

Samsung MagicINFO™ DataLink and DataModule

Provide up-to-date information with simplified and affordable real-time content management



Highlights

- Deliver real-time information with ease, convenience and enhanced communication.
- Reduce content management costs and improve maintenance convenience.
- Leverage easy and instantaneous content management capabilities for efficient and reliable business usage.

Experience convenient real-time data management (RTDM) and display for a competitive advantage

Businesses face ever-increasing challenges related to data integration, security, performance, scalability and quality when using various data sources that are managed by different applications. Companies rely on trusted data for implementing critical business decisions in real time, gaining customer insights and analyzing customer sentiment. New use cases include real-time inventory control and real-time vehicle tracking. All the while, data management must address key IT needs such as reduced costs, minimal complexity and enhanced operational efficiency. In addition, the expanding use of smart devices places pressure on IT organizations to support real-time data platforms. To address these emerging requirements, businesses must reconsider data management strategies and embrace new technologies that support real-time business content management. The emerging RTDM framework delivers innovative technologies that deliver a flexible, scalable and cost-efficient data platform for a viable and sustainable competitive edge.

Display dynamic data with easy updating capability

Samsung MagicINFO™ DataLink and DataModule provide dynamic information display for a straightforward and efficient way to present up-to-the-minute data that is changed in real time. Designed for vertical markets such as airports, finance companies, transportation hubs and retail or Quick Service Restaurants (QSRs), the solutions display airport flight schedules and other travel information updates, variable pricing and menu data at counters and service venues, and currency exchange board data.

With DataLink and DataModule, the data is instantaneously updated and presented by linking the display with a database. Various easy-to-use templates deliver customization capabilities through an open Application Programming Interface (API). The solutions support a plug-in architecture connection with MS-SQL® and Oracle® databases for simplified content management through a range of applications and sources, including major database systems, legacy database systems, XML data sources, RSS data sources and Excel data sources. DataLink and DataModule enable operators to easily change and manage content, thus reducing operational effort and expenses.

DataLink solution works with Samsung MagicINFO™ Player S3 and Samsung MagicINFO™ Server solution to display updated data in real time. DataModule solution enables MagicINFO™ Player S3 to contact and use an MS-SQL server, providing DataLink functionality without the need to connect to the MagicINFO™ Server and Datalink Server.

Present content from myriad sources with ease and efficiency

Display dynamically updated content easily from various sources and applications with DataLink

DataLink Server solution enables data that is frequently changed to be displayed on Samsung SMART Signage through a networked connection with MagicINFO™ Server and DataLink Server.

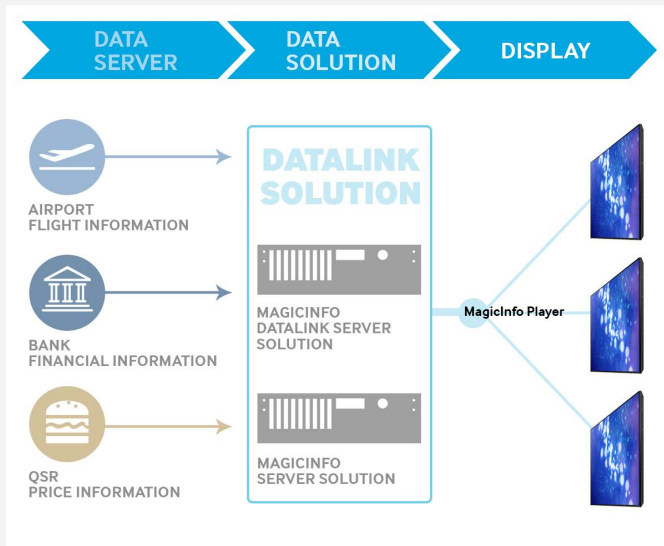


Figure 1. DataLink solution architecture

DataLink Server solution enables users to connect content creation and authoring sources to MagicINFO™ Server, which communicates with the DataLink Server. The server receives polling data from websites and portal sites, as well as polling information from database servers. The MagicINFO™ Server also supports admin jobs and template controls. DataLink Server and MagicINFO™ Server are connected through a network to MagicINFO™ clients, which display the dynamically updated data.

Connect and control data seamlessly with a streamlined and convenient solution

DataLink functionality enables users to readily update content such as pricing data and waiting lists and display the information as text, tags or icons. Operators can update data instantaneously using Microsoft Excel® files and through connections with database systems.

DataLink Content (.DLK) consists of text elements from DataLink Server and other elements with content added in authoring programs or set from MagicINFO™ Premium server.

Change content easily

When a user wants to easily change content, the user can simply copy and paste files (including video and image files) into a shared folder that is linked to the displays through a network. The displayed data is automatically reloaded from shared folders as it is updated.

Change pricing data in real time

Pricing data can be changed directly on a server and is automatically updated and displayed on the signage in real time.



Figure 2. Users can instantaneously change and update content with ease

Experience the ultimate in real-time content display

Add tags to SMART Signage

Tags assigned to various content enable users to show different content from the same playlist based on the tags.

Use MS Excel files for updating data in real time

For operator convenience, MS Excel files can be used to store and update content, with any changes automatically reflected on the connected displays.

Connect database systems

Database systems, such as those used by airlines and train stations can be connected through DataLink for automatically updated scheduling and other information display.

Convert text to icons

DataLink can convert text to display as icons for more appealing and eye-catching content presentation.

Experience the enhanced functionality with simplified DataModule

For the added convenience of customers who have constantly updated data displayed on Samsung SMART Signage, but do not have MagicINFO™ Server, DataModule provides a quick and easy way to dynamically display content. DataModule is a simplified version of DataLink which is offered at no charge. With DataModule solution, MagicINFO™ Player S3 can connect with and use an MS-SQL server to deliver DataLink functionality without the need for MagicINFO™ Server and Datalink Server solution.

Update information easily, cost-efficiently and conveniently in real time

DataLink and DataModule provide easy and instantaneous, real-time information updating capability and convenient maintenance at a reduced cost. Users can also easily manage DataLink and DataModule, when SMART Signage is connected to the database.

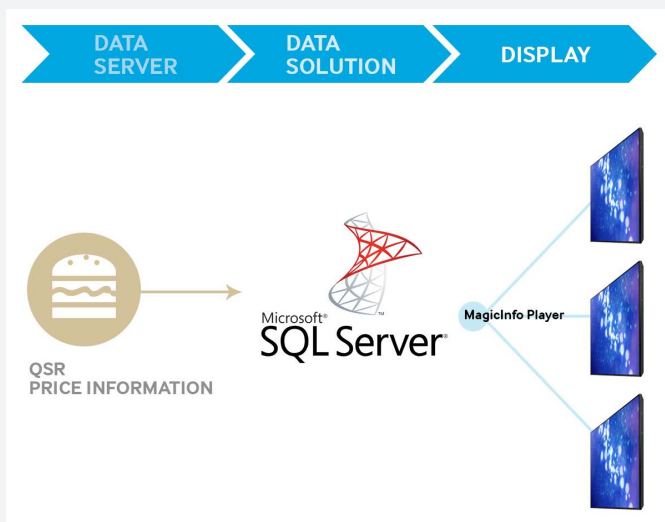


Figure 3. DataModule solution architecture

Samsung DataLink and DataModule

Specifications

Samsung DataLink and DataModule Comparison

	DataModule	DataLink
Program Structure	Embedded in Player S3	An independent software program that requires a separate installation
License	Free	\$100 (CIF)
File Format	.LFD	.LFT (.DLK)
Server Requirement	DB Server (MS-SQL)	DataLink Server and MagicINFO™ Server
Supported Elements	Text, Image	Text, Image, Video, Flash, WordArt, Media Slide

Samsung DataLink and DataModule 2015 Samsung SMART Signage Compatibility

		DataLink and DataModule	
		2015	2014
Embedded Player (SSSP)	2014 (D Series) S2	O	X
	2015 (E Series) S3	O	O
Player for SBB	2014 Player I	O	X
	2015 Player I	O	X

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For more information

For more information about Samsung DataLink and DataModule, visit www.samsung.com or www.samsung.com/displaysolutions

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