series' compact, durable design also can withstand damage from natural events as strong as a Level 4 earthquake, while also meeting Americans with Disabilities Act (ADA) protrusion regulations.



Direct Mount Kit



Catwalk Space free



Advanced Design



Earthquake Durability

## Video wall display



### Deeper visual impact with thin bezel

Samsung created the extreme narrow bezel video wall to be a robust display that is impactful but not intrusive. The wall has a 1.7mm bezel-to-bezel width that yields a seamless picture across multiple screens, and is configured to the user's needs without being bulky. Samsung's video wall is a non-glare display that distributes light through the screen, while preserving the vivid pictures and original information.



Narrow Bezel



Non Glare



Enhanced Uniformity



High Contrast Ratio

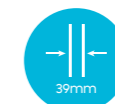


### Securely stabilized in any configuration

Building a visually appealing video wall that is customizable allows users freedom to design a distinctive display that is exclusive to them. The video wall attaches to a surface with wall mounts sized to dimensions of the video and hidden with no distractions. An easy to understand installation guide elevates steps during installation. User-friendly design and wall mounts allow for more precision video wall that performs.



Fine adjustment



Slim depth



Easy Installation



24/7



## SMART Promotion

Delivering exciting content consumers will remember

## QLED signage



### Showcase one billion colors with optimal precision

Samsung's QHH series achieves perfect color volume with high reliability in any indoor environment, yielding a more realistic display experience. HDR picture refinement is used, delivering static and motion content without compromising the images. Utilizing HDR10 technology, businesses are assured their content meets the ultra-HDR guidelines and exceeds industry standards.



QLED



100% Color Volume



UHD



HDR10

### Increased immersion, long durations

Samsung's QHH series display will bring a chic look to any modern space with its frameless design allowing viewers to stay focused on content. This display is a perfect fit for indoor settings due to the unique operational demands requiring continuous content delivery with maximum performance while maintaining color integrity. These maintenance-free displays provide performance and quality at all times.



Tizen 3.0



No Burn in

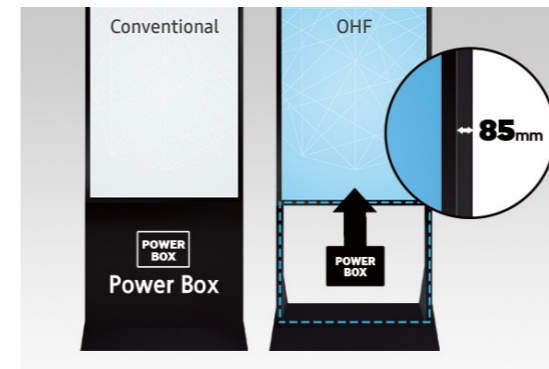


Frameless Design



No Gap Wall mount

## Outdoor signage



### All-in-one outdoor solution

Samsung's OHF series outdoor signage delivers an all-inclusive engagement solution that is completely equipped for virtually any outdoor environment. Along with the added convenience of an embedded power box, the OHF series displays ensure durability, flexibility and 24/7 performance even in extreme temperatures. Additionally, the OHF displays leverage a filter-less self-cooling system for easy maintenance and reduced TCO.



All in One Design



Power box embedded



Cooling System



24/7 Operation

### Captivating visibility & superior durability

The OHF displays feature innovative IK10-certified\* Magic Protection Glass, TÜV-certified image quality and an Auto Brightness sensor to optimize message delivery. When combined, these features produce high 2,500nit brightness and a 5,000:1 contrast ratio that amplify any type of content.

\*The IK European strength test rating uses a 0-10 scale (where 10 indicates the highest possible protection) to measure the degree of resistance against external impact)



High Brightness



Auto Brightness Sensor

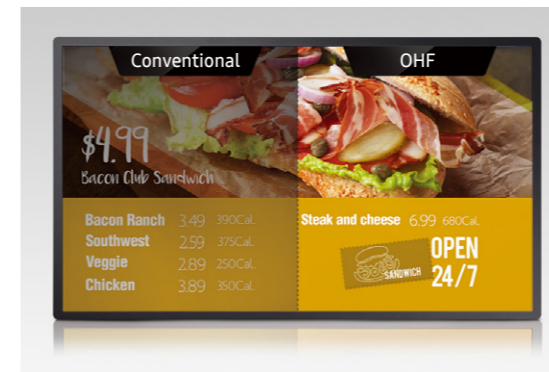


Superior Durability



Magic Protection Glass

## Semi-outdoor signage



### Brilliant presentation in any environment

Samsung's OMD series allows retailers to provide attractive and brilliant information to customers with superior visibility and high brightness in 2,500nit and 5,000:1 contrast ratio. Equipped with a high-TNI panel, the OMD displays prevent blackening of the screen from sunlight exposure, and include circular polarizing technology that eliminates display blindness caused by polarized sunglasses.



High Brightness



High Contrast Ratio



Polarized Sunglasses



Anti Blackening

### Advanced usability with operational efficiency

Samsung's OMD outdoor displays cut operating costs with energy-efficient technology even with high brightness, using an Auto Brightness sensor and customizable brightness range. Also, the OMD series provides multiple connectivity options including Wi-Fi connectivity to support easier management.



Energy Efficient Technology



Auto Brightness Sensor



Superior Durability



Built-in Wifi



## SMART Information

Customized, detailed content delivered clear and effectively

## UHD signage : QMN / QBN series



### Intelligent picture quality

When a retailer is promoting sales, clear and concise information is vital. Samsung's UHD standalone displays leverage Intelligent Picture Quality technology to elevate content delivery in any setting. This refined presentation transforms content from any source to UHD-level quality, and optimizes on-screen text and imagery with fine details. With non-glare panels, the QMN and QMH series deliver optimized images with crisp edges and fine detail.



Intelligent UHD



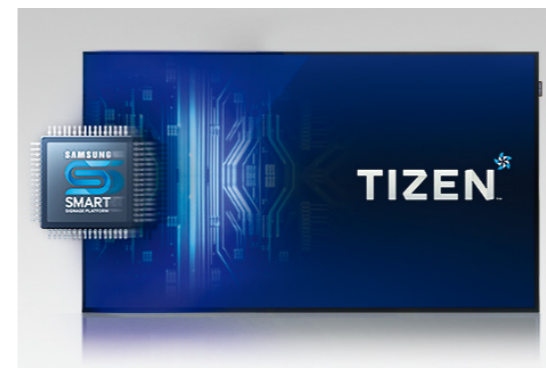
Intelligent HDR+



Intelligent Picture Mode



Anti Glare



### Streamlined operational efficiency

The embedded MagicINFO Player, backed by the powerful TIZEN operating system, boosts the displays overall performance, allows for painless content management and seamless content transition. Built to be reliable and long lasting, Samsung's QMN and QMH displays perform with continuous information enabling retailers to be assured that promotional messages will be delivered 24/7 and in real-time.



Tizen



Powerful Performance



Seamless Playback



24/7

## Interactive display : PMF-BC series



### Comfortable, multi-point capacitive touch communication

Through capacitive touch technology and a user-friendly design, Samsung's PMF-BC displays foster a comfortable, easy-to-navigate digital writing experience. The interactive displays can accommodate 10 unique touch points\* while maintaining the smooth, familiar feel of analog board or pen-and-paper writing.

\*The number of available touch points varies depending on configuration. Connected external PCs provide the PMF-BC display with 10 touch points, while the integrated operating system supports two additional touch points.



Seamless Touch



Multi Touch



Fast Response time



Intuitive UI



### High reliability & convenient management

Samsung's PMF-BC displays are resilient and require little maintenance, yet are dependable and deliver content effortlessly, allowing airport to inform travelers of terminal maps. This display withstood extensive testing to validate its durability against dust, dirt, vandalism and other factors. Airport staffs are able to control the display, no matter their location, using infrared receivers, for continuous content.



Dust Resistant



Sunlight Resistant

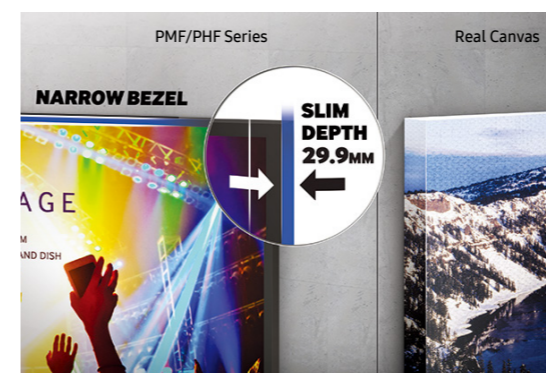


High Reliability



Central IR

## FHD signage : PHF / PMH series



### Clear content delivery with slim design

Samsung's TIZEN-powered FHD standalone displays achieve peak performance all while maintaining a stylish and captivating design. The PHF and PMH series leverage elevated brightness and refined image sharpness to ensure a consistently clear presentation even in settings with variable lighting. Uninterrupted, reliable content delivery is always assured regardless of surrounding conditions.



FHD



Slim Depth



Tizen



Embedded Solution



### Powerful performance and simple usability

Samsung's PHF and PMH series are IP5X certified, signifying their dust-resistant design and ability to withstand a range of environmental conditions. Equipped with a non-glare frontal panel, the PHF and PMH series discover heightened image visibility and information readability under light. Additionally, the standalone displays' integrated centralized infrared receiver (IR) ensures easier and more flexible user control.



IP5X



Anti Glare



Centralized Management



Central IR



MagicINFO  
Author



MagicINFO  
Server



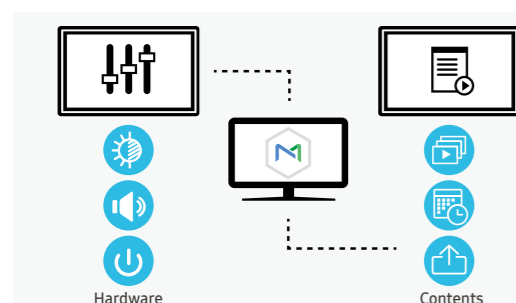
MagicINFO  
Player

## SMART Management

Consolidated management of content and devices

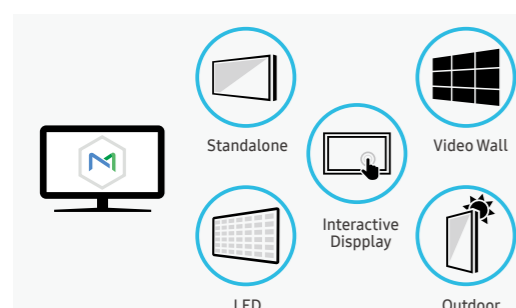
### MagicINFO solution

Three-step content & device management solution



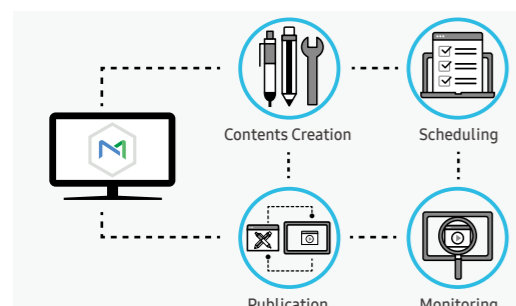
#### Single-point management

Samsung's MagicINFO is the industry leading platform to offer seamless remote hardware and software management, allowing teams to make changes to schedules and device settings, no matter the location or time of day. Regardless of the operational network, the MagicINFO solution is compatible with several display types, browsers and devices, ensuring the delivery of compelling, high-quality content regardless of the operational framework.



#### Versatile device compatibility

Samsung's MagicINFO solution controls and manages all types of displays such as indoor, outdoor signages and LED display. With its innovative technology, users are assured their content is managed with a state-of-the-art hardware solution.



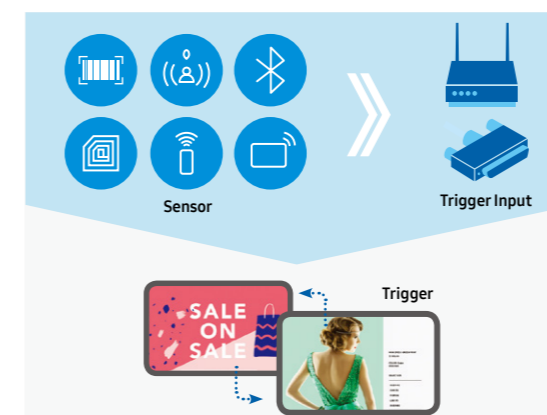
#### All-in-one message optimization

MagicINFO's technology allows businesses in any environment to conveniently create, schedule and deploy content across an entire digital signage network. Furthermore, MagicINFO lets users to remotely monitor and troubleshoot single displays or an entire network for device control.



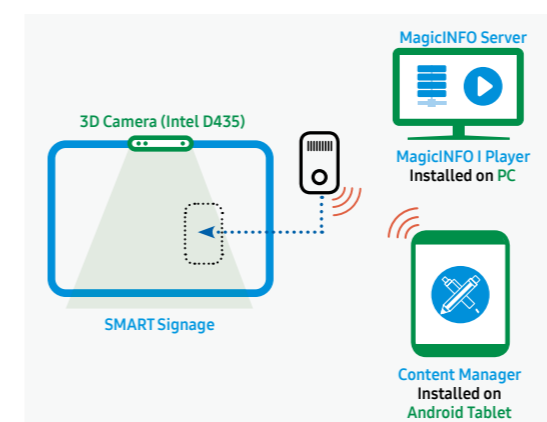
### Enhanced interactivity and extended engagement

Event trigger & spot solution



#### Tailored content delivery

Samsung's MagicINFO encourages audience interface with sensors that trigger customer centric content based on behaviors. This Event Trigger feature is compatible with IR, NFC, Barcode and RFID indicators and allows managers to program content that appears after a customer action, ranging from a personalized welcome message to sales or promotional content connected to a certain product or service. Through real-time engagement, MagicINFO helps businesses boost purchase intent and build stronger connections with new and recurring audiences.



#### Respond to consumers' motions in 3D

Samsung's MagicINFO platform features Spot solution technology that offers real-time messaging that meets customers' needs. A 3D camera captures customers' motions and activities in order to place relevant content to customers in a visible location. This is done via a content manager app and MagicINFO I Player. This Spot solution intellect enables businesses to better create and deliver messages that will inspire customer activity.

Specification

LED signage

	Project	Pixel Pitch	Diode Type	Brightness (※ Dynamic Peaking applied)	Contrast Ratio	Certification	Cabinet Size	Weight	Service	IP Rating
Indoor	IFJ	P1.2	Surface Mount Device	1200 nit	4,000:1	EMC Class B, Safety 60950-1	806.4x453.6x76.7mm (LxHxD, per cabinet)	11.8kg/cabinet	Front Service and Part Rear Service	IP20
	IFH	P1.5, 2.0, 2.5	Surface Mount Device	1600 nit (P1.5) 2400 nit (P2.0, 2.5)	5,000:1	EMC Class A, Safety 60950-1	480x540x65mm (LxHxD, per cabinet)	5.8kg/cabinet	Front Service and/or Rear Service	IP20
	IFH-D	P2.5, 4.0, 6.0	Surface Mount Device	2400 nit (P2.5) 1700 nit (P4.0) 1800 nit (P6.0)	5,000:1	EMC Class A, Safety 60950-1	480x720x65mm (LxHxD, per cabinet)	7.4kg/cabinet	Front Service and/or Rear Service	IP20
Outdoor	XPE	P6, P8, P10	Surface Mount Device (P6, P8, P10)	7500 nit	8500:1 (P6) 10000:1 (P8, P10)	EMC Class A, Safety 60950-1	203x203mm (LxH, per module) (P6) 264x297mm (LxH, per module) (P8) 330x165mm (LxH, per module) (P10)	0.54kg/module (P6) 1kg/module (P8) 0.69kg/module (P10)	Front Service and/or Rear Service	Silicone sealed (Module IP67, Cabinet IP65) (P6, P8) Silicone sealed (IP65) (P10)
	XAF	P6, P8, P10, P16	Surface Mount Device (P6, P8, P10) DIP type (P16)	6300 nit (P6, P8) 6750 nit (P10) 7700 nit (P16)	3000:1	EMC Class A, Safety 60950-1	960x960x142mm (LxHxD, per cabinet) (P6, P8, P10) 960x960x154mm (LxHxD, per cabinet) (P16)	56kg/cabinet (P6, P8) 56kg/cabinet (P10) 55kg/cabinet (P16)	Rear Service	IP65/45

Outdoor signage

	Project	Screen Size	Resolution	Brightness	Contrast Ratio	Operation Hour	Certification	Connectivity	S/W
Outdoor	OHF	46"	1920 x 1080	3000nit	5000:1	24/7	IP56 Certified	2 HDMI, HDBaseT(LAN Common), HDCP 2.2, USB 2.0, Stereo Mini Jack(out), RS232C (In/Out), RJ45 (In/Out), HDBaseT	Built-in MagicInfo Player S4, SSSP 4.0
		55"	1920 x 1080	2500nit	4000:1	24/7	IP56 Certified	2 HDMI, HDBaseT(LAN Common), HDCP 2.2, USB 2.0, Stereo Mini Jack(out), RS232C (In/Out), RJ45 (In/Out), HDBaseT	Built-in MagicInfo Player S4, SSSP 4.0
		75"	1920 x 1080	2500nit	5000:1	24/7	IP56 Certified	2 HDMI, HDBaseT(LAN Common), HDCP 2.2, USB 2.0, Stereo Mini Jack(out), RS232C (In), RJ45 (In), HDBaseT	Built-in MagicInfo Player S4, SSSP 4.0
		85"	3840x2160	2500nit	3000:1	24/7	IP56 Certified	2 DP1.2 @UHD 60Hz, 2 HDMI 1.4 @UHD 30Hz, HDBaseT, HDCP1.4, USB 2.0, Stereo Mini Jack(out), RS232C (In), RJ45 (In), HDBaseT	-
Semi Outdoor	OMH	32"	1920 x 1080	1000nit	3000:1	16/7	-	1 DP, 2 HDMI, HDCP1.4, USB 2.0, Stereo Mini Jack(out), RS232C (In/Out), RJ45 (In/Out), HDBaseT	Built-in MagicInfo Player S4, SSSP 4.0
	OMD-W	46", 55", 75"	1920 x 1080	2500nit	5000:1	24/7	-	Analog D-SUB, DVI-D, Display Port 1.2, 2 HDMI, Component(CVBS Common), HDCP1.4, USB 2.0, Stereo Mini Jack, RS232C (In/Out), RJ45	Built-in MagicInfo Player S2, SSSP 2.0

Video wall display

Project	Screen Size	B-to-B(mm)	Bezel Width	Resolution	Brightness	Haze	Operation Hour	Connectivity
UHF-E, UMF-E	55"	1.7mm	1.15 mm(U/L), 0.55 mm(R/B)	1920 x 1080	700 nit(UHF-E), 500 nit(UMF-E)	25%	24/7	Analog D-SUB, DVI-D, Display Port 1.2, 2 HDMI, Stereo mini Jack(In/out), DP1.2(Loop-out), RS232C(In/out), RJ45, Detachable type external sensor (IR, Ambient)
UDE-A, UDE-B	46", 55"	3.5mm	2.3 mm(U/L), 1.2 mm(R/B)	1920 x 1080	700 nit(UDE-A), 500 nit(UDE-B)	25%	24/7	Analog D-SUB, DVI-D, Display Port 1.2, 2 HDMI, Stereo mini Jack(In/out), DP1.2(Loop-out), RS232C(In/out), RJ45, Detachable type external sensor (IR, Ambient)
UHF5	46"	5.5mm	3.4 mm(U/L), 2.0 mm(R/B)	1920 x 1080	700nit	11%	24/7	DVI-D, Display Port 1.2, 2 HDMI, Stereo mini Jack(In/out), DP1.2(Loop-out), RS232C(In/out), RJ45, Detachable type external sensor (IR)

Interactive display

Project	Screen Size	Resolution	Brightness	Touch Type	Touch	Connectivity	Operating System	S/W	Remark
PMF-BC	32" 43" 55"	FHD	300 nit (32") 350 nit (43") 400 nit (55")	Capacitive touch	10 touch	In : DVI-I(1), DP1.2(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : DP1.2(1), RS232C	Tizen 3.0	Built-in MagicInfo S4, SSSP 4.0	Center IR, Glare-Free Visual Quality, IP5x certification

QLED signage

Project	Screen Size	Resolution	Brightness	Haze	Operation Hour	Connectivity	Operating System	S/W	IP5x Certification
QHH	55", 65"	3840 x 2160	Landscape:600nit (peak 1,500nit), Portrait: 500nit (peak 1,000nit)	Glare	16/7	In : DVI-D(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : RS232C	Tizen 3.0	Built-in MagicInfo S5, SSSP 5.0	X

Standalone signage

	Project	Screen Size	Resolution	Brightness	Haze	Operation Hour	Connectivity	Operating System	S/W	IP5x Certification
UHD	QMN	43", 49", 55", 65", 75"	3840 x 2160	500 nit	Non-Glare	24/7	In : DVI-D(1), DP1.2(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : HDMI 2.0(1), RS232C	Tizen 4.0	Built-in MagicInfo S6, SSSP 6.0	O
	QBN	43", 49", 55", 65", 75"	3840 x 2160	350 nit	Glare	16/7	In : DVI-D(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : RS232C	Tizen 4.0	Built-in MagicInfo S6, SSSP 6.0	O
	QMH	49", 55", 65"	3840 x 2160	500 nit	Non-Glare	24/7	In : DVI-D(1), DP1.2(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : HDMI 2.0(1), RS232C	Tizen 3.0	Built-in MagicInfo S5, SSSP 5.0	O
	QMF	75", 85", 98"	3840 x 2160	500 nit	Non-Glare	24/7	In : DVI-I(1), DP1.2(2), HDMI 1.4(4), USB 2.0(1), RS232C, RJ45 Out : RS232C	Non-SoC	-	X
	QBH	65", 75"	3840 x 2160	300 nit	Glare	16/7	In : DVI-D(1), DP1.2(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : RS232C	Tizen 3.0	Built-in MagicInfo S5, SSSP 5.0	X
FHD	PHF	43", 49", 55"	1920 x 1080	700 nit	Non-Glare	24/7	In : DVI-I(1), DP1.2(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : DP1.2(1), RS232C	Tizen 2.4	Built-in MagicInfo S4, SSSP 4.0	O
	PMF	32"	1920 x 1080	400 nit	Glare	16/7	In : DVI-I(1), DP1.2(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : DP1.2(1), RS232C	Tizen 2.4	Built-in MagicInfo S4, SSSP 4.0	X
	PMH	43", 49", 55"	1920 x 1080	500 nit	Non-Glare	24/7	In : DVI-I(1), DP1.2(1), HDMI 2.0(2), USB 2.0(2), RS232C, RJ45 Out : DP1.2(1), RS232C	Tizen 2.4	Built-in MagicInfo S4, SSSP 4.0	O
	DBE	32" , 55"	1920 x 1080	350 nit	Glare	16/7	In : DVI-D(1), HDMI 1.4(1), D-Sub(1), CVBS(1), USB 2.0(1), RS232C, RJ45 Out : HDMI 2.0(1), RS232C	Orsay	Built-in MagicInfo S3, SSSP 3.0	X
	DBJ	43", 49"	1920 x 1080	300 nit	Glare	16/7	In : DVI-D(1), HDMI 1.4(2), USB 2.0(1), RS232C, RJ45 Out : HDMI 2.0(1), RS232C	Tizen 3.0	Built-in MagicInfo S5, SSSP 5.0	X
	DCE	32" , 55"	1920 x 1080	350 nit	Glare	16/7	In : DVI-I(1), HDMI 1.4(1), CVBS(1), USB 2.0(1), RS232C, RJ45 Out :	Simple SoC	Built-in MagicInfo Lite	X
	DCJ	43", 49"	1920 x 1080	300 nit	Glare	16/7	In : DVI-I(1), HDMI 1.4(1), CVBS(1), USB 2.0(1), RS232C, RJ45 Out :	Simple SoC	Built-in MagicInfo Lite	X

MagicINFO solution

	Number of displays connecting to MagicINFO Server			
	<200	<2000	<5000	>5000
OS	Windows Server® 2008 / 2012 / 2016			
CPU	Intel Xeon E3-1200 or better	Intel Xeon E5-2400 or better	Intel Xeon E5-2600 or better	Intel Xeon E5-4600 or better
RAM	4 GB or more	8 GB or more	16 GB or more	32 GB or more
HDD	At least 100 GB for basic setup (operating system and server application) *Heavily dependent on the amount of content data to be stored on the server			
Network Bandwidth	64 kbps or better			
Number of Servers	1	2	3	3 or more; dependent on scenario