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## Samsung LED LFD Propunerea valorii adaugate



# I. Industrii adresabile



## II. Principalele provocari ale clientului



### Retail

#### Costuri de Startup

- Deoarece recuperarea investitiei nu poate fi predictibila de la inceput, **principala lor grija este reducerea costurilor de startup** ce constau in achizitia echipamentelor si instalarea acestora:  
Ecran, Media Player, licenta software de sincronizare continut,manopera,remodelare magazin

#### Costuri de Operare

- Deoarece vor folosi mai multe ecrane, **principala grija este reducerea costurilor operationale** :  
Factura electricitate,mentenanta  
Re-design al spatiului comercial

## II. Principalele provocari ale clientului



### Retail si Hotel

#### Servicii diferite

- Deoarece agentii economici sunt intr-o continua concurenta, **preocuparea lor principala este sa furnizeze vizitatorilor experienta unica:**  
Interiorul magazinului cat mai atragator, insula interactiva

#### Mentenananta

- Deoarece de obicei in aceste locatii se folosesc in medie 4 ecrane si nu au o persoana de tehnic in fiecare magazin, **principala preocupare este utilizarea cat mai facila a ecranelor.**  
Actualizare continut, monitorizarea echipamentelor, punct unic de contact

## II. Principalele provocari ale clientului



### Transport / Restaurant cu servire rapida

#### Performanta ridicata

- Deoarece furnizeaza informatie critica, **preocuparea lor este sa aiba un sistem pe care se pot baza:**  
utilizare 24/24 , usurinta utilizatorului in a citi  
informatia afisata

#### Costuri de Operare

- Deoarece vor folosi mai multe ecrane, **principala grija este reducerea costurilor operationale :**  
Factura electricitate, mentenanta  
Re-design al spatiului comercial

# III. Principale provocari compensate de valoarea produsului

## Retail principalele provocari



### Costuri de Startup

- Ecran, Media Player, licenta software de sincronizare continut,manopera,remodelare magazin

### Operating Expenses

- Deoarece vor folosi mai multe ecrane, **principala grija este reducerea costurilor operationale** :  
Factura electricitate,mentenanta  
Re-design al spatiului comercial

## Produs& Valoare

### P MD Series



### 1 All-inclusive

- Media player incorporat
- MagicInfo Lite
- Pret convenabil

### 2 Greutate scazuta & Design subtire

- Usor de instalat

32"	6.3kg, 9.3cm
40"	9.3kg, 9.3cm
46"	12.2kg, 9.5cm
55"	18.4kg, 9.5cm

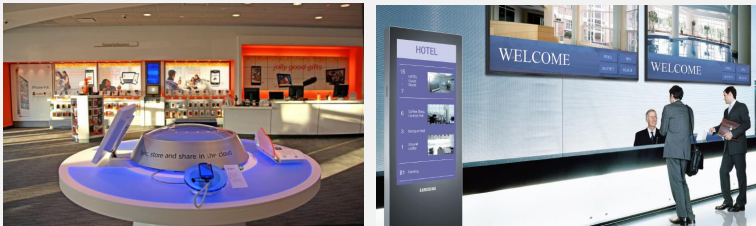
### 3 Cost operational scazut

- Consum scazut de energie

32"	60W/h
40"	83W/h
46"	93W/h
55"	137W/h

# III. Principale provocari compensate de valoarea produsului

## Retail / Hotel principalele provocari



### Servicii diferite

- Interior elegant al magazinului, insula interactiva,

### Mentenananta

- Continut usor de actualizat, ecrane usor s=de administrat,  
punct unic de contact

## Produs & Valoare

### P ME Series



### 1 Design ultra subtire

- Cel mai subtire LFD  
- 29.9mm
- Kit montare pe perete subtire
- Ecran all-in-one

### 2 Easy to use

- No additional connection to peripheral devices
- MagicInfo Lite
  - USB play-back
  - Local scheduling
  - Remote scheduling
  - Remote diagnosis

### 3 Cost redus de functionare

- Consum redus de energie

40"	83W/h
46"	93W/h
55"	137W/h

# III. Mapping Customer Pain points to Our product Value

## Transport / Restaurant cu servire rapida- principalele provocari



### Performanta ridicata

- Operare 24/24, Credibilitate ridicata, Ecrane usor de citit

### Costuri functionare

- Valoare scazuta a facturii la electricitate, mentenanta, costuri scazute pentru reamenajarea spatiului

## Produs & Valoare

### P DE Series



### 1 Performanta ridicata

- 24hr/7zile functionare
- Luminozitate ridicata
- Ecran antireflexiv

### 2 Design ultra subtire

- Cel mai subtire LFD - 29.9mm
- Kit montare pe perete subtire
- Ecran all-in-one

### 3 Cost redus de functionare

- Consum redus de energie
- |     |        |
|-----|--------|
| 40" | 83W/h  |
| 46" | 93W/h  |
| 55" | 137W/h |



# IV. Conversia valorii in costuri

## 1 Solutia all inclusive

- MD Series
- ME Series
- DE Series



Competitor LFD



Media Player  
(US\$ 150)



Software  
(US\$ 100)

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Samsung LED LFD

**Puteti economisi**

**US\$250 !**

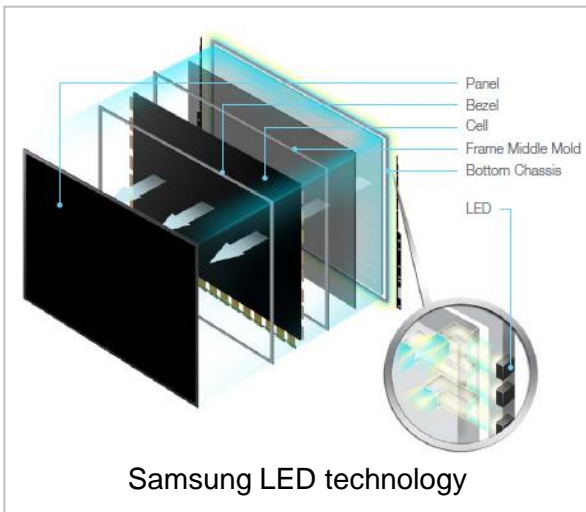
# IV. Conversia valorii in costuri

## 2 Consum redus de energie

MD Series

ME Series

DE Series



Diferenta vizibila

Caldura emisa de ecran



Competitor CCFL LFD

Samsung LED LFD

Consum de energie ( ecran 40")	163 Wh	83 Wh	
Consum de energie (media player)	20Wh	-	
Consum de energie pentru o zi (16hr)	2.9 KWh	1.3KWh	
Consum de energie pentru un an	1,069KWh	474KWh	
Costul energiei pe un an*	\$214	\$95	\$119
Costul energiei pe 3 ani	\$641	\$285	\$356

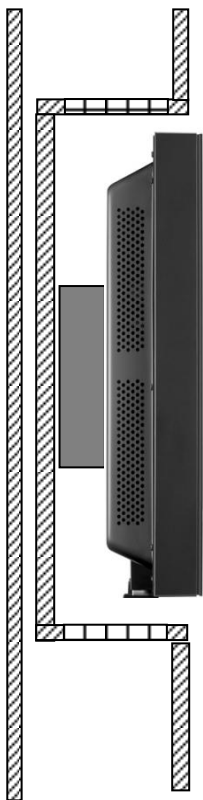
# IV. Conversia valorii in costuri

## 3 Design subtire si usor

MD Series

ME Series

DE Series

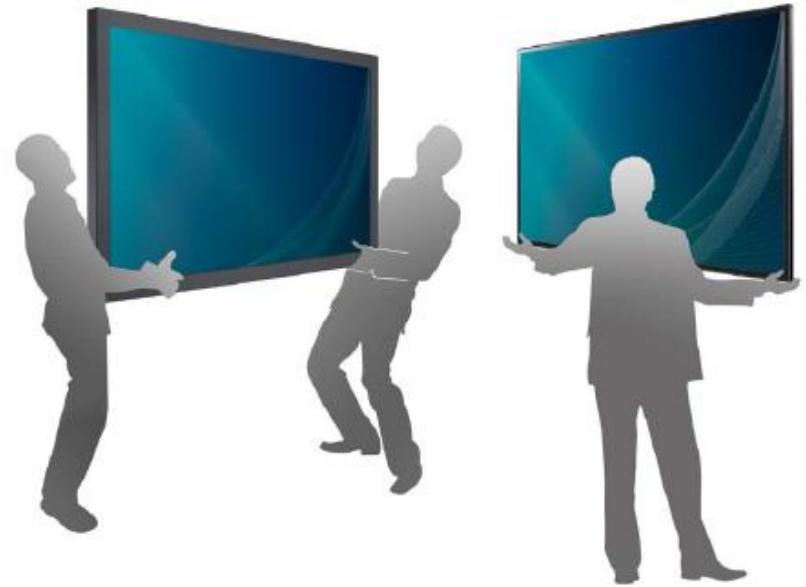


vs.



Competitor CCFL LFD  
(133mm)

Samsung LED LFD  
(29.9mm)



Mentenanata	Conventional	Samsung LED
Manopera	2 persoane	1 persoana
Timpu mediu(h)	0.5	0.5
Wall interior cost	\$0 ~ 500	-
Cost pentru o unitate*	\$100 ~ 600	\$50

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# **Appendix : Product Specifications**

# I. MD Series

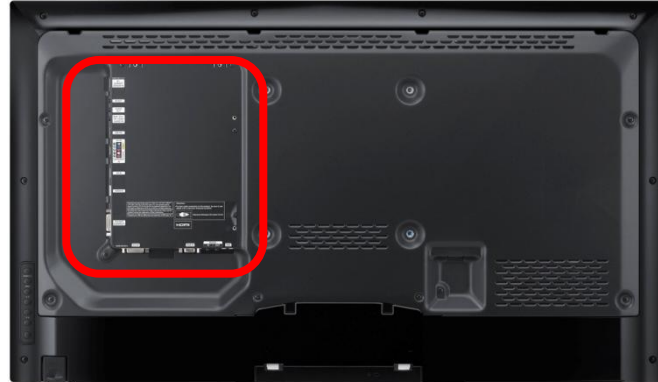


# I. MD Series

Series		MD			
model name		MD32B	MD40B	MD46B	MD55B
Diagonal Size		32"	40"	46"	55"
Resolution		1920 x 1080			
Connectivity	INPUT	DVI-D, HDMI, Component, CVBS, Analog D-SUB, RCA(L/R) , Stereo mini Jack, TV antenna (N.America only)			
	OUTPUT	Stereo mini Jack			
	CONTROL	RS232C In/Out, RJ45 Ethernet			
	SENSOR	IR , Ambient			
Power Consumption	Typical	TBD	TBD	TBD	TBD
	Max	94W/h	119W/h	136W/h	163W/h
	BTU (Max)	320.54	405.79	463.76	555.83
Dimension (mm)		736 X 434.5 X 93.5	925.4 x 541.0 x 93.5	1057.7 x 615.8 x 94.9	1247.7 x 722.9 x 95.2
Weight (kg)		6.3	9.3	12.2	18.4
VESA mount (mm)		200 * 200	200 * 200	400 * 400	400 * 400
Media Player Type		Embedded			

## II. ME Series

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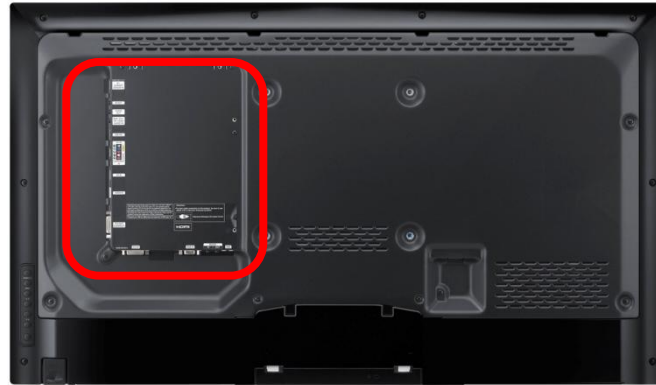


## II. ME Series

Series		ME		
model name		ME40A	ME46A	ME55A
Diagonal Size		40"	46"	55"
Resolution		1920 x 1080		
connectivity	INPUT	DVI-D, HDMI, Display Port, Component (CVBS common), Analog D-SUB, RCA(L/R) , Stereo mini Jack, TV antenna (N.America only)		
	OUTPUT	DVI-D(Loop-out), Stereo mini Jack		
	CONTROL	RS232C(in/out) thru stereo jack , RJ45 Ethernet		
	SENSOR	IR , Ambient		
Power Consumption	Typical	83W/h	93W/h	137W/h
	Max	110W/h	154W/h	176W/h
	BTU (Max)	409.2	545.6	613.8
Dimension (mm)		921.2 X 536.1 X 29.9	1056.3 X 612.3 X 29.9	1246.4 X 718.2 X 29.9
Weight (kg)		10.5	12.5	17.1
VESA mount (mm)		200 * 200	400 * 400	400 * 400
Media Player Type		Embedded		



# III. DE Series



# III. DE Series

Series		DE		
model name		DE40A	DE46A	DE55A
Diagonal Size		40"	46"	55"
Resolution		1920 x 1080		
connectivity	INPUT	DVI-D, HDMI, Display Port, Component (CVBS common), Analog D-SUB, RCA(L/R) , Stereo mini Jack, TV antenna (N.America only)		
	OUTPUT	DVI-D(Loop-out), Stereo mini Jack		
	CONTROL	RS232C(in/out) thru stereo jack , RJ45 Ethernet		
	SENSOR	IR , Ambient		
Power Consumption	Typical	108W/h	122W/h	164W/h
	Max	132W/h	165W/h	198W/h
	BTU (Max)	409.2	545.6	613.8
Dimension (mm)		921.2 X 536.1 X 29.9	1056.3 X 612.3 X 29.9	1246.4 X 718.2 X 29.9
Weight (kg)		11	13	17.6
VESA mount (mm)		200 * 200	400 * 400	400 * 400
Media Player Type		Embedded		

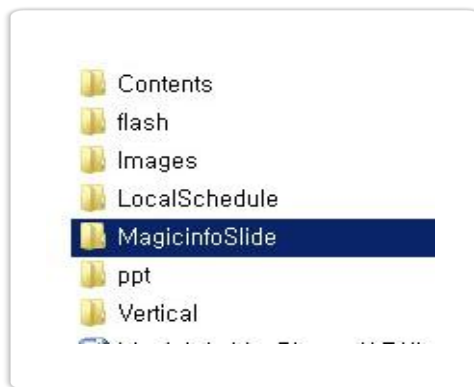
# IV. MagicInfo Lite

Scenariul 1. ecranele se pot lega in retea IP si administrate printr-un server

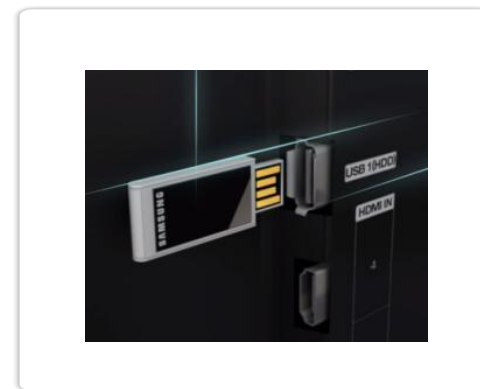
Scenariul 2. functien USB auto-play



(1) Pregatiti memoria USB



(2) Creati un folder n USB denumit 'MagicinfoSlide' si copiatii continutul ce trebuie afisat in acest folder



(3) Introduceti USB in ecran, care va rula automat continutul

