

Digital Solutions for Convenience Stores

2021



SEITC0027453

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JX-0199.00001

Agenda

- ① Samsung A Global Brand
- ② Who is SEA Display Division
- ③ Understanding C-Store Customers
- ④ The C-Store Customer Journey
- ⑤ Samsung C-Store Portfolio

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01

Samsung A Global Brand

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Why Choose Samsung

Join forces with one of the strongest leaders on the planet.

As a global technology leader, our solutions have earned a reputation for innovation and reliability.

With every idea we explore and every feature we create, we remember that our job is to make yours easier.



Globally Recognized Brand

Samsung is recognized as a global industry leader in technology. In 2020, we ranked:

#5 Interbrand Best Global Brands

#8 Forbes Most Valuable Brands

#19 Fortune Global 500 Brands



Leader in Innovation

Our relentless innovation has helped transform the way the world interacts with information and with each other. Samsung is dedicated to creating scalable technology that securely and seamlessly integrates with a business' infrastructure. Our comprehensive B2B product portfolio helps people to be more productive, safer and more ingenious each and every workday.

\$15.6B Invested in R&D 2019

#2 Patent Holder in US and Europe



Expertise

Samsung has advanced the field of digital signage by introducing leading-edge hardware, including video walls featuring the world's narrowest bezel, and the world's first TIZEN-powered signage. Samsung has enhanced its extensive portfolio by developing powerful all-in-one software solutions that include content creation and scheduling (MagicINFO), Remote Management (RMS) in-house hotel media management (LYNK HMS, LYNK SINC, LYNK REACH).



History of Success

Samsung possesses an extensive history of manufacturing top-of-the-line TVs and monitors. We combined that experience with our international reputation and technical expertise to establish a dedicated digital signage business. By offering reliable and innovative products, our digital signage business has attained the:

No.1 market share in this market segment



Strategic Partnerships

Samsung empowers partners to offer new and differentiated experiences to their customers. Our proprietary all-in-one solutions, SSSP and H.Browser, are robust platforms designed to give partners the power and freedom to create display software and apps that are tailored to their specific needs. At the forefront of tech innovation, we're always looking for ways technology can help our partners unlock new opportunities, resolve prevalent challenges and drive growth.



Service & Support

Downtime equals lost productivity. Samsung ProCare Technical Support offers you direct access to our team of enterprise display engineers. They'll help your team get the very most from your display investment. Whether you're troubleshooting or simply looking for new and innovative ways to leverage Samsung displays, Samsung ProCare is here to help.

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Top Ranking Brand

#5

Interbrand

Best Global Brands 2020 Rankings

#8

Forbes

The World's Most Valuable Brands

#19
FORTUNE

Fortune Global 500

Media Recognition

#2

FORTUNE

2017

The World's Most Admired Brands

#5

BCG

2019

Most Innovative Companies

#7

The Harris Poll

2019

Brand Reputation Rankings

Award-winning Design

49 IDEA Design Awards,
including at 2018
International Design
Excellence Awards (IDEA)Most IDEA
prizes won in a
single year

Worldwide Presence

SAMSUNG

330K+

Employees
In 79 countries

37

R&D Centers
Around the World

1.7K

Designers
Across 7 design
centers

\$15.6B

Total

R&D Investment
Globally (USD)

90%



Products produced within Samsung's
own factories to ensure highest quality

#1

Patent Holder

In the United States & Europe

6

Statistics: February, 2018, US Patent & Trade Office & European Patent Office. 2016

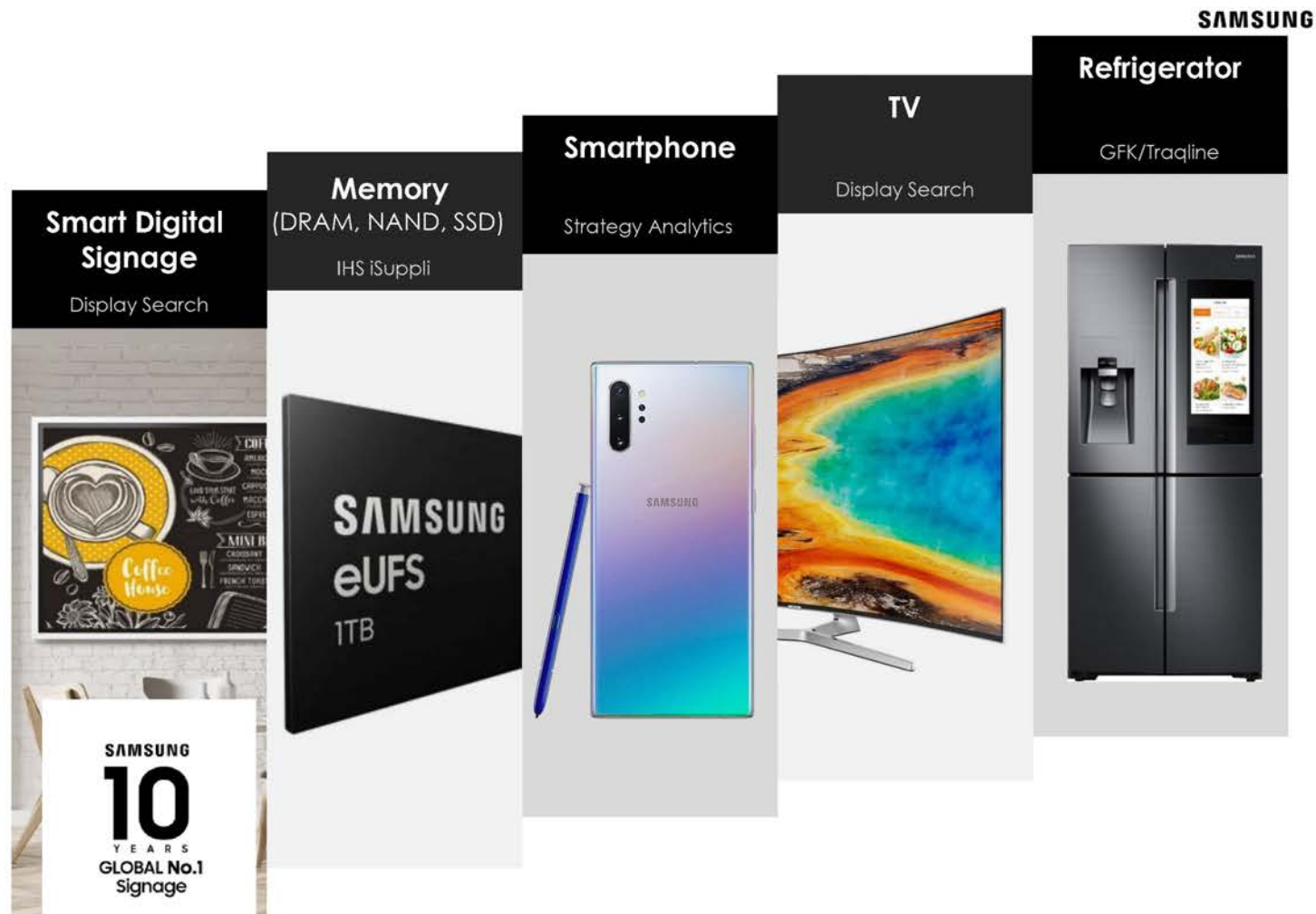
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#1
Market
share



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02

Who is SEA Display Division?

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About Samsung Display



Product Portfolio

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Consumer Monitors

Commercial Monitors

Hospitality TV

LYNK® REACH

Smart Signage

MagicINFO

Indoor LED

Outdoor LED

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Our Vertical Presence



High Tech



Enterprise



Healthcare



Hospitality



Education



e-Sports



Federal



Retail



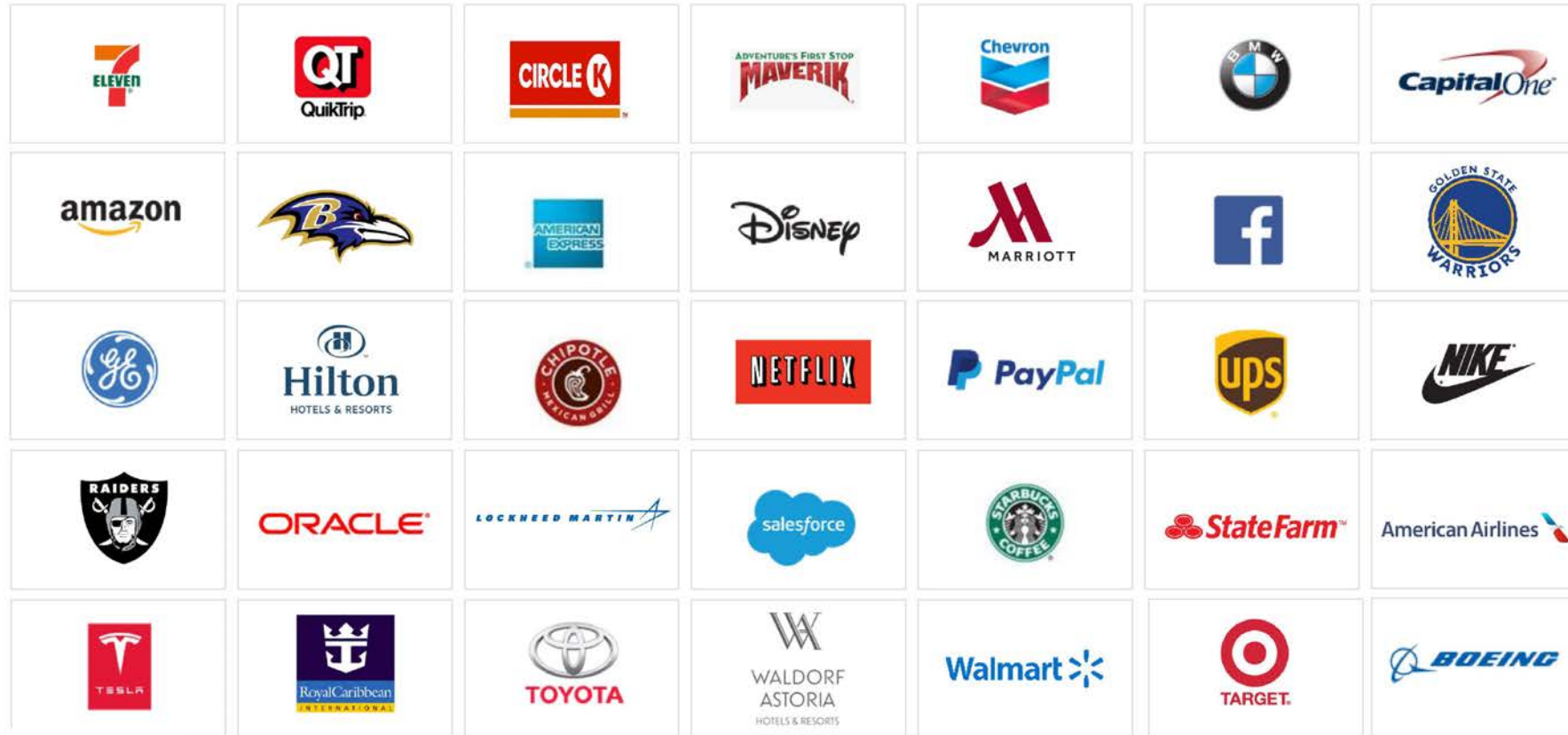
Live Events,
Entertainment,
and Spectaculars



Food & Beverage
C-Store

Samsung Display Customers

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03

Understanding C-Store Customers

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We start by gaining a deep understanding of your consumer journey, both inside and outside your restaurant.

We then deliver the best solutions by installing the most suitable displays and capabilities.

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We Support C-Store Success



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What is Important to A C-store Customer?

High-quality selection of food and merchandise

Competitive pricing & Loyalty Programs

Cleanliness

Fast Friendly Service

Well thought out signage and layouts



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Insights Highlights

4 key trends

Contactless payment,
Self-check out &
curbside pick-up

Foodservice
Increases in C-stores

Capitalizing on
Electric Vehicles

3rd party delivery



51% of people now use some form of contactless payment.



49.4% of customers use self-checkout because it's faster, and 34.7% prefer the shorter lines.



58 % of c-stores plan to emphasize prepared foodservice, while **51%** will focus on fresh prepared meal



Convenience store delivery is a growing sector alongside the QSR and grocery delivery markets.

52% of millennials say they would buy from c-stores more frequently if they offered home delivery



That average charge takes **30 minutes**, consumers will be drawn to locations that offer enough entertainment and shopping to occupy their time..

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Top Priorities for C-store Operators



Implementing new technology



Improving compliance with ops procedures



Quality of food and experience



Employee training/recruitment



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Main Purpose of Digital Solutions in Convenience Stores



Convert Pump Sales To In-store Sales

Drive more revenue for your c-store by engaging your customers at the pump



Engaging Communication

Showcase store specials, menu items, new products and the latest promotions in an engaging and dynamic way.



Increase Basket Size

Increase the value of average transactions by accelerating the interaction between your customers and your business.



Authentic Branding

Make your business stand out and increase awareness of your company within the community.



Team Management

Interact with your employees through 'back of house' displays to manage their time and skill development.



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Digital Signage Technology is Fundamental to C-store Operations

Samsung provides best in class display solutions to satisfy your customers and grow your business.

Our promise:



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The C-Store Customer Journey

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Samsung Offers a Dynamic, Wide Portfolio of Sensational Displays for C-stores

 Smart LCD display monitors	 Standalone displays	 Outdoor-facing screens
 High-brightness displays	 Interactive ordering screens	 Mobile and delivery management and notification screens
 Back-of-house crew management and training screens	 LCD and direct view indoor LED video walls	 Direct view outdoor LED screens



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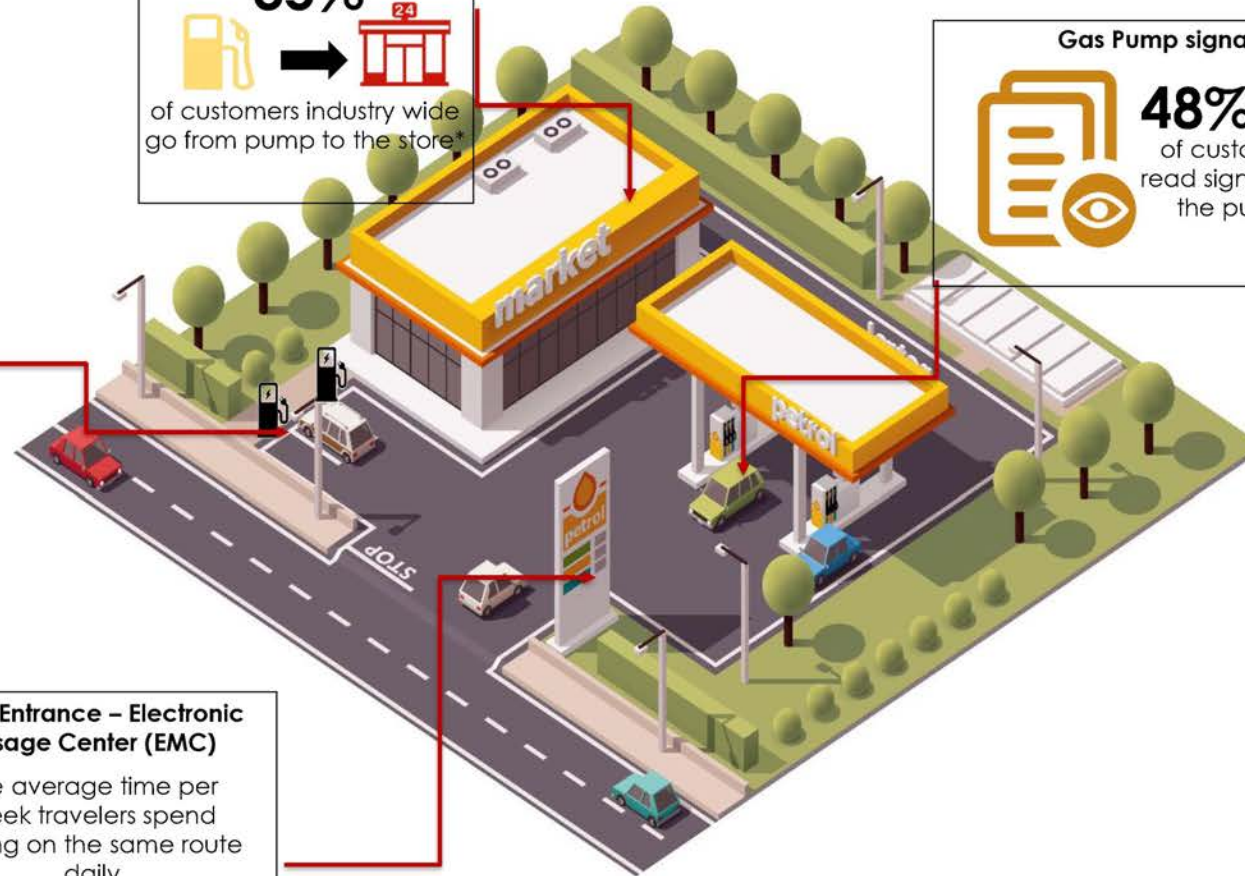
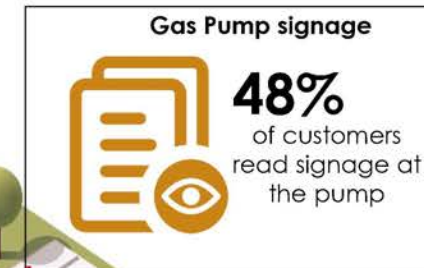
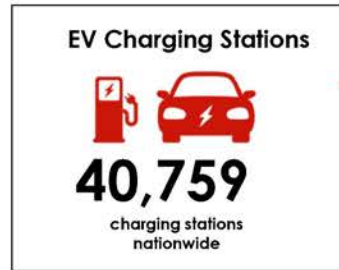
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Forecourt

More convenience retailers are investing in new forecourt amenities that are bigger, brighter and drive customers in to the store.



Sources: NACS, Coca-Cola, Arbitron

*Highest attach rate in the industry is Costco at 78% (NACS data) for stores less than 1,000 units

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Arrival Entrance

Stand out, get noticed, and be seen with Samsung Outdoor LED Signs

Samsung outdoor LED signs can help make sure that your signage is visible day and night. These bright colorful signs will be visible from the highway and several blocks away, much further than static signage.

Digital signage
generates



more in-store
traffic



Outdoor LED



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Gas Pump

Draw customers' attention for products or services while fueling and Drive traffic from the gas pump into the store for added sales.

Customers are a captive audience during the four minutes they spend fueling so it's an ideal time to promote rewards & loyalty programs, In-store specials and food items to drive them inside.



of fuel customers never come inside the store



of shoppers like the idea of pre-ordering drinks, snacks or other store items ahead of time or at the pump



c-store customers will read display content and signage at the pump while pumping gas!



Outdoor Displays



Outdoor LED



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Gas Pump

Engage customers with personalized content to drive more sales

Showing the right customers the right content at the right time helps C-stores increase sales.

Artificial intelligence-assisted digital signage can not only display information but collect it as well. These insights can then be processed in real-time to deduce the viewers' intent to display personalized messages that are relevant to them in that very moment.

Integration with 3rd party loyalty applications

*source: 2018 Accenture Retail Pulse Study



consumers are more likely to shop with brands that provide relevant offers and recommendations*

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EV Charging Stations

Attract new customers and degenerate additional revenue from in-store sales by deploying innovative EV charging solutions on your property

Entice electric car owners to frequent your store locations by offering convenient charging.

Use the displays to drive customers into the store for purchases while waiting for their vehicles to charge.

Incorporate programmatic advertising to offset the cost of EV charging stations and integrate into customer loyalty programs.



30 Minutes

The average charge takes 30 minutes, consumers will be drawn to locations that offer enough entertainment and shopping to occupy their time!



Outdoor Displays



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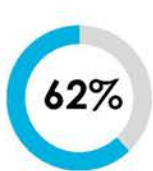
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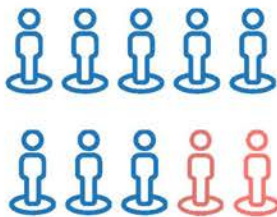
Store Entrance/Window

Attract attention and drive foot traffic

High-visibility digital signage outdoors help drive customers inside the store. A dual-sided sign can deliver two messages—one to customers in the forecourt and another to shoppers inside the store.



of shoppers are influenced by rewards for food and drink purchases



8 out of 10 customers have entered a store because of digital signage



Outdoor Displays



In-Window



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Drive-Thru

Outdoor Display Solutions Optimize the Drive-Thru Experience to Increase Customer Loyalty

Samsung outdoor digital signage can guide and pre-sell customers into a c-store's drive-thru, and digital menu boards entice them with the latest offerings and specials.



Outdoor Displays



Impact:

Increase drive-thru volume by **9+%**

Increase average order value by **2.5+%**

Boost conversions for promotions by **2+%**

AI solutions

to recognize and reward your customers – from loyalty card data to vehicle and license plate readers



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Backcourt

Convenience retailers are introducing digital signage throughout the backcourt to:

- Drive food sales and loyalty
- Extend the amount of time customers spend in store
- Direct customer traffic
- Create more self service options



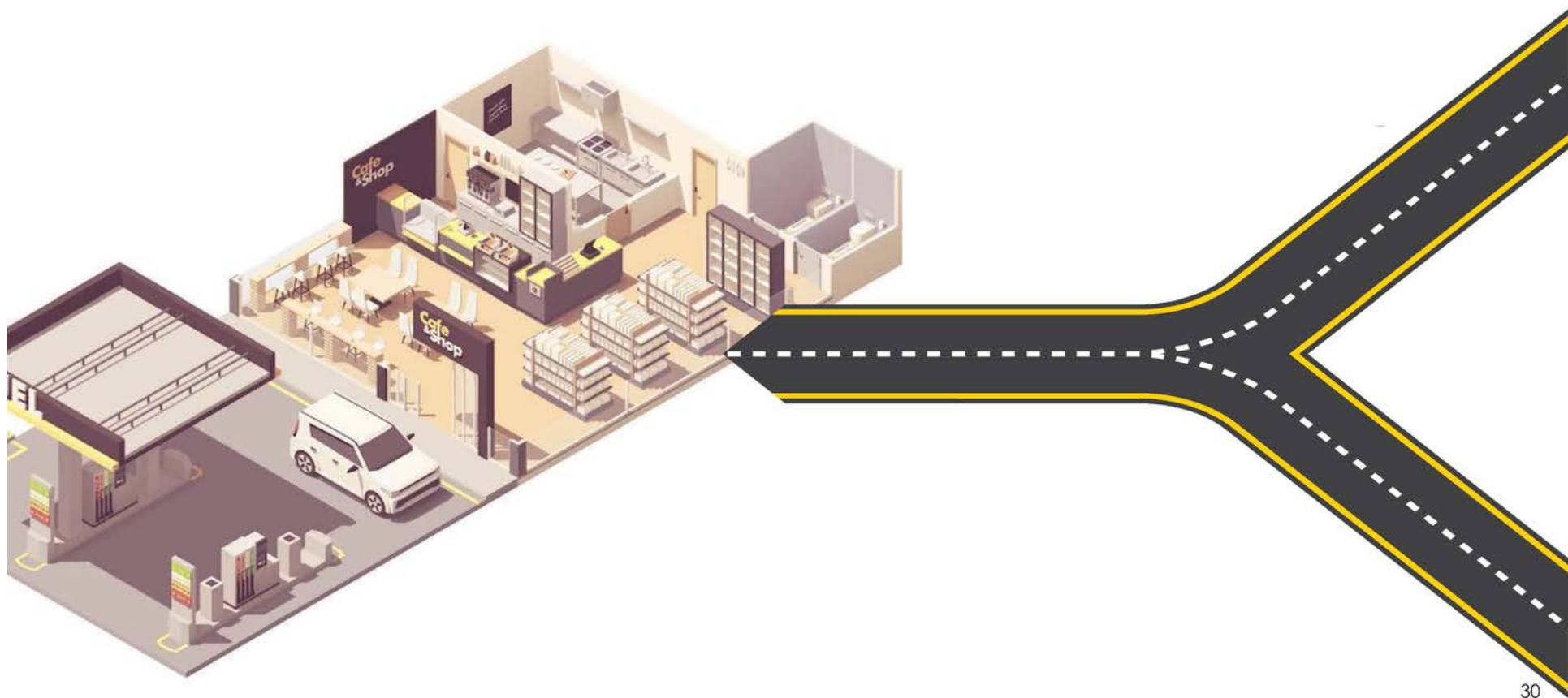
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The convergence between QSR and C-store is here.

Samsung experience in QSR is important to help customers with this convergence



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Backcourt: Drive food sales & loyalty

Food Service

Improve operational efficiencies, increase sales and boost customer experience.

Indoor digital menu boards—dynamically showcasing enticing food imagery and eye-catching video—drives customers to make purchase decisions and provide an enhanced ordering experience.

The ability to easily change menus quickly, by day-parts, and update menu items or prices dynamically make these bright, easy-to-read digital menu boards a must have for any C-tore environment.



Digital menu boards can boost overall sales

3 to 5 %



Standalone Displays



LCD Video Walls



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Backcourt: Drive food sales & loyalty

Beverage Station
& Grab & Go

Draw attention to beverages pre-made items, snacks, and items for quick sale.

Compelling content can be used to upsell or cross-sell complementary items. Spotlight daily grab-n-go specials, upsell drinks, slushies and other beverages. Showcase new items and promote your grill and fresh food items



Standalone Displays



Small Signage



More than **60%**
of customers make
buying decisions at the
point of sale.



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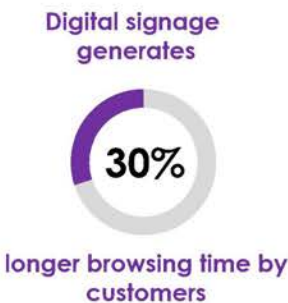
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Backcourt: Drive food sales & loyalty

Cold Beverage Zone

Entice customers to buy iced cold drinks

Digital Signage over the cold beverage zone aims to lure the consumer with beer and cold drink promotions.



Standalone Displays



LCD Video Walls



Indoor LED



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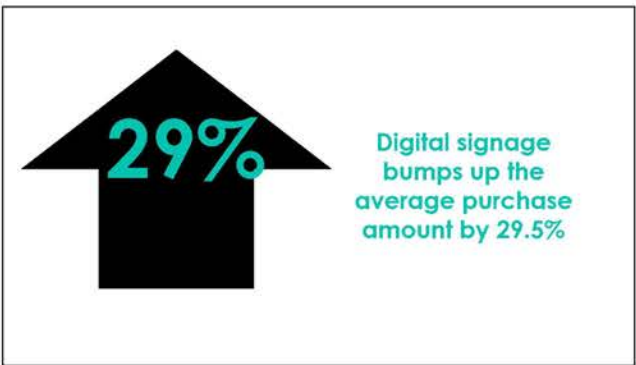
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Backcourt: Drive food sales & loyalty

Store Shelves

Redefine in-store messaging for your shelves and increase sales.

Sleek and easily mountable digital signage offers improved methods of in-store product and customer communications. Display new product, showcase sale pricing, and promote high margin items



Small Signage



Specialty



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Backcourt: Drive food sales & loyalty

Cashier / Tobacco Wall

Capture Last-Minute Sales and Increase Customer Satisfaction

Screens and video walls are increasingly becoming the backdrops for checkout. The screens help capture last minute sales, reinforce the brand, drive awareness, improve the take-up on loyalty programs, and boost interest in existing and upcoming promotions



Standalone Displays



LCD Video Walls



Indoor LED



Specialty



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Backcourt: Drive food sales & loyalty

Kiosk & Self Check-out

Personalize and accelerate the ordering & check out process

Touch screens and kiosks Improve the customer experience through fresh food menu personalization, offering a more seamless way to order food from the fresh food menu.

They also increase order accuracy by eliminating the miscommunication between the customer and staff member.



Interactive Display



Kiosk Km24A

“ self-service kiosks increase spending...by as much as 30 %”



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Back Of House Operations

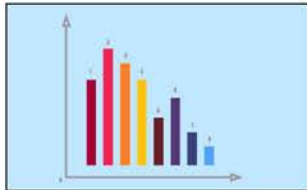
Manage your team and business effectively

More efficient **staff time management**

Improvement in **inventory tracking**

More effective posting of mandatory **labor law postings**

Increase of **interaction** with potential new staff members through new **job offers**



Standalone Displays



Monitors



Interactive Display



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Samsung C-Store Portfolio

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Samsung C-store Product Portfolio

We offer the full range of digital display solutions to optimize C-stores with innovative technology that is supported by our premium customer service support.

Outdoor Signage	Semi-Outdoor Signage	UHD Signage	Indoor /Outdoor LED Signage	Kiosk & Interactive Displays	Video Wall Display Signage	FHD Small Signage	Specialty Signage
OH Series	OM Series	QH /QB /QM and QE Series	IF Series/XPR-B	KM24A & QM-T	VH /VM Series	QB Series	SH Series
							



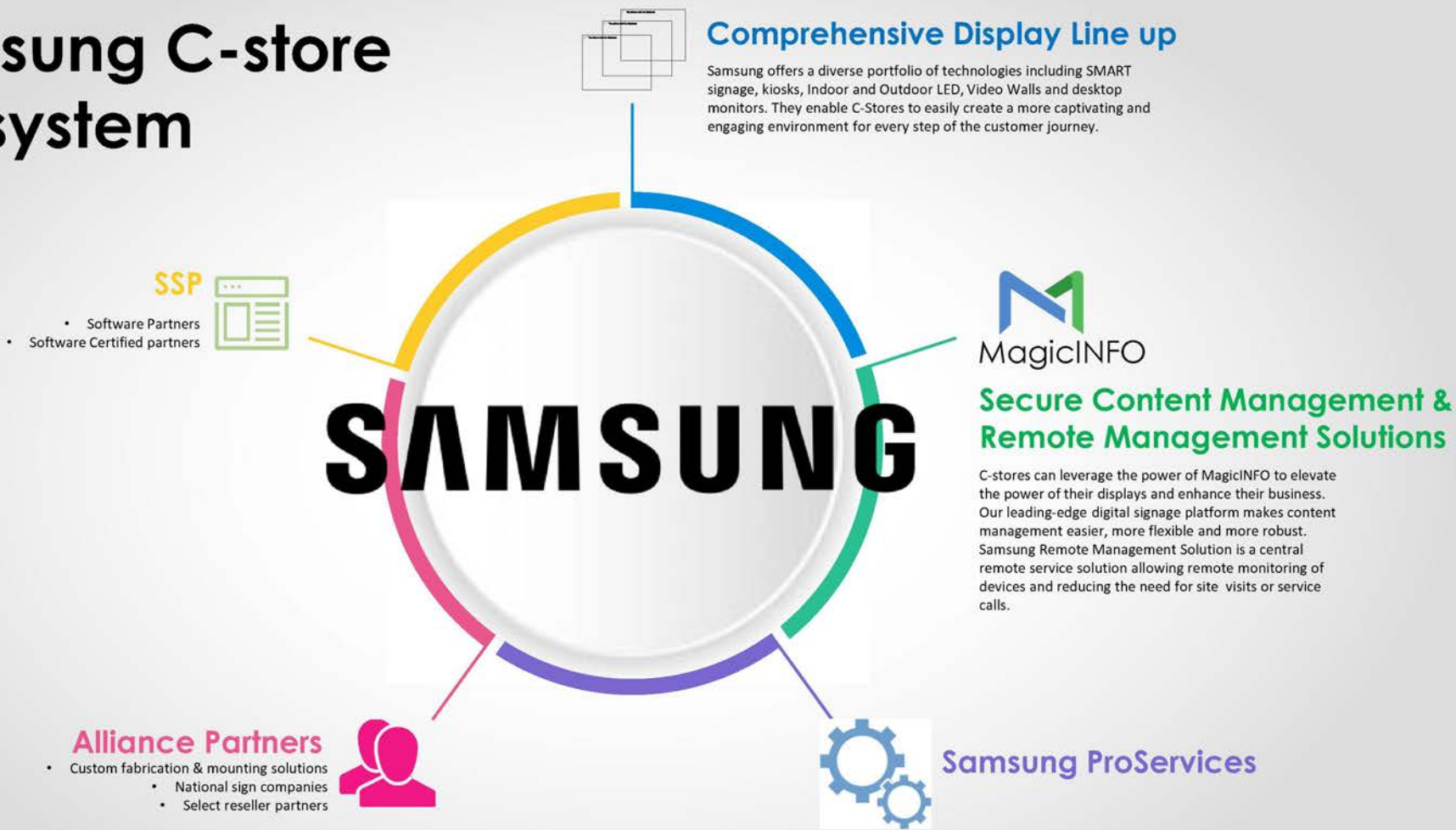
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Samsung C-store Ecosystem



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A simple easy way for convenience stores to advertise gas prices and deals.

Samsung's outdoor LED XPR-B display offers a sleek, brilliant display to help your station advertise specific deals and promotions to everyone who passes by

X P R - B



High Visibility

7,000 to 7,500 nit brightness combined with a high refresh rate, means content is clearly visible in any weather or lighting conditions.



Exceptional picture quality

The XPR-B series delivers clear, brilliant images and prevents interruptions, no matter where they are installed.



Build to withstand all weather

- Advanced heat dissipation mechanism to prevent overheating
- Waterproof cabinet and components



Cloud-based content

- Our cloud based content makes it easy and convenient to control the content from anywhere



Module	Width	Height
8x3	6'10"	2'9"
8x4	6'10"	3'7"
9x3	7'8"	2'9"
9x4	7'8"	3'7"
12x4	10'1"	3'7"
12x6	10'1"	5'2"

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Outdoor Signage

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Draw customers' attention for products or services while fueling

Samsung's lineup of outdoor displays ensures the clear and concise delivery of important messages. Outdoor message center displays in front of the school capture the attention of students as soon as they walk through the door.

OH Series



High Visibility

- 2500 to 4000 nit Brightness
- Auto Brightness & Dimming Sensor



Long Operation

- 24/7



High Durability

- Weather proof
- IP56 – rated to dust, humidity or other outdoor elements
- IK10-rated Magic Protection Glass to withstand physical impact



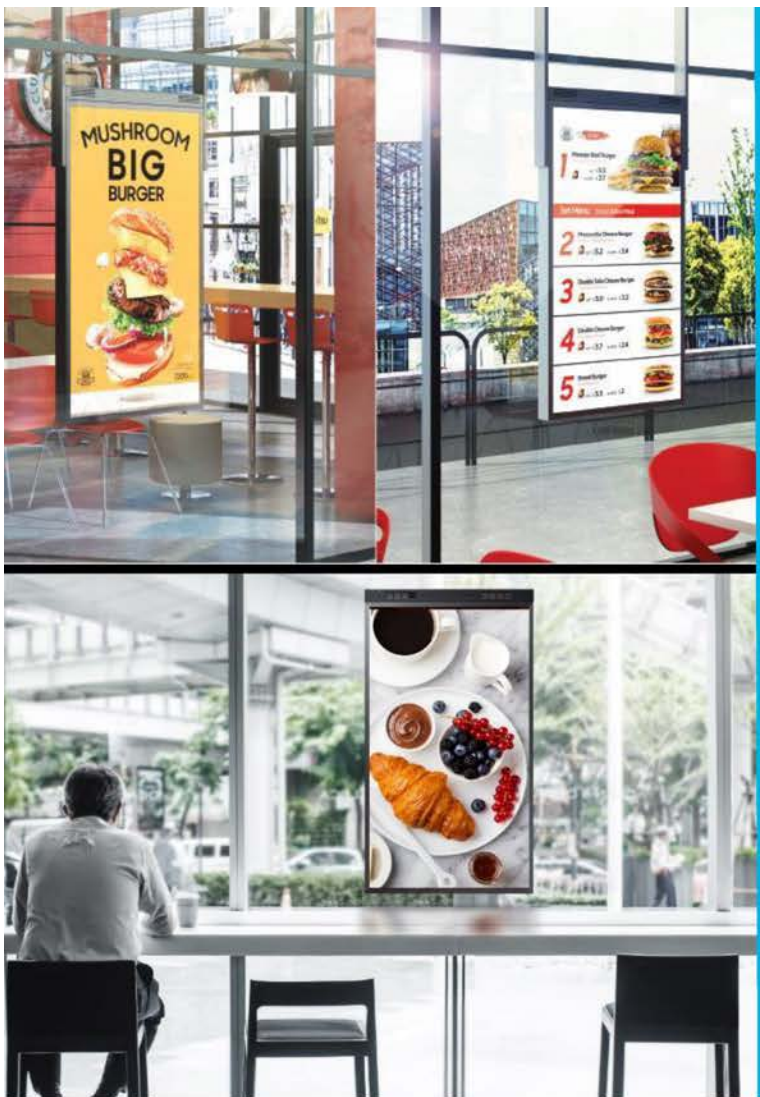
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In-Window Signage

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One-sided brilliance or two? It's your choice.

The Samsung OMN/OMN-D series was designed to do one thing: engage customers. Exceptionally bright and colorful, traffic can't walk by without noticing your messages. The OMN-D series features a double-sided display. The window-facing side's 3000-nit brightness helps maintain picture integrity regardless of sunlight, while the in-store side features 1000 nits to deliver information clearly.

OM/OMD Series



Brilliant, Glare-Free Picture Quality, One Side or Two

- Non glare panel
- 4,000 nit brightness single sided
- 3,000 nit brightness / 1,000 nit dual sided



Long Operation

- 24/7



Slim Design Fits Seamlessly into Any Display Window

- slim design that can be easily mounted either on a stand or hung from a ceiling



Embedded Media Player

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Standalone Displays

Crystal UHD signage

4K Resolution

Intelligent UHD upscaling technology allows content developed at a lower resolution to be elevated to UHD-level quality.

Slim and symmetrical design

Symmetric design simplifying wall mounting and ensuring installation is seamless.

All-In-One Solution

SSSP is an all-in-one solution that simplifies installation and maintenance.



QH 43/50/55/65/75



4K UHD



700 nit



24/7



WiFi/BT



Embedded
Media player



QM 32/43/50/55/65/75/85
QM 98



4K UHD



500 nit



24/7



WiFi/BT



Embedded
Media player



QB 13/24/43/50/55/65/75
QB 98



4K UHD



350 nit



16/7



WiFi/BT



Embedded
Media player



QE 43/50/55/65/70/75/82



4K UHD



300 nit



16/7



WiFi/BT



Embedded
Media player

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LCD Video Walls

Deliver an immersive visual experience

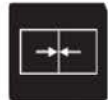
Samsung's video wall displays provide a captivating viewing experience for a wide variety of uses.

VH/VM Series 46" / 55"



Excellent Visibility

- 500~700 nit Brightness
- Non-Glare for excellent visibility



Virtually Seamless

- RNB: .88 mm
- ENB: 1.7mm
- UNB: 3.5 mm



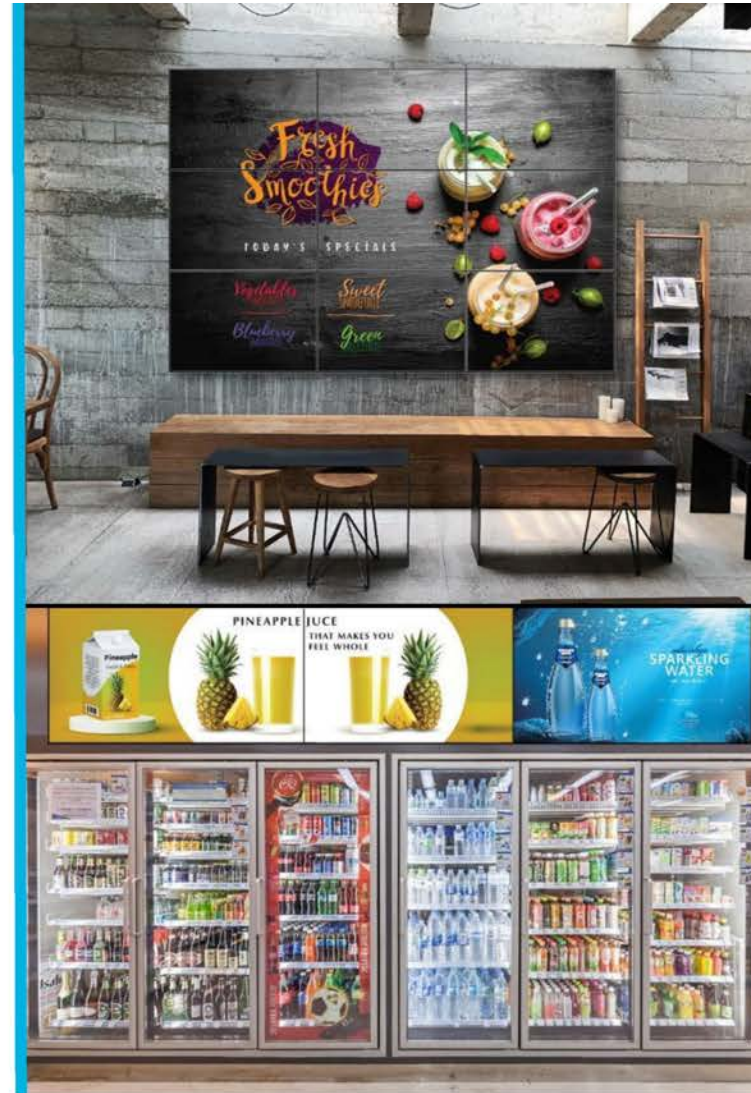
Easy Installation

- Slim Depth
- Customize to your needs



Durable & Long Operation

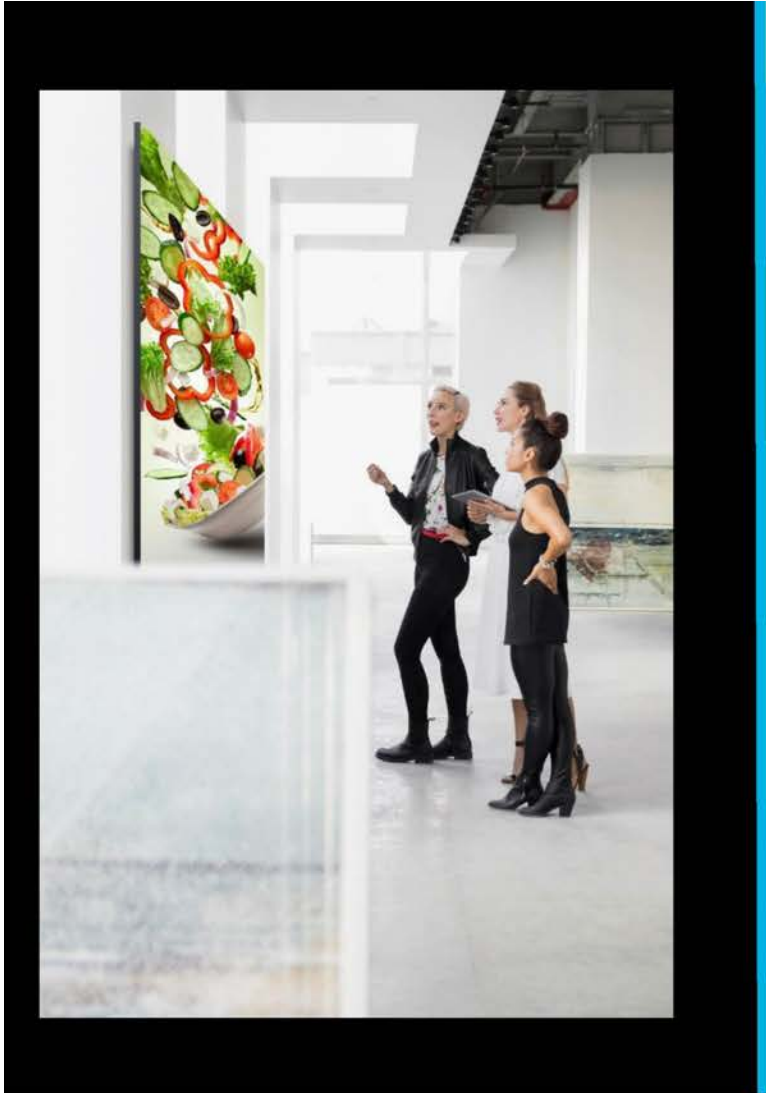
- IP5X Rating for dust
- 24/7



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Indoor LED

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Increase audience's attention and involvement

Samsung's LED signage delivers an impactful viewing experience on a large scale.

IF/IE Series



High Visibility
- 1,200 nit Brightness



Brilliant Picture Quality
- revolutionary viewing experience with deep black, true color and epic clarity



Seamless and Flexible Design
- Seamless display means see all of the content
- Effortless and flexible installations regardless of space constraints



Hassle-Free Installation & Maintenance
- compact design ensures a flexible, seamless implementation in any indoor setting
- Front & rear serviceable



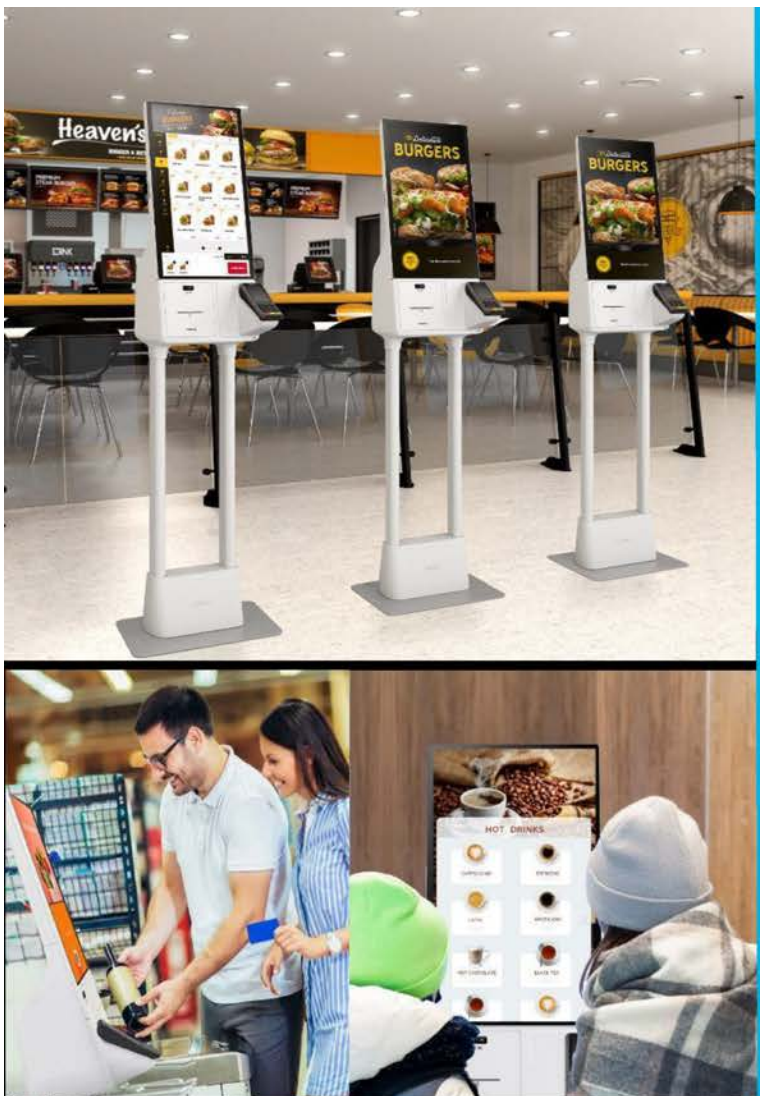
Long Operation
- 24/7

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Kiosk

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Self Service Made Simple

An all-in-one kiosk solution that's ready to go, right out of the box.

The Samsung Kiosk features a brilliant touch display with a speaker, printer, scanner, payment solution and more, all in a sleek design. It's everything any business needs to offer an advanced self-service experience

K M 2 4 A



Self-service, right out of the box

Samsung Kiosk is an all-in-one solution that's ready to go. Built on Samsung's proven SoC (System on Chip) technology, there's no external PC required.



Sleek and modern design

The streamlined design with optional stand offers clean cable management and stylish integration into any business' interior design.



Flexible installation options

For enhanced flexibility, the Samsung Kiosk offers three installation types: countertop, floor stand and wall-mounted.



Built-in merchant flexibility

The modular design with built-in printer enables a variety of payment options including credit card, barcode, QR code and NFC.¹ No additional peripherals are needed, which simplifies maintenance and associated costs.



Anti-microbial and shatter-resistant screen

The Samsung Kiosk's sharp, clear screen is treated with an antimicrobial coating.² And a shatter-resistant film ensures the screen stays intact even if it's broken.³



Secure self-service

The trusted Samsung Knox platform delivers three layers of security protection to help keep your device and self-service ecosystem secure.



Control and monitor your fleet from anywhere

Deploy and securely manage your entire network of Samsung Kiosks with MagicINFO RMS.⁴ You can easily view kiosk information, check peripheral devices, manage settings and resolve errors.



Warranty

The Samsung Kiosk is covered by our 3-year limited warranty.

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Interactive

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Brilliant and engaging: a proven recipe for success.

All-in-one 4K interactive touchscreen display

Add interactivity to any environment with Samsung's QMR-T touchscreen display. With a bright and responsive interactive display, these commercial-grade large format displays are designed to leverage a variety of content and create engaging experiences. Showcase exciting brand experiences, create endless aisles, offer self-ordering kiosks.

Q M - T



4K UHD



Brilliant Picture Quality

- 500 nit Brightness
- Non Glare panels



Embedded Media player



Multi-point capacitive touch



Embedded Wi-Fi/BT



IP5X Rating



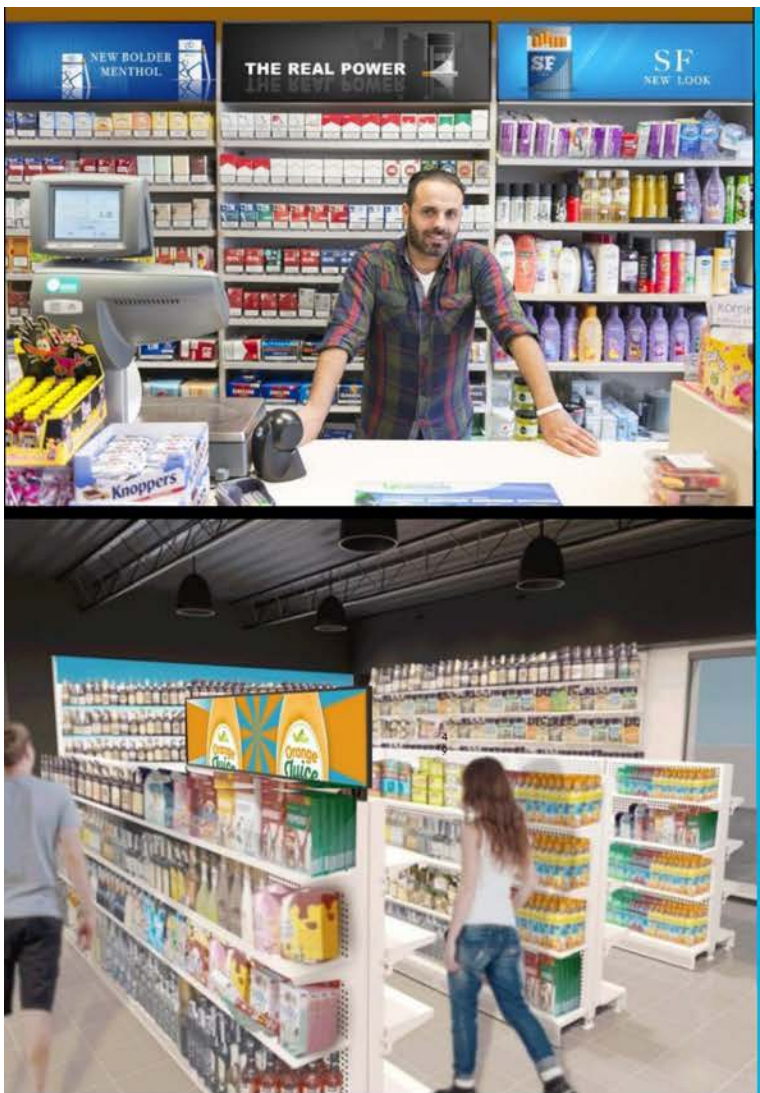
Long Operation
- 24/7

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Specialty

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Stretch your messaging reach

Deliver an impactful message in places you never could before. The Samsung SH37R stretched widescreen delivers an impactful message in a bright, beautiful 36" wide by 11" high display. You can take full advantage of narrow areas, whether horizontal or vertical.

SH



16:4.5 Stretched Widescreen Display Captures Attention in Minimal Spaces



Long Operation

- 24/7



Excellent Visibility

- 700 nit Brightness
- Non-Glare for excellent visibility



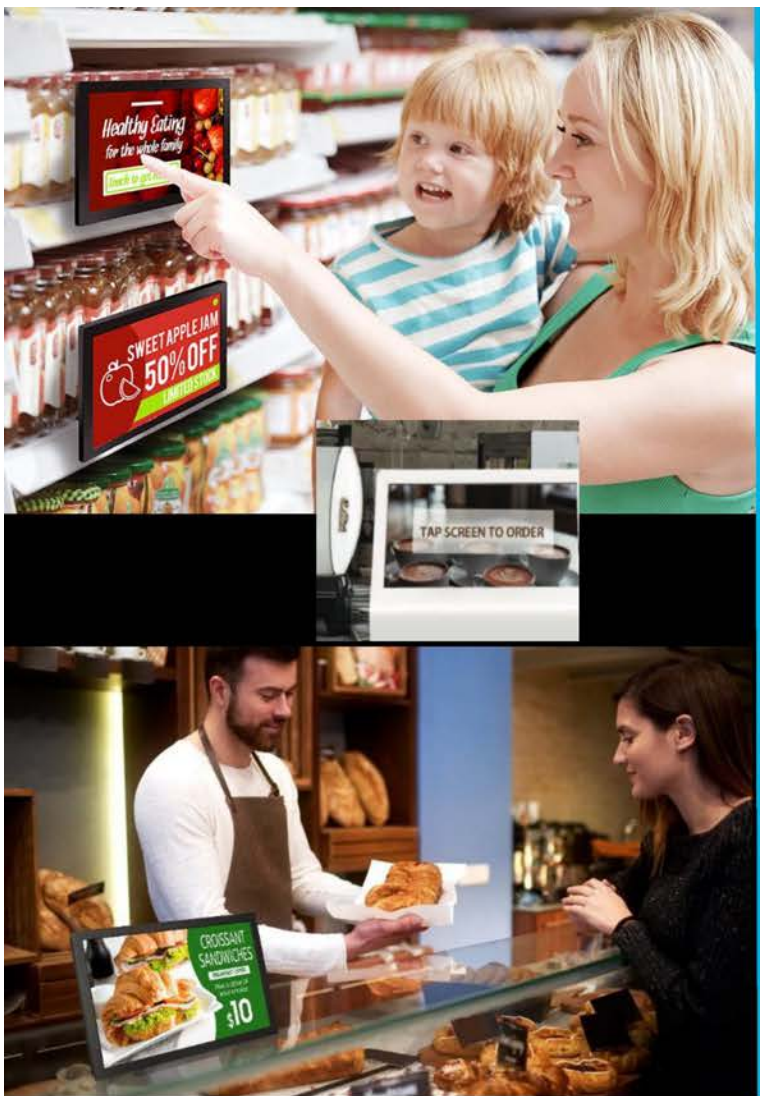
Embedded Media Player

49

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Small Signage

SAMSUNG

Small ways to make a huge impact.

Opportunities to reach more customers are everywhere. And the Samsung QBR series small digital signage lets you make the most of them. Ideal for retail environments, food service and more.

QB/QB-T Small Signage



1920x1080 FHD resolution delivers crisp and easy-to-read content.



Touch Panel (QBR-T)



Slim Depth



IP5X Rating



Embedded Media player



Built-in wifi

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High resolution monitors

Keep staff motivated

Samsung's UHD and WQHD monitors deliver more screen space and detail for truly lifelike images. This means you can view documents and webpages with less scrolling and enjoy higher readability with reduced eye strain.



SAMSUNG

Ultra-wide monitors

Work with a better view

Samsung's ultra-wide monitors let you and your team multitask more efficiently, saving desk space.



High Resolution Options

- Choice of UHD and WQHD



Single Monitor > Dual View Monitor

- Transforms a single monitor to a dual-view monitor by displaying content from two sources side by side on one screen.



Picture in Picture

- see and organize multiple apps and files exactly how they want to.



Multiple Inputs and Ergonomic design

- A variety of connectivity options and ergonomic design to improve comfort and learning efficiency.



Ultra-Wide Screen

- The ultra-wide screen supports a number of open windows without scroll or zoom, while eliminating the clutter and inconveniences of the traditional dual monitor setups.



Multi-Tasking Features

- PIP, PBP and Easy Setting Box – allow staff to work on multiple documents and applications simultaneously.



Ultimate connectivity

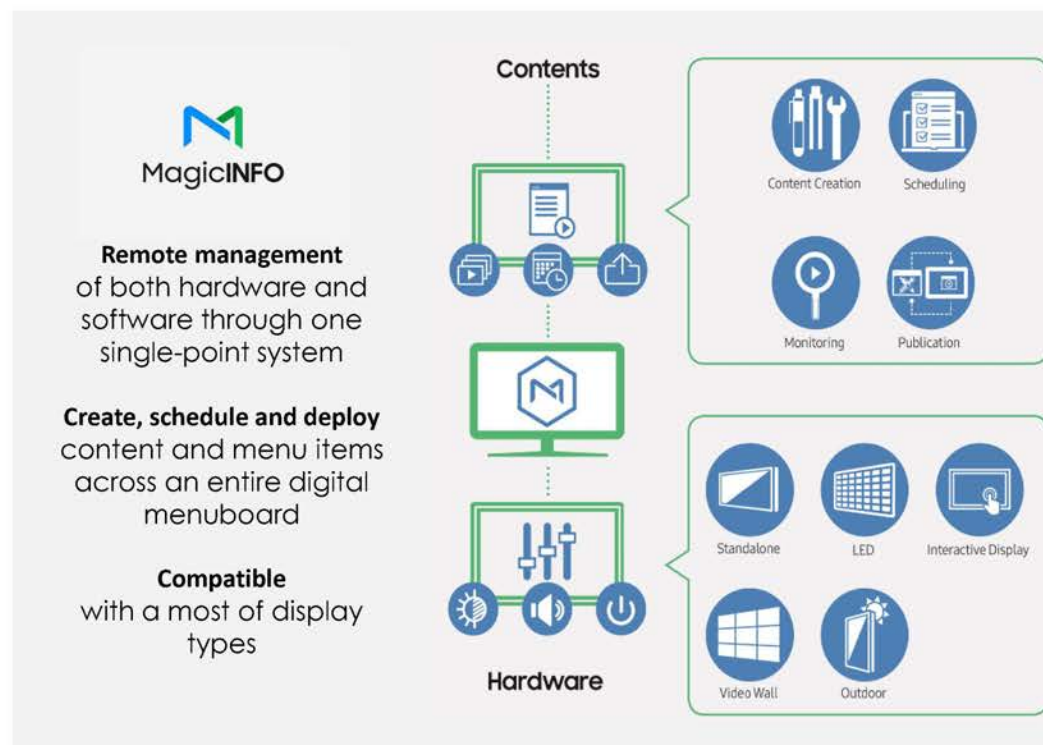
- USB Type-C ports transmit both power and data.
- Multiple USB ports
- Thunderbolt
- The built-in KVM switch lets them control two computers connected to the monitor using just one keyboard and mouse.

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A Simple, Intuitive Management System Controls Digital Displays Throughout C-Stores



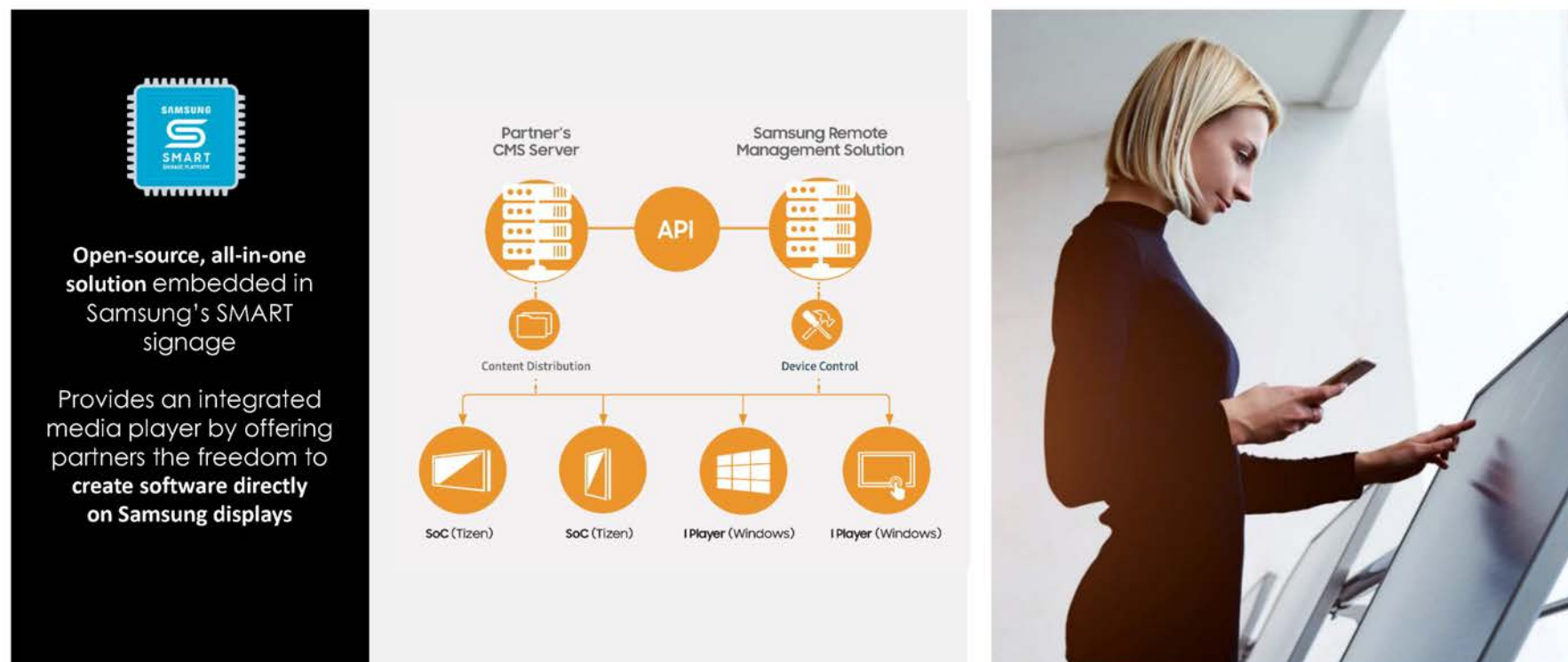
52

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A Simple, Intuitive Management System Controls Digital Displays Throughout C-Stores



Always-On Premium Customer Care with White Glove Service Give You Support and Peace of Mind



**Next-day or
3rd-business-day
service**

(depending on the
type of displays and
sizes)



**Product
installation,
exchange, and
removal**



54

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SAMSUNG
Thank you

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