MagicINFO™ 9

Smarter content, connected displays, better business.

Smarter content, connected displays, better business with MagicINFO

Enhance your business with an intelligent software platform that amplifies the power of your displays and delivers content that captivates, informs and excites.

MagicINFO delivers a simple, all-in-one platform that connects your display ecosystem from anywhere. Create and deploy captivating content, gain powerful insights and flexibly manage and secure your hardware and software. Elevate the power of your displays and improve business performance with MagicINFO.

The latest version of MagicINFO can analyze playback data and even sales data together to provide insightful marketing performance reports. And now, MagicINFO is International Standard ISMS (Information Security Management System) and PIMS (Privacy Information Management System) certified – the first solution in the industry to receive both certifications, protecting your remote display management with leading security.
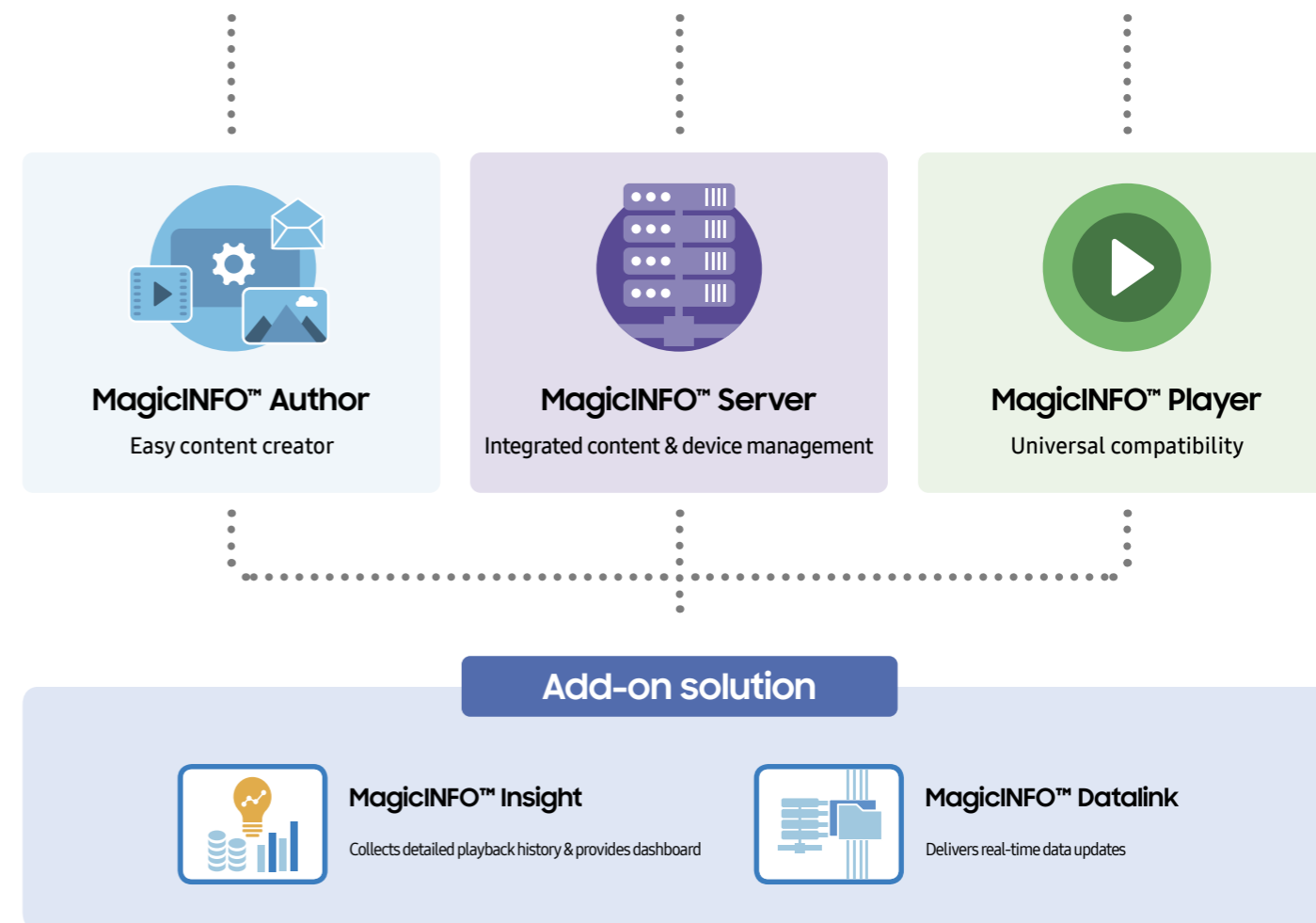

Create and Distribute

Content creation
Easy content creation

Scheduling
Convenient dynamic scheduling

Publication
Uninterrupted content publishing

Monitor & Optimize

Automation
Routine tasks automation

Analysis
Data analytics

Visualization
Easy-to-understand visual report

Manage & Secure

Monitoring
In-depth remote monitoring

Control
Complete hardware control

Notification
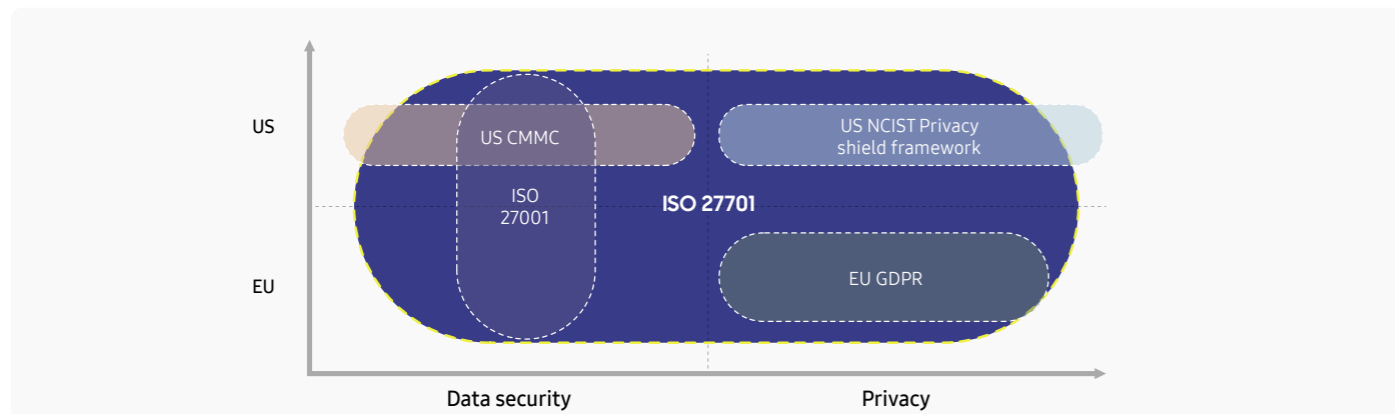Error notifications

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Three-part content management solution

MagicINFO™ is built from three main components that work together to deliver full-scale communications: Author, Server and Player. With Author, interact with easy-to-use content creation tools within an intuitive interface. Server provides comprehensive content management for easy scheduling, playlist arrangement and content distribution. Player enables content to be played in nearly any format without the use of external software or hardware.
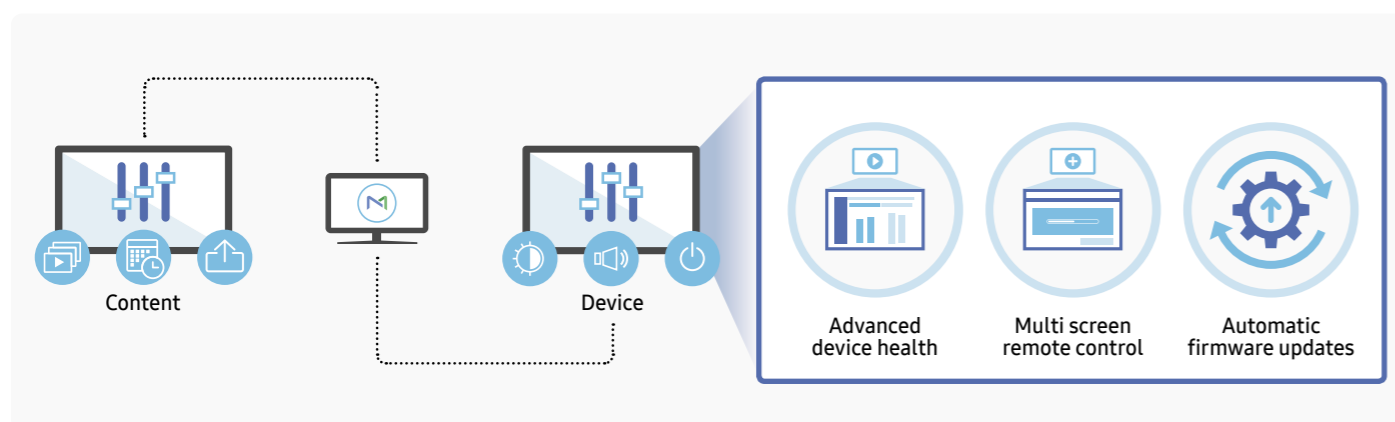

Content management
Content creation · Scheduling · Publication

Device management
Monitoring · Control · Notification

Data management
Automation · Collect and analysis · Visualization

MagicINFO™ Author
Easy content creator

MagicINFO™ Server
Integrated content & device management

MagicINFO™ Player
Universal compatibility

Add-on solution

MagicINFO™ Insight
Collects detailed playback history & provides dashboard

MagicINFO™ Datalink
Delivers real-time data updates

Why choose MagicINFO™?
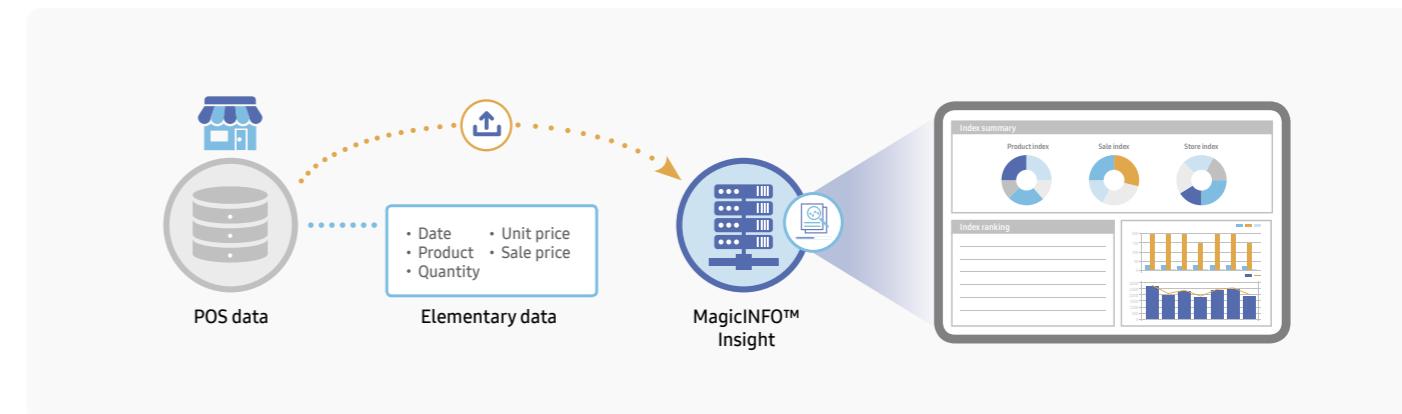
Industry-leading security

The digital signage industry faces new security threats. The potential reach of digital signage is enticing enough for hackers to attempt to access systems. Recently, this has resulted in an increase in incidents where hackers break into display CMS solutions or devices at local level to display inappropriate images or messages, negatively impacting a brand and causing unwanted attention. Samsung specifically sought ISO certification as it is the mostly widely recognized and used security standard today. After an extensive review process, Samsung was ISO27001 and ISO27701 certified. MagicINFO is the 1st solution in the signage industry to acquire the both certifications. Samsung MagicINFO provides the highest level of security in the digital signage industry and is officially recognized worldwide.

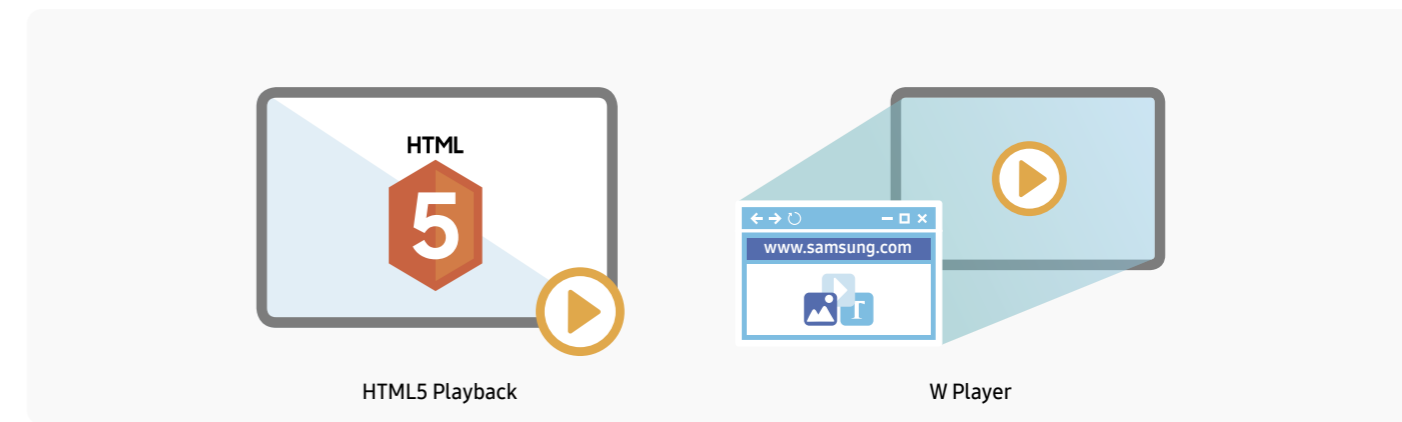## All-in-one solution for device and content management

With MagicINFO™, users can manage both the content and device on a single platform. Unlike other content management solutions, Samsung's MagicINFO is a completely integrated solution for monitoring and controlling hardware issues remotely. Control display content, access hardware settings and troubleshoot issues, all while offsite. MagicINFO consolidates everything into one place and synchronizes with your existing management software to provide complete control from every display. With the enhanced device management capabilities, enable advanced device health checks and firmware target updates.

Enhance the power of your displays with real-time data insights

Marketing with data-driven insights can be the difference maker between your business and the competition. MagicINFO™ Insight collects and analyzes Proof of Play (PoP) history from multiple displays, and now the enhanced insight dashboard provides more tools to get the most out of content. MagicINFO Insight creates detailed performance reports for advertisers and can show content ROI with custom 3D charts for more visual analysis. By uploading sales data to the platform, MagicINFO can compare content plays versus actual item sales to determine correlations and effectiveness. It helps businesses know what content is working effectively and what is not, allowing for real-time modifications to provide maximum return.

Powerful playback supporting real-time modification

MagicINFO™ Player is compatible with multiple web formats and standards, allowing rich content playback for optimum business flexibility. Now, Samsung is providing the W player API to businesses to unlock real-time web content modification for more agile updates. Web content can be modified in real-time for immediate use on the display. Users can modify HTML content using the web author and API guide or can update external data via the UDP port or Datalink to change elements including POS data and order confirmation displays.

MagicINFO™ benefits suited for each vertical

Retail

Enhance offline shopping environments with immersive digital experiences

- **Drive Sales and Brand Awareness**
  Deliver an increased ROI with creative and engaging advertisements by showcasing in-store sales promotions to drive future visits.

- **Optimize Display Management**
  Easily launch content across an array of localized or off-site screens thanks to a cloud-based content management solution.

- **Improve Messaging With Analytics**
  Apply real-time customer preferences in order to optimize messages that appeal to target customers.
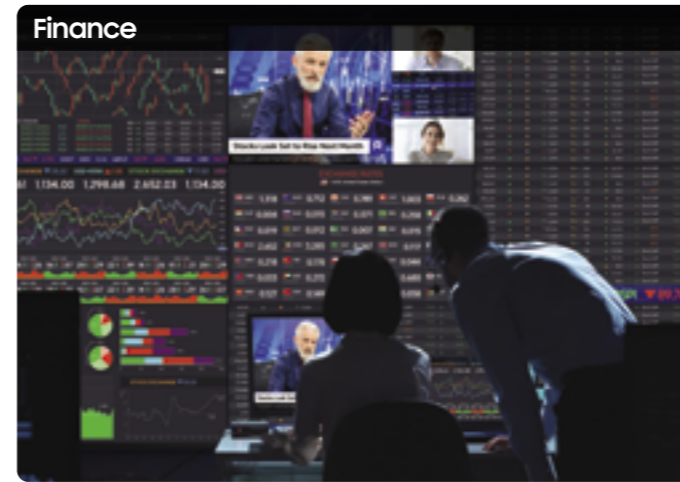

Healthcare

Improve overall service while showcasing effective content and communication

- **Reduce Perceived Wait Times**
  Make the most of patient wait times through use of entertaining videos, live news feeds and social media.

- **Enhance Patient Experience**
  Incorporate technology such as beacons, apps and self-check-in kiosks to optimize operational efficiency and positively impact patient experience.

- **Incorporate Advertising**
  Unlock new revenue sources by leveraging advertising potential.

QSR

Bring your menus to life and sell more with dynamic and engaging content

- **Boost Sales**
  Boost sales through use of enticing videos and dynamic images, and promotion of add-on items, thus maximizing upside potential.

- **Easily Manage Menus and Day Parts**
  Schedule content based on parameters including time, day and season. This can be centrally managed for numerous restaurants.

- **Improve Customer Experience**
  Incorporate beacons, mobile apps and self-ordering kiosks to optimize operational efficiency and positively impact consumers.

Finance

Communicate with trusted data in real-time

- **Easily Update Content**
  Deploy and update content from a central location or allow content to be customized to suit local banking conditions and audiences.

- **Capture Customer's Attention**
  Captivate users and new businesses though effective use of interactive displays with eye-catching promotions.

- **Real Time Live Data**
  Display live financial data feeds in real time.

Education

Modernize your equipment to create a more connected campus

- **Easily Manage Displays**
  Provide comprehensive control to teachers and administrators inside and outside the classroom. Create and update content easily and as needed.

- **Provide Peace of Mind**
  Be assured that emergency alerts and notifications are being disseminated throughout the school or campus.

- **Educate, Inform & Inspire**
  Keep students and staff informed and entertained while broadcasting news and content through out the campus.

Entertainment

Streamline communication that's always up-to-date, relevant and fast
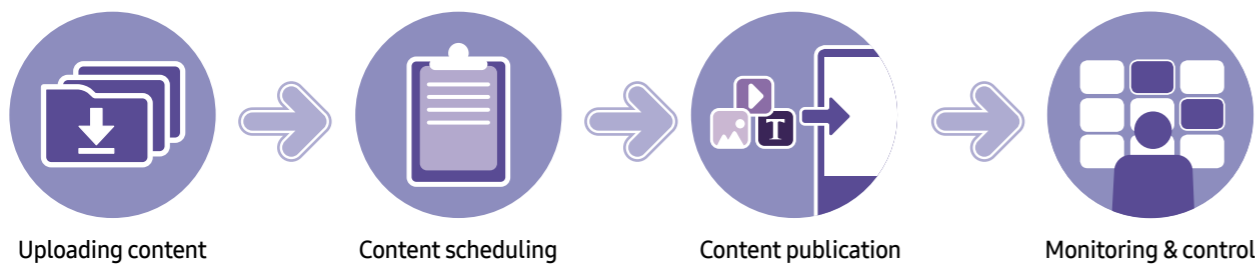
- **Increase Sales**
  Increase revenue by suggesting product add-ons, special promotions and extra services. Incorporate 3rd party ads for additional income.

- **Provide Accurate Information**
  Integrate with accounting and back-office systems to ensure accurate ticket prices, promotions, attractions, and event information.

- **Accelerate the Line**
  Minimize wait times at POS through use of interactive self-service order kiosks.

MagicINFO™ Server

Centralized control over your hardware and software—from anywhere.

MagicINFO™ Server drives a more convenient and efficient management experience through an intuitive user menu and extensive content and playlist management options. It allows you to create playlists from various content types and enables easy scheduling, in-depth monitoring and control capabilities to connected displays.

Uploading content → Content scheduling → Content publication → Monitoring & control

Conditional scheduling

MagicINFO™ Server enables users to remotely control important display settings from anywhere with an intuitive mirroring interface, which functions as though users were standing right in front of the display. The details of any hardware errors and warnings are also provided so that users can diagnose any issues, identify the cause and solve it via a web manual. Users are alerted of any content or device errors, provided by monitoring capabilities on a single dashboard and shared via email notifications for maximum efficiency.
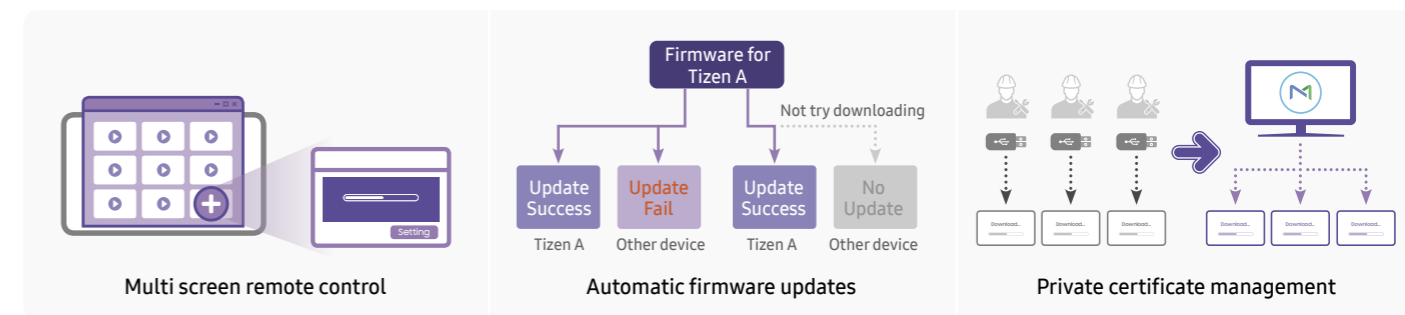
Dynamic content distribution

MagicINFO™ Server can deploy up to ten multi-channels that have been scheduled, as well as easily create multiple frames within a single display panel, each with the ability to play its own unique content. Server also prevents any gaps in delivering critical content through a backup play setting that transfers content to a secondary display if the main device is out of order, ensuring there is no disruption to the business.

Enhanced device management

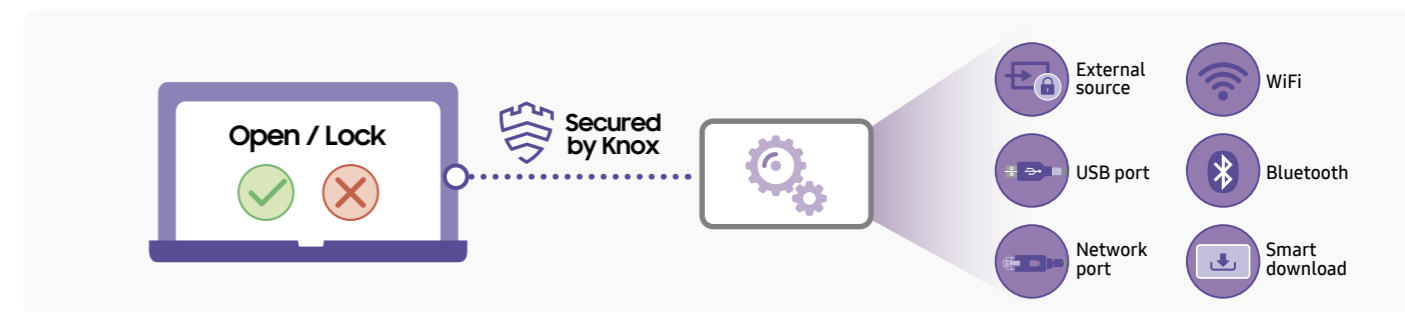Advanced device health | Advanced email notification

Full network monitoring

MagicINFO™ Server enables users to monitor the health of the full network to ensure maximum efficiency at all times. When an error is detected, the system provides alerts and warnings on a single dashboard and shares with relevant stakeholders through email notifications.

Firmware for Tizen A

Not try downloading

Update Success | Update Fail | Update Success | No Update
Tizen A | Other device | Tizen A | Other device

Multi screen remote control | Automatic firmware updates | Private certificate management

Enhanced remote control

When an error is detected, MagicINFO™ Server now makes it easier to diagnose and address issues remotely. Using Multi Screen remote control, users can view and interact with multiple screens in order to better diagnose an issue. With Screen Monitoring control, users can control on and off the screen shown and each display and with the remote management function, can be turned on and off directly from the server.

Open / Lock

Secured by Knox

External source | WiFi
USB port | Bluetooth
Network port | Smart download
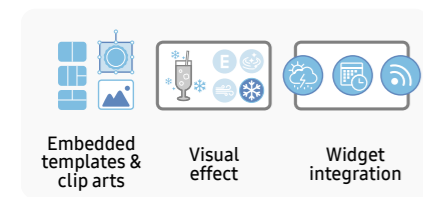
Comprehensive security protection

With MagicINFO Server, users can monitor and control the security settings of all displays, including network port access, USB navigation, Wi-Fi and Bluetooth connection, as well as the smart download feature based on the security and device policy of each feature.
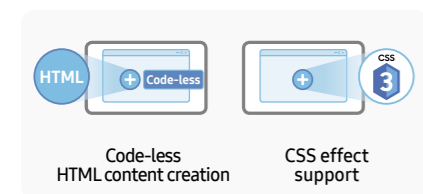
MagicINFO™ Author

Easily create dynamic content on any display

Create dynamic, high-quality content that will capture your audience's attention with MagicINFO™ Author. The comprehensive platform provides users with intuitive and easy-to-use content creation tools that simplify web content authoring – no coding required. MagicINFO™ Author is fully flexible for custom content creation, allowing users to upload custom fonts and have more control over their message to ensure full adherence to established brand guidelines. Support for widget integration, QR code creation and variable tags encourage customer interactions after the initial viewing for increased engagement.

Embedded templates & clip arts   Visual effect   Widget integration
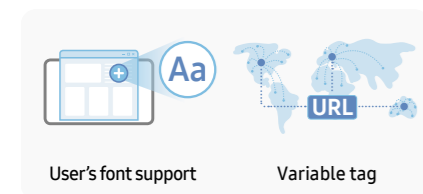
Complete customization

MagicINFO™ Author provides various embedded components for optimized content creation. Built-in templates and clip art, including decorative stickers and stamps, make content more visually appealing and grab the attention of consumers. Dynamic visual effects can also be added, bringing content to life with options such as snow, rain, confetti and smoke. Additionally, Author supports built-in applications, including Media RSS, for full user integration.

Code-less HTML content creation   CSS effect support

Web content construction with no coding needed*

MagicINFO™ Author makes it easier than ever to create web content, including HTML, CSS and JavaScript, without any coding required. A host of new embedded web components are available, allowing users to easily access widgets and upload their own custom web elements. These include custom design fonts to make their content stand out and ensure it aligns with any established brand guidelines, in addition to fully customized web effects for dynamic and engaging content.

*Features listed here are only supported for content created specifically for W player.

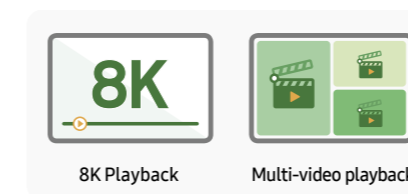
User's font support   Variable tag

Intuitive features for enhanced user experience

Custom font designs can be uploaded by users for fully customized content which aligns with established brand guidelines. Simple tagging of devices to a single URL destination means only one URL address is needed to access and edit content. Users can lock specific parts of content to prevent other users from modifying, while having the ability to also lock any element by size, position or design style. This allows for the localization of content, without changing key brand content such as logos.

MagicINFO™ Player

Easily playback and distribute dynamic content on any display, at scale

MagicINFO™ Player is compatible with multiple web formats and standards, allowing rich content playback for optimum business flexibility. Now, Samsung is providing the W player API to businesses to unlock real-time web content modification for more agile updates. Users can modify HTML content using the web author and API guide or can update external data via the UDP port or Datalink to change elements including POS data and order confirmation displays. Once updated, MagicINFO Player's enhanced playback functionality provides advanced graphic performance and showcasing content in 8K quality.

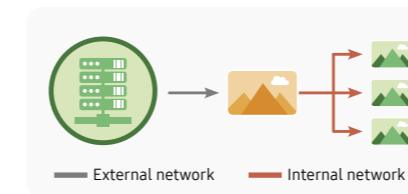8K Playback   Multi-video playback

Eye-catching performance

MagicINFO™ Player provides each user with advanced graphic performance capability to showcase content in 8K quality for enhanced customer engagement. Player can also deliver up to three simultaneous FHD quality videos from multiple sources, in both portrait and landscape. These features are supported by seamless transitioning, preventing any lag or streaming delay while also eliminating black screens or gaps as content transitions to ensure customer attention is captured – and maintained.

W Player

Web content compatibility

Users can experience MagicINFO™ while using current web technology or upgrade the app at any time to use new features when the latest server is available. And with the W player API, web content can be modified in real time for immediate use on the display.

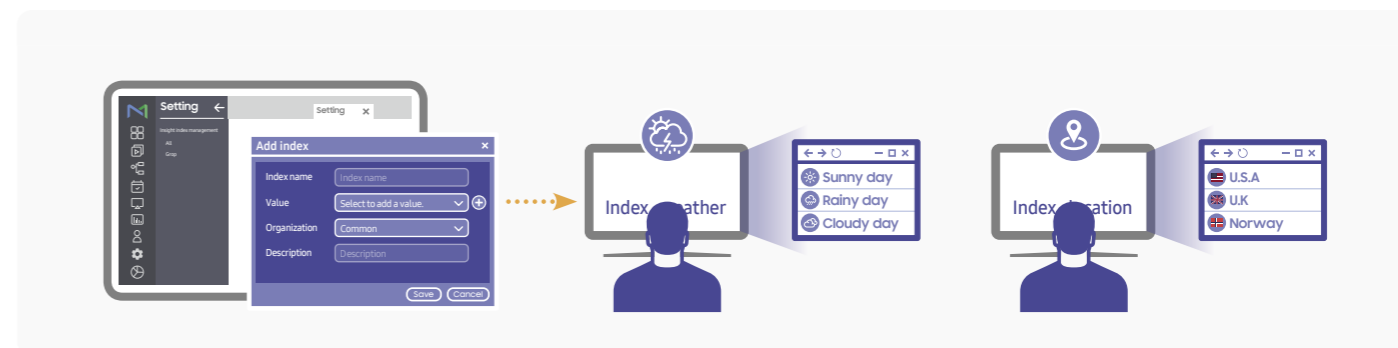External network   Internal network

Smart download for more efficient content delivery

MagicINFO™ Player is supported by an advanced smart download feature, meaning the Player downloads content from the MagicINFO Server before distributing to other players via an internal network. This ensures the Server must only execute one data transition, avoiding any unnecessary network traffic and creating a more efficient process.

MagicINFO™ Insight

Smarter insights faster. Enhance the power of your displays with real-time data.

Marketing with data-driven insights can be the difference maker between your business and the competition. MagicINFO™ Insight collects and analyzes Proof of Play (PoP) history from multiple displays, and now the enhanced insight dashboard provides more tools to get the most out of content. Insight creates detailed performance reports for advertisers and can show content ROI with custom 3D charts for more visual analysis.
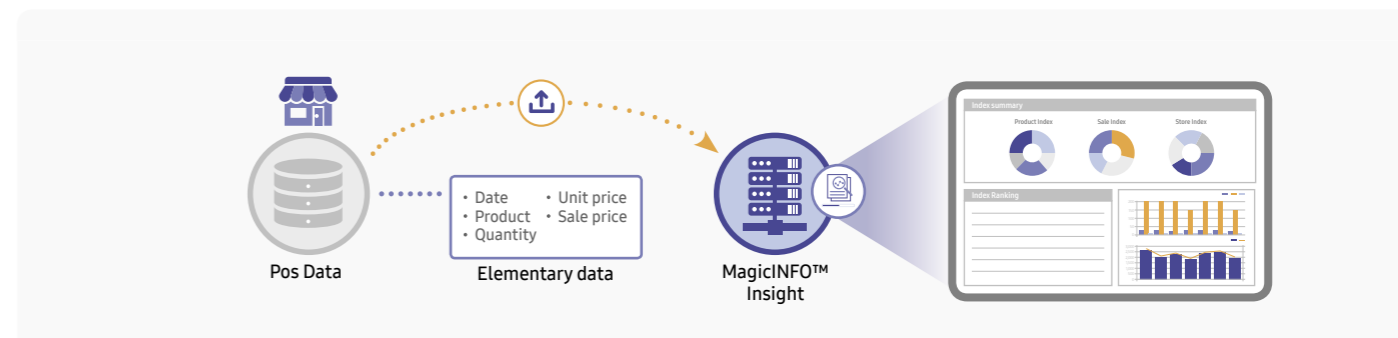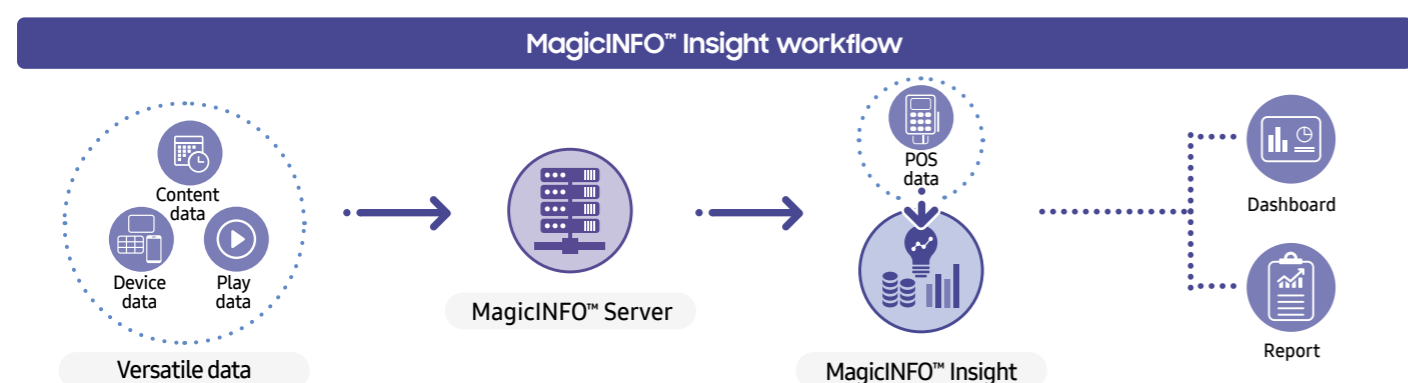

Reliable playback history

Condensed dashboard

Report for advertiser

MagicINFO™ Insight workflow

Versatile data — Content data, Device data, Play data — MagicINFO™ Server — POS data — MagicINFO™ Insight — Dashboard, Report

What can MagicINFO™ Insight do for you?

Customizable content management

Collect and analyze Proof of Play (PoP) history from multiple displays, and with the enhanced insight dashboard, get the most out of content with more tools. Now, users can set and manage the index any way they want, including by brand name, weather, and region. Analyze ads by regional performance or by different environmental factors to show performance during different types of weather.

Pos Data — Elementary data — MagicINFO™ Insight

Seamless data upload

Now it's easier than ever to upload sales data from different store's POS terminal. MagicINFO™ 9 identifies and maps five essential data points key to analysis regardless of POS systems across regions, making it simpler and faster to compare data. Businesses can compare performance against real sales data to create new goals and plans, rather than analyzing separately. Plus, the analysis accounts for environmental factors including weather data.

Product_A(AD) — This ad was less effective.

Content ROI analysis

MagicINFO™ provides simplified content ROI analysis that helps businesses plan for the future. By uploading sales data to the platform, MagicINFO can compare content plays versus actual item sales to determine correlations and effectiveness. It helps businesses know what content is working effectively and what is not, allowing for real-time modifications to provide maximum return.

MagicINFO™ Datalink

Dynamic, real-time data delivery without interruptions

MagicINFO™ Datalink delivers up-to-date information with simplified, real-time content management, by pulling external data from the customer database and sending to the MagicINFO Player. Users can create dynamic content with MagicINFO Datalink, adapting elements such as changes in price, exchange rates and interest rates, all of which can change in real time. This capability allows users to customize and display impactful information, streamlining content management, minimizing operation cost and with a host of new features also now added, MagicINFO Datalink ensures maximum business performance.

Automated scheduling   Reduced labor cost   Global operation
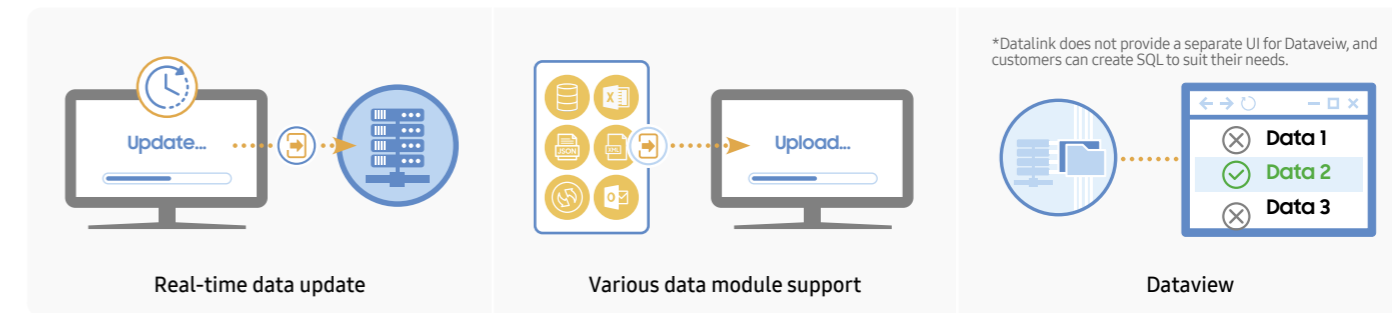
MagicINFO™ Datalink dynamic content workflow

Centralized data → MagicINFO™ Datalink → MagicINFO™ Server → Single template → Publishing

Pulling & pushing* data   Sync   Publish

- Menu / price / daypart
- Time / region / language & etc

*Additional development may be required for data pushing
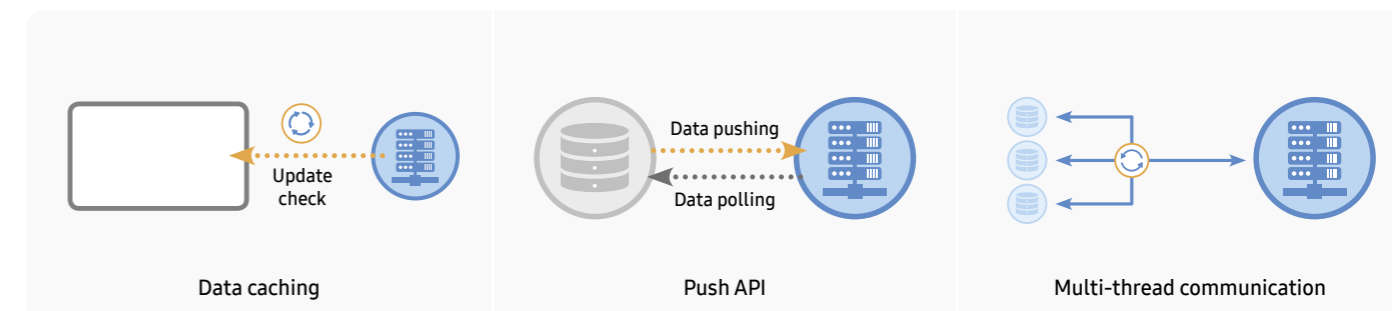
What can MagicINFO™ Datalink do for you?

Real-time data update   Various data module support   Dataview

*Datalink does not provide a separate UI for Dataveiw, and customers can create SQL to suit their needs.

Data 1
Data 2
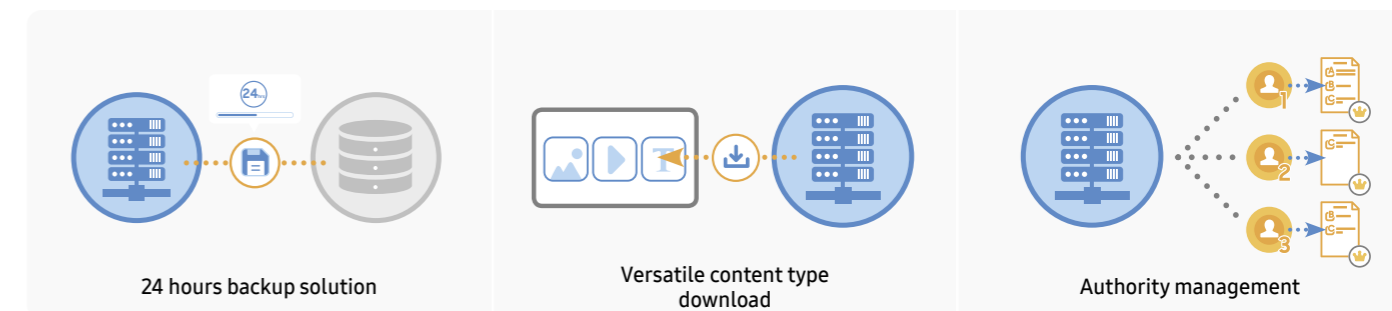Data 3

Simple data integration and utilization

MagicINFO™ Datalink supports dynamic information delivery, presenting up-to-the-minute data for a straightforward, efficient and real time user experience. MagicINFO Datalink also supports a variety of user databases and doesn't require any separate middleware to connect user data to the platform, making it easy no matter what infrastructure a user has in place. MagicINFO Datalink provides a straightforward drop-down menu for SQL, even without user knowledge of SQL language.

*Middleware or third-party software may be recommended depending on specific customer requirements.

Data caching   Push API   Multi-thread communication

Update check   Data pushing   Data polling

Increased operational efficiency

MagicINFO™ Datalink utilizes data caching by analyzing data before downloading to the player to determine if there is a change in the data or not, with only new data being downloaded to eliminate unnecessary traffic. MagicINFO Datalink also supports data pushing, meaning that when the data is updated, the database sends only updated content to datalink even before set cycle. Finally, multi-thread communication with multiple servers simultaneously, vastly improves data transmission rates in larger organizations and infrastructures.

24 hours backup solution   Versatile content type download   Authority management

Enhanced features and functionality

MagicINFO™ Datalink features backup solution that regularly saves the last 24 hours of data in XML format so if there is any network disruption, displays can showcase the right content based on matching the time. In addition to text data, Datalink also supports a versatile range of media content including video and images for any business need. For efficient operation, admin users can assign proper organization access to each data module, setting restrictions and ensuring appropriate management of data and content.

MagicINFO maintenance service

Get the most out of your CMS. Access on-demand experts for comprehensive support.

Maintaining up-to-date software is essential to ensuring you always get the most out of your solution. Samsung MagicINFO™ Maintenance Service provides fast access to Samsung experts ready to provide reliable support that a ddresses customer's needs and requirements. The annual subscription-based service can be purchased from authorized Samsung MagicINFO distributors or resellers.

Trusted Service
- Professional maintenance from Samsung experts

Fast Response
- Direct connection to technical expertise and support

Updated Solution
- Up to date MagicINFO™ software
- Maintenence required starting with MagicINFO 9

Seamless solution, simple subscription

Customers who purchase a newest MagicINFO license receive a 12-month free trial of Samsung's MagicINFO Maintenance Service*. After the free trial period ends, customers may extend their service with a 12-month subscription to MagicINFO Maintenance Service, which includes the ability to upgrade their MagicINFO solution to the latest version at any time, without needing to purchase a new license.

* Active 'Maintenance' Service required for MagicINFO 9
Maintenance enables: Access to latest MI Versions (MI 9+) and New Elevated Support Portal.
Maintenance must be applied 1:1 to each MagicINFO CMS license. It is all or nothing.
New Customers: BW- MIP70 orders come with one year of maintenance included.
Existing Customers: Must have active maintenance or will need to purchase.

End Date: If a customer combines both old and new licenses, the end immanence date will adjust to be the blended average end date, which may result in less than 12 months. Blended average of end date of merged licenses.
Customers should not: Download MI9 without maintenance. Can not downgrade.
Customers can continue to use MI8 without maintenance.

MagicINFO Server License
- Perpetual software license
- 12-month free trial of maintenance service included

MagicINFO Maintenance Service
- Technical support and software upgrade solution
- 12-month subscription after free trial ends

Customer Support

To support the intelligent features and capabilities of MagicINFO™, Samsung's MagicINFO maintenance service provides comprehensive customer support to ensure users always have peace of mind. Managed through the MMP (MagicINFO Maintenance Portal) site, users can submit technical inquiries and troubleshooting requests, in addition to accessing the knowledge hub for a variety of useful resources. Users can upload any questions or issues and check the status of their requests – all of which will be escalated in a timely manner by Samsung to ensure users get appropriate support when they need it. In addition, the MagicINFO maintenance service allows for latest software upgrade.
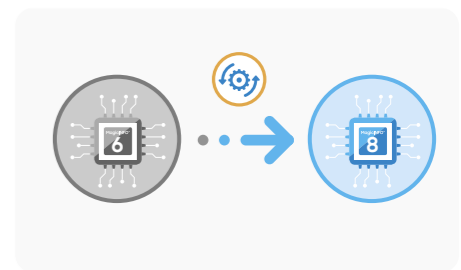
* To reach the MMP site, please visit: http://magicinfo.support.samsung.com

Technical inquiries

Users can register all inquiries on the MMP at any time, requesting detailed information to learn about the latest MagicINFO™ features and compare versions of the software to understand the differences.

Trouble shooting

If users have any issues related to MagicINFO™, they can report these issues and escalate them through the MMP. Once this issue has been reported, Samsung's technical support team can analyze via a remote support session if needed and deliver a recommendation accordingly based on the resolution most suited to the user's environment.

Update access

Users can get the most from Samsung MagicINFO™ by upgrading to the newest version of the solution. By subscribing to MagicINFO™ Maintenance Service, users are enabled to upgrade their software when a new version is available.

*This may not be applicable to you if you already have the latest version and Samsung may not be able to provide an upgraded version during your subscription term