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Outdoor Display

OH55A

Deliver bright and brilliant messages, built for the outdoors

Vivid and versatile display demand on the rise

The role of displays has expanded across industries, with digital boards now trending as an alternative to static images, particularly in outdoor environments such as drive thrus, gas and EV charging stations, and even signposts. Content in these environments must be visible even under bright light, while also remaining stable and durable against a variety of tough conditions for optimized business performance. The right digital signage not only provides a higher level of customer experience, but also maximizes operational efficiency through flexible signage management for an optimized solution.
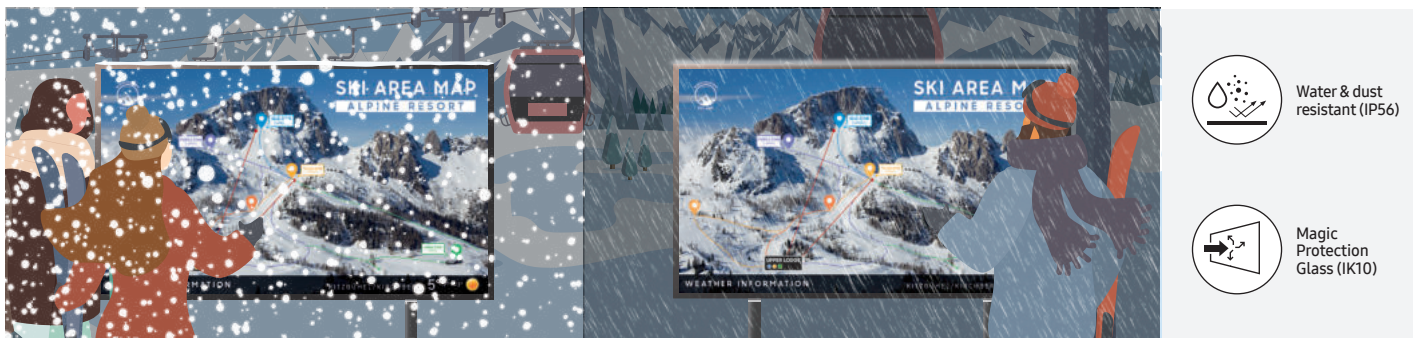
Outdoor optimization for your business with Samsung outdoor display

High visibility

Auto brightness sensor

High visibility for clear, more concise communication

Businesses can deliver active product promotions with clear visibility in any bright external lighting conditions*, regardless of whether it's day or night. This enables customers to make the best possible choices, ensuring a satisfactory experience to create future sales opportunities.

* This is the result of testing based on outdoor environmental conditions of 10,000 lux or higher.

Water & dust resistant (IP56)

Magic Protection Glass (IK10)

Flexible and robust hardware to enhance any business

Outdoor displays require certification to ensure they can perform in a variety of conditions, from snow and rain, to strong sunlight and even external physical impact. Typically, providing this robust durability requires bulky hardware, but Samsung's OHA series offers a slim design that blends well in a variety of outdoor environment.

* IP56 (Ingress Protection Rating): Degrees of protection provided by enclosures (IEC 60529)
* 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.

Easy content management

Powerful security

Reliable and advanced software for effective management

Stable content playback is enabled by Tizen, while real-time, seamless display operation is made possible with MagicINFO CMS. As a result, promotions and content throughout a network of signage can be effectively adjusted according to the time and place, reinforced by strong security that protects against external threats such as hackers.
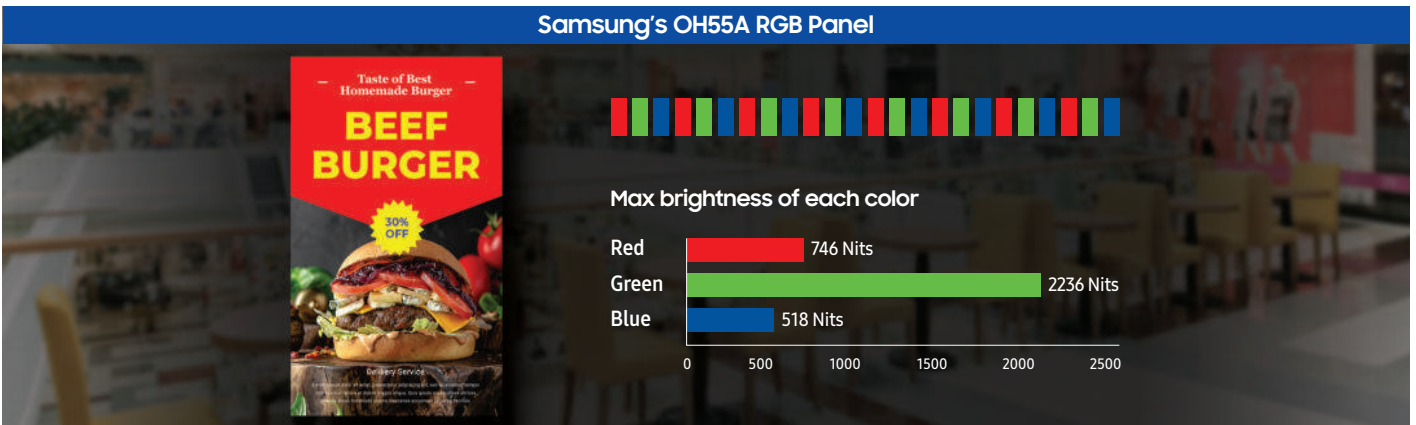
Eye-catching visuals from everywhere

Outdoor Visibility
Brightness greater than 3,500 nits
Outdoor Contrast Ratio 750:1
Outdoor Color Volume 70%

Clear and vivid anytime, anywhere `Newly upgrade`

The OH55A is UL-verified for outdoor visibility offering brightness greater than 3,500nits and 24/7 performance to deliver crisp and vivid content, supported by a built-in auto brightness sensor which automatically adjusts the brightness based on any external lighting, for a versatile and operationally efficient display.

* Images and enclosure are simulated and for illustration purpose only.

Samsung's OH55A RGB Panel

Max brightness of each color

Color	Nits
Red	746 Nits
Green	2236 Nits
Blue	518 Nits

Bright and vivid colors for accurate communication and delivery

The OHA series delivers advanced color accuracy and brightness, creating vivid content through enhanced color reproduction of all red, green and blue shades. With crisp content being what customers now expect, the OH55A's uncompromised picture quality will be sure to capture customer attention.

* The Max brightness of each color is based on internal measurements conducted by Samsung.

Non anti-reflection	Anti-reflection technology

<1.5% reflection rate — Low reflection

ABC — Clear and high visibility

Enhanced visibility with anti-reflection technology

Samsung OH55A is enhanced by Magic Protection Glass, which utilizes advanced anti-reflection technology. This innovative solution ensures much better visibility when watching in broad daylight, with a total reflections rate of lower than 1.5%, ensuring clearer images and text for every viewer.

* The total reflections rate is based on internal measurements conducted by Samsung.
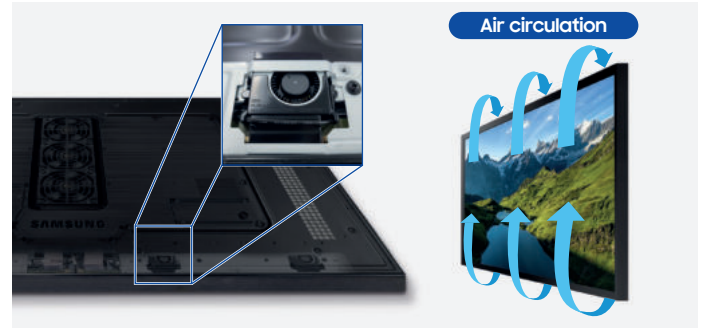
Designed with durability in mind

Optimized protection in a variety of outdoor conditions

With certified IP56-rated protection, OH55A delivers robust reliability to withstand physical impact as well as dust and water that might affect the display. This ensures optimized operation in a variety of outdoor conditions for consistent performance.

* IP56 (Ingress Protection Rating): Degrees of protection provided by enclosures (IEC 60529)

Prevent humidity for optimal performance with newly added fans `Newly upgrade`
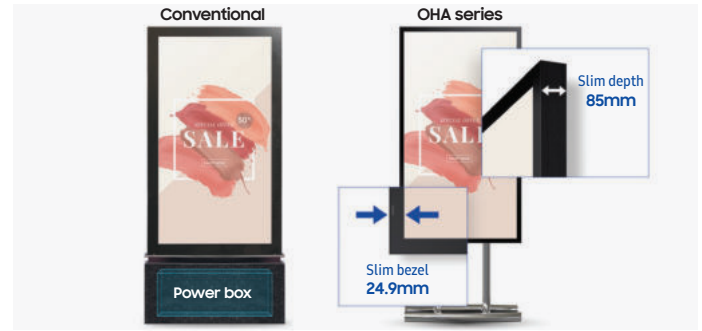
With four newly added, hidden fans in the downside of the display, the OH55A reduces concerns around external humidity issues such as condensation. The effective air propelling capabilities of the display by the fans enable seamless operation.

Robust durability for screen safety

Fitted with tempered Magic Protection Glass, the Samsung OHA provides durability that is IK10-rated, ensuring advanced safety and protection against external impact. This ensures the product is safe against unexpected damage, giving store manager better peace of mind.

* 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.

Powerful performance with slim design

A slim, all-in-one composition enables easy installation, while long-term performance is ensured through IP56 protection, anti-reflection technology, damage defense and an efficient cooling system. Plus, an integrated power box condenses operational components and supports an ultra slim frame.

* "Conventional" refers to Samsung's OHD series.
* IP56 (Ingress Protection Rating): Degrees of protection provided by enclosures (IEC 60529)
* 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.

Optimized performance without compromise

Smooth and seamless content playback

The embedded MagicINFO Player S6, backed by the powerful TIZEN operating system, boosts the overall performance of the display and offers painless content management. This ensures seamless transitions and playback to deliver a better experience for both customers and store managers.

* MagicINFO license must be purchased separately.

Powerful, protective security

The OHA series uses comprehensive three-layer security protection, powered by Samsung's proprietary Knox technology, supporting application development on the secured platform and minimization of security attacks.

Specifications

Model			OH55A series
Panel	Diagonal Size	Class	55
		Measured	54.6" / 138.7cm
	Type		120Hz E-LED BLU
	Resolution		1920x1080 (16:9)
	Pixel Pitch (mm)		0.630 x 0.630
	Active Display Area (mm)		1209.60 (H) x 680.40 (V)
	Brightness (Typ.)		3,500 nit (peak 4,000 nit)
	Contrast Ratio		5,000:1
	Viewing Angle (H/V)		178/178
	Response Time (G-to-G)		8ms
	Display Colors		8 bit - 16.7M
	Color Gamut		72%
	Operation Hour		24/7
	Haze		0%
Display	Dynamic C/R		100,000:1
	H - Scanning Frequency		26~136kHz (HDMI)
	V - Scanning Frequency		24~75Hz (HDMI)
	Maximum Pixel Frequency		594MHz
Sound	Speaker Type		N/A
Connectivity	INPUT	RGB	N/A
		VIDEO	HDMI 2.0 (2), HDBaseT (LAN Common)
		HDCP	HDCP 2.2
		AUDIO	N/A
		USB	USB (1)
	OUTPUT	RGB	N/A
		VIDEO	N/A
		AUDIO	Stereo Mini Jack
		USB	N/A
		Power Out	N/A
	External Control		RS232C (In/Out), RJ45 (In/Out), HDBaseT
	External Sensor		N/A
	Tuner		N/A
Power	Type		Internal
	Power Supply		AC 100 - 240 V, 50/60 Hz
	Power Consumption	Max [W/h]	530
		Typical [W/h]	EU 274 US 159
		BTU (Max)	1,809
		Sleep mode	Less than 0.5W
		Off mode	Less than 0.5W

Specifications

Model			OH55A series
Mechanical Spec	Dimension (mm)	Set	1260.6 x 731.4 x 85.0 mm
		Package	1358 x 845 x 230 mm
	Weight (kg)	Set	46.1 kg
		Package	52.6 kg
	Mounting Hole		1186 x 560 (Basic) 1200 x 400 (VESA Bracket Option)
	Protection Glass		Yes (5T Tempered Glass)
	Stand Type		N/A
	Bezel Width (mm)		24.9 / 24.9 / 24.9 / 24.9 mm
Operation	Operating Temperature		-30℃~ 50℃
	Humidity		10~80% (Non-condensing)
	IP Rating		IP56
Feature	Key		Power-box Integrated, IP56 Outdoor,Built-in MagicInfo Player S6, SSSP 6.0
	Orientation		Landscape / Portrait
	Special		IP56 Rated Simple Enclosure Outdoor, Protection Glass(IK-10 Level, Anti Graffiti, Infrared Reduce), Polarized Sun Glasses Viewable in any direction, HD Base T for Long Distance Installalling, Portrait /Landscape Installation Support, Lamp Error Detection, Auto Brightness Control with Ambient Brightness Sensor, Temperature Sensor, RJ45 MDC, Auto Source Switching & Recovery, Clock Battery(80hrs Clock Keeping), Kensington Lock, Outdoor Visibility Verification from UL (Brightness greater than 3,500 nits, Outdoor Contrast Ratio 750:1, Outdoor Color Volume 70%)
	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 LPDDR4 1.5GHz 64bit
		Graphics	Graphic resolution : 1920x1080 Output resolution : 1920x1080 - 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		60950-1
	EMC		Class A
	Environment		N/A
Accessories	Included		Quick Setup Guide, Regulatory Guide, Warranty Card, Power Cord, Remote Controller, Batteries
	Optional	Media Player	N/A

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