

# Samsung MDC Series Displays

Cost-effective, yet advanced LFDs in a convenient, lightweight design



## Highlights

- Decrease digital signage expenditures with advanced, sleek LED BLU large format displays (LFDs)
- Choose from a broad selection of display applications with the built-in Samsung Smart Signage Platform (SSSP)
- Gain content management flexibility from the practical design of a detachable PC module, on which Samsung MagicInfo® Premium i Player can be installed
- Customize content orientation more easily with the Auto Image Rotation feature
- Access a wide range of digital content with advanced connectivity

## Present distinctive messaging and lower costs with streamlined LFD displays

Mainstream and market segment business managers want to provide distinctive messaging to viewers with high-quality digital signage. Businesses also need ways to reduce startup and operating costs, including the expense and effort of buying additional PC modules.

Samsung MD Series LFDs offer enhanced, vibrant content display in a slim, lightweight design. The slender design and built-in SSSP enable economical installation and operation to reduce costs. In addition, MD Series (MDC) advanced connectivity options support a more engaging customer viewing experience.

## Reduce digital signage expenses with attention-catching LED LFDs

MD Series (MDC) displays deliver crisp, attractive visual messaging to customers in retail shops, food and beverage outlets and other leisure-oriented locations.

LED BLU (backlight unit) technology offers superior picture quality, broad color definition, realistic color and rich black hues. LED BLU technology also contributes to a slim, and lightweight design with reduced power consumption for lower operating costs. MDC Series displays are also Energy Star 5.0 compliant.



Figure 1. MDC Series displays offer attractive visual

# Convenient features help optimize time, costs and space

## Expand the range of display applications with the built-in SSSP

MD Series (MDC) displays feature the built-in SSSP that eliminates the need to purchase a separate PC or media player.

### Samsung Smart Signage Platform

SSSP eliminates the need to purchase, install or use an external PC or media player. These cost-saving, standalone models include embedded MagicInfo® Premium S Player and MagicInfo® Lite software for easier content control. Users can save content and templates in internal memory to generate customized messaging. A remote control device enables content creation, playback and scheduling capabilities with just a few clicks. The enhanced content control capability supports a more engaging viewer experience.

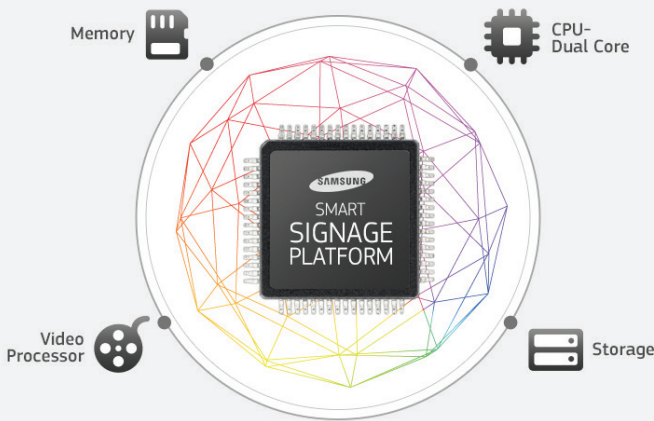


Figure 2. An integrated solution to provide a new digital signage experience

## MagicInfo® Lite and MagicInfo® Premium S Player

MagicInfo Lite software includes a straightforward GUI, which can be deployed to create high-quality video display content. The software supports:

- Automatic content play from USB or internal 6 GB memory
- Smart and local scheduling
- Centralized control through a Multiple Display Control (MDC) feature and the MagicInfo Lite server
- Ethernet connectivity through an RS-232C connection for remote control capabilities

The ability to efficiently schedule, play and update content with Samsung MagicInfo Lite software conserves company resources and lowers operational expenses. The Local Schedule Manager provides a direct way to select storage, time period and content options that control how and when the content is displayed. Selecting and scheduling automatic content play is designed for ease of use, enabling employees to produce effective, polished display results more readily.

The embedded MagicInfo Premium S Player enables content managers to create, schedule and play standalone content. With this application, users can perform basic network management tasks.



Figure 3. Create, display and manage. All with simple, effortless steps

# Clear images and highly legible text regardless of the surrounding light

## Increase flexibility with a detachable PC module and robust management software

MD Series (MDC) displays support a detachable Setback Box-C (SBB-C) PC module, in which MagicInfo® Premium i Player can be installed. MagicInfo Premium i Player works with MagicInfo Server over a network to provide full user control of network devices and support for advanced content play.

Featured at the high end of the MagicInfo media player family, the MagicInfo Premium i Player offers full content support. This support includes Really Simple Syndication (RSS) content, multiple content types, special effects, touch overlay support and integration with database information.

## Tailor content orientation more easily with Auto Image Rotation

Auto Image Rotation enables images to be rotated from landscape to portrait mode to customize the content display. For convenience, two resolution options are available when rotating an image: original resolution and auto full-sizing resolution.



Figure 4. Portrait to landscape image rotation enhances usability with no loss of resolution.

## Broaden the range of digital content choices with enhanced connectivity

MD Series (MDC) displays offer access to a wide range of digital content with advanced connectivity options to create a more engaging user experience. PCs and other compatible devices can be connected to the displays to show content targeted to particular audiences. The displays can be simultaneously controlled with Ethernet RS-232C and a remote control. A built-in LAN card enables users to access the network without the need for other devices or additional infrastructure.

### Features and benefits

	Benefits
LED BLU technology	Lowers operating temperatures for increased durability
SSSP	Eliminates the need to purchase a separate PC or media player
Detachable PC module and the MagicInfo® Premium i Player	Provides full user management and control of network devices and supports varied content
Auto Image Rotation	Enables content customization from portrait to landscape mode
Enhanced connectivity	Supports a more engaging user experience

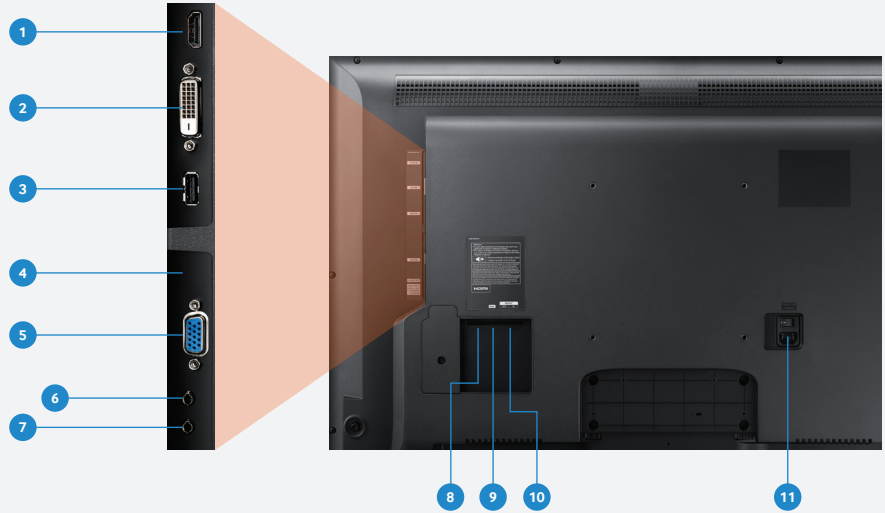
# Samsung MDC Series displays

## MDC

32" / 40" / 46" / 55"



### Connectors (North America/Korea)

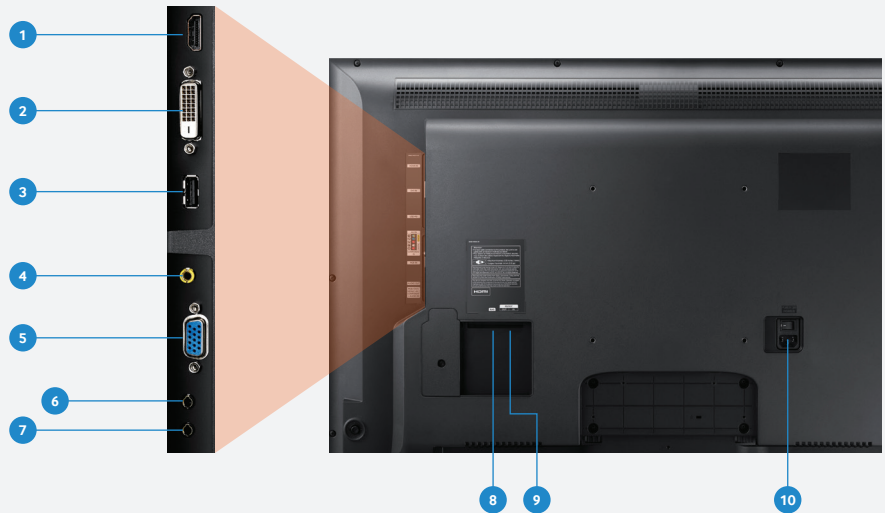


- 1. HDMI IN
- 2. DVI IN
- 3. USB
- 4. AV IN / COMPONENT IN
- 5. RGB IN

- 6. AUDIO OUT
- 7. RGB / DVI / HDMI / AV / COMPONENT / AUDIO IN
- 8. ANT IN

- 9. RJ45
- 10. RS232C (OUT / IN)
- 11. POWER

### Connectors (Global)



- 1. HDMI IN
- 2. DVI IN
- 3. USB
- 4. AV IN / COMPONENT IN
- 5. RGB IN

- 6. AUDIO OUT
- 7. RGB / DVI / HDMI / AV / COMPONENT / AUDIO IN
- 8. RJ45

- 9. RS232C (OUT / IN)
- 10. POWER

# Samsung MDC Series displays

## Specifications

		MD32C	MD40C	MD46C	MD55C	
Panel	Diagonal size	32 in.	40 in.	46 in.	55 in.	
	Type	60 Hz LED BLU			120 Hz LED BLU	
	Resolution	1,920 x 1,080 (16:9)				
	Pixel pitch (mm/in.)	0.121 x 0.363 (0.004 x 0.014)	0.153 x 0.461 (0.006 x 0.018)	0.176 x 0.530 (0.006 x 0.02)	0.210 x 0.630 (0.008 x 0.024)	
	Active display area (mm/in.)	698.4 x 392.8 (27.4 x 15.4)	885.6 x 498.1 (34.8 x 19.6)	1,018.08 x 572.6 (40.08 x 22.54)	1,209.6 x 680.4 (47.6 x 26.7)	
	Brightness	350 nit				
	Contrast ratio	5,000:1				
	Viewing angle (H/V)	178:178				
	Response time (G-to-G)	8 ms				
	Display colors	16.7 M				
	Color gamut	72%				
	Display	Dynamic C/R	10,000:1 (AV Mode)			
		H-Scanning frequency	30 – 81 kHz			
V-Scanning frequency		48 – 75 Hz				
Maximum pixel frequency		148.5 MHz				
Sound	Speake type	Built-in Speaker (10 W + 10 W)				
Connectivity	Input	RGB	Analog D-SUB, DVI-D			
		Video	HDMI, Component (CVBS Common)			
		Audio	Stereo mini jack			
	Output	RGB	N/A			
		VIDEO	N/A			
		AUDIO	Stereo mini Jack			
		Power Out	N/A			
	External control	RS232C(in/out) thru stereo jack, RJ45				
	External sensor	N/A				
	Power	Type	Internal			
Power supply		AC 100 - 240 V~ (+/- 10 %), 50/60 Hz				
Power consumption		Max (W/h)	77	110	121	165
		Typical (W/h)	47	58	65	86
		BTU (Max)	262.57	375.1	412.61	562.65
		Sleep mode	less than 0.5 W			
		Off mode	less than 0.5 W			



# Samsung MDC displays

## Specifications

		MD32C	MD40C	MD46C	MD55C	
Dimension (mm/in.)	Set	736 x 436.0 x 93.5 (28.9 x 17.1 x 3.6)	925.4 x 542.6 x 93.5 (36.4 x 21.3 x 3.6)	1,057.8 x 617.0 x 94.5 (41.4 x 24.2 x 3.7)	1248.7 x 724.2 x 94.5 (49.1 x 28.5 x 3.7)	
	Package	833 x 518 x 162 (32.7 x 20.3 x 6.3)	1,055 x 616 x 165 (41.5 x 24.2 x 6.4)	1,217 x 728 x 172 (47.9 x 28.6 x 6.7)	1,381 x 838 x 170 (54.3 x 32.9 x 6.6)	
Weight (kg/lb)	Set	6.4 (14.1)	9.8 (21.6)	12.6 (27.7)	18.5 (40.7)	
	Package	8.1 (17.8)	12 (26.4)	16.6 (36.5)	23.8 (52.4)	
Mechanical specs	VESA mount (mm/in.)	200 x 200 (7.8 x 7.8)		400 x 400 (15.7 x 15.7)		
	Protection glass	N/A				
Stand type	Foot stand (Optional)					
Media player option type	Embedded, SBB-C (No Mechanical Structure)		Embedded, SBB-C (attached)			
Bezel width (mm/in.)	16.3 (0.64) (Top, Side) 21.9 (0.86) (Bottom)		17.4 (0.68) (Top, Side) 22.0 (0.86) (Bottom)		17.5 (0.68) (Top, Side) 22.2 (0.87) (Bottom)	
Operation	Operating temperature	0°C ~ 40°C				
	Humidity	10% ~ 80%				
Special	Magic Clone(to USB), Auto Source Switching & Recovery, Lamp Error Detection, Super Clear Coating, Temperature Sensor, RS232C/RJ45 MDC, Plug and Play (DDC2B), PIP/PBP, Video Wall (10 x 10), Pivot Display, Image Rotation, Button Lock, Smart Scheduling, Smart F/W update, Clock Battery (80 hrs Clock Keeping), Built in Speaker Built In MagicInfo (Lite, Premium-S, Videowall-S)					
Key	Slim & Light LFD with Built-in MagicInfo Lite					
Feature	Processor	Cortex®-A9 1GHz Dual Core CPU				
	On-chip cache memory	L1 (I/D) : 32 KB / 32 KB L2 (Unified) : 512 KB				
	Clock speed	1 GHz CPU Dual				
	Main memory interface	1 GB Dual 32-bit DDR3-667 (1,333 MHz)				
	Internal player (Embedded H/W)	Graphics	2D & 3D Graphics Engine - Up to 1,920 x 1,080. 32 bpp - Supports OpenGL ES®			
		Storage (FDM)	4 GB (1.2 GB occupied by O/S, 2.8 GB available)			
	Multimedia	Video Decoder - MPEG-1/2, H.264/AVC (Dual) - VC-1, JPEG, PNG Audio DSP (Decoder) - AC3 (DD), MPEG, DTS and etc.				
	IO ports	USB 2.0				
	Operating system	Linux®				

# Samsung MDC displays

## Specifications

		MD32C	MD40C	MD46C	MD55C	
Certification	Safety		CUL (USA+Canada) : UL60950 TUV (Germany) : EN60950 CB (Europe) : IEC60950/EN60950 EK (Korea) : K60950 CCC (China) : GB8898 PSB (Singapore) : IEC60950 GOST (Russia) : IEC60950, EN55022 SIQ (Slovenia) : IEC60950, EN55022 PCBC (Poland) : IEC60950, EN55022 NOM (Mexico) : NOM-001-SCFI-1993 IRAM (Argentina) : IRAM SASO (Saudi Arabia) : IEC60950			
	EMC		FCC (USA) : FCC Part 15, Subpart B class A CE (Europe) : EN55022, EN55024 VCCI (Japan) : V-3 (CISPR22) KCC (Korea) : KN22, KN24 BSMI (Taiwan) : CNS13438 (CISPR22) C-Tick (Australia) : AS/NZS3548 (CISPR22) CCC(China) : GB 9254-2008, GB 17625.1-2003			
	Environment		ENERGY STAR® 5.0 (USA)			
Accessories	Optional		STN-L32D		STN-L4055AD	
	Mount		WMN4070SD WMN250MD		WMN4270SD WMN250MD	
	Specialty		CML400D (Ceiling Mount)		CML450D (Ceiling Mount)	
	Included	Quick setup guide, warranty card, application CD, D-sub cable, power cord, remote controller, batteries				
Media player	CPU					
	N/B					
	S/B					
	GPU					
	FDM/HDD					
	Memory			SBB-A, SBB-C		
	Ethernet					
	Connectivity	USB				
		Output				
		Others				

# Legal and additional information

## About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales of US\$216.7 billion. To discover more, please visit [www.samsung.com](http://www.samsung.com).

## For more information

For more information about Samsung DBD 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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