Stretched Display

SHR-B

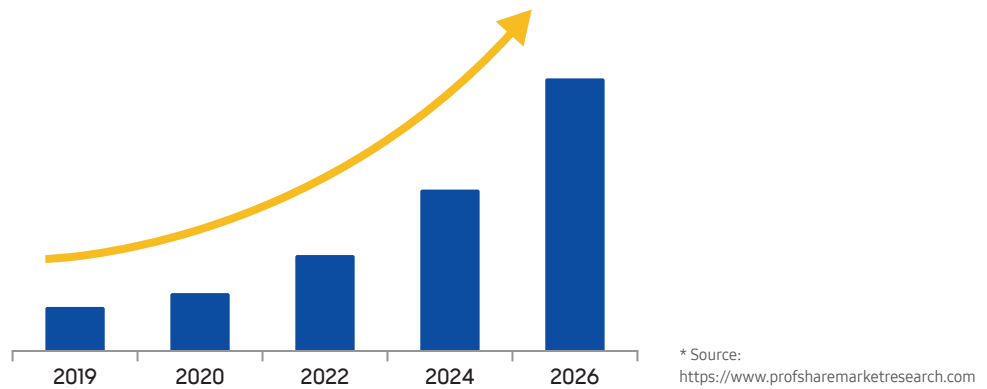Engage customers with powerful content in a slim, versatile package

Industry trends

Stretched format displays have become commonplace in locations where businesses are looking to capture attention or clearly deliver information. They are also frequently used in locations where standard-shaped displays may not have the same impact, such as where space is limited. As result of increased demand, global stretched display market is expected to grow rapidly by the end of 2026 with an increase of more than 28 percent.

With so many different potential applications, a stretched display's most important feature is typically its design. Displays with a slim form factor provide more flexibility since displays can be used in spaces of nearly any dimension and clearly deliver information 24/7. Recently, the utility of stretched displays has expanded even further beyond advertising in retail and hospitality locations, but also to deliver critical travel information in locations such as airports, bus and train stations. Because of this, text and messages on the display must remain vivid and sharp even under hard-to-see ambient conditions.

With the most recent technological advances in these displays, such as built-in management controls, easy installation, improved maintenance and usability, the market for these displays is expected to see continued growth for the near future.

Growth potential of stretched display market

2019   2020   2022   2024   2026

* Source:
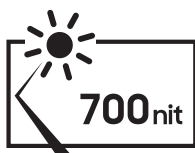https://www.profsharemarketresearch.com

Why Samsung SH37R-B?

Samsung SHR-B stretched displays offer crisp, clear images in nearly any lighting conditions with a non-glare panel and 700 nit brightness. The display's 16:4.5 stretched format and the ability to customize content with portrait and landscape orientation gives users flexibility to maximize viewer engagement with custom content without wasting space or making any sacrifices.

Samsung's SHR-B displays also now come with Samsung's powerful Tizen operating system embedded, giving users powerful capabilities without the need for a separate media player box.
This all-in-one solution is easier for users to manage and features simplified installation and maintenance.

SH37R-B displays are available in a variety of environment, brightness options and features making them flexible and optimized solution for a wide variety of digital signage needs.

Clear Visibility

Stretch Ratio

All- in-one solution

Key features

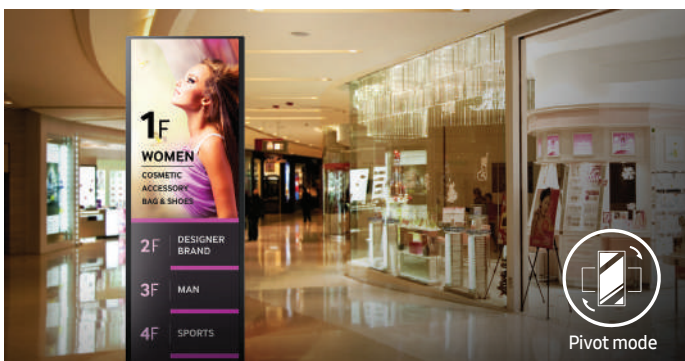**Stretched Resolution** · **24/7 Operation**

Maximize space and optimize content

Digital signage today needs to be versatile and cost effective with an emphasis on maximizing space efficiency. There has been an increasing need to utilize niche spaces with effective signage solutions. Samsung SHR-B displays, with 16:4.5 wide screen stretched display offer the ability to effectively communicate information in small, narrow spaces such as store shelves, ceilings, and corridors.

High Brightness · **Non-glare Panel**

Deliver sharp images in various lighting conditions

Samsung SHR-B displays deliver vibrant, realistic images offering an unparalleled visual experience. Featuring brightness levels of up to 700 nit, these displays deliver the clearest, richest images regardless of lighting conditions. SHR-B Series displays excel in situations with strong light where glare may present an issue.
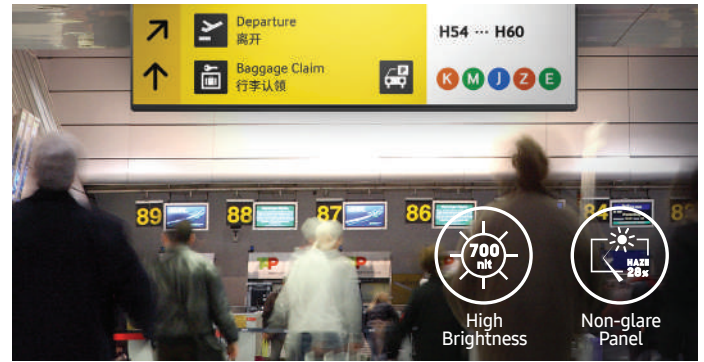

Slim Depth · **Narrow Bezel**

Maximize viewer engagement in a minimum amount of space

Samsung SHR-B displays feature a slim profile with a depth of only 44.8 mm which allows you to maximize available space. This enables the display to be installed in areas where space is limited and allows content to blend seamlessly with the environment in a slim, light, design with reduced power consumption for lower operation costs.

Easy Development · **Reinforced Compatibility** · **High Expandability** · **Secured Protection**

Powerful, all-in-one solution

The Samsung SMART Signage Platform (SSSP) is an open-source, all-in-one solution embedded in Samsung SMART signage that simplifies installation and maintenance. With SSSP, there is no need for any external devices to communicate with the server or play digital media enjoying easy development, reinforced capability with multiple-web formats, and secured protection.
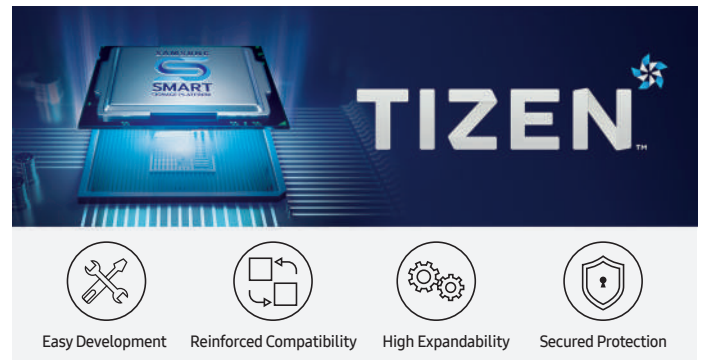

Pivot mode

Customize content from portrait to landscape

Samsung SHR-B displays offer pivoting capability along with image rotation software that can change image orientation from portrait to landscape for greater display flexibility. Images do not require rotation in image editing software to make them appear correctly in a different orientation as this capability is handled automatically within the display.

HDMI Loop Out

Daisy chain multiple displays

Due to the relative novelty of UHD in commercial display settings, SHR-B currently offer support for UHD streaming. With UHD resolution content on multiple displays, made possible with daisy chain, users can deliver eye-catching messages in complete clarity for greater impact.

Specifications

Model			SH37R-B
Panel	Diagonal Size	Class	37"
		Measured	37.0" / 93.98cm
	Type		60Hz E-LED BLU
	Resolution		1920 x 540 (16:4.5)
	Pixel Pitch(mm)		0.47(H) x 0.47(V)
	Active Display Area(mm)		904.32 (H) x 254.34 (V)
	Brightness(Typ.)		700nit
	Contrast Ratio(Typ.)		4000:1
	Viewing Angle(H/V)		178:178
	Response Time(G-to-G)		6.5ms
	Display Colors		8bit - 16.7M
	Color Gamut		72%
	Operation Hour		24/7
	Haze		28%
Display	Dynamic C/R		N/A
	H-Scanning Frequency		33.6 ~ 36.6kHZ
	V-Scanning Frequency		47 ~ 63HZ
	Maximum Pixel Frequency		48MHz
Sound	Speaker Type		N/A
Connectivity	INPUT	RGB	Display Port 1.2
		VIDEO	HDMI 2.0 (2)
		HDCP	HDCP 2.2
		AUDIO	N/A
		USB	USB 2.0 x1
	OUTPUT	RGB	HDMI 2.0 (1)
		VIDEO	N/A
		AUDIO	Stereo mini Jack
		Power Out	N/A
	EXTERNAL CONTROL		RS232C(in/out), RJ45
	EXTERNAL SENSOR		IR
	Tuner		N/A
Power	Type		Internal
	Power Supply		AC 100 - 240V, 50/60 Hz
	Power Consumption	Max[W/h]	70
		Typical[W/h]	52
		BTU(Max)	239
		Sleep mode	less than 0.5W
		Off mode	less than 0.5W
Mechanical Spec	Dimension (mm)	Set	923.3 X 277.6 X 44.8
		Package	1112 x 363 x122
	Weight (kg)	Set	6.3kg
		Package	8.8kg
	VESA Mount		400*200mm
	Protection Glass		N/A
	Stand Type		N/A
	Bezel Width (mm)		7.9 (Side), 9.8 (Top/Bottom)
Operation	Operating Temperature		0°C~ 40°C
	Humidity		10~80%
Feature	Key		"Slim & Light LFD with Built-in MagicInfo Player S6, SSSP 6.0, WiFi"
	Orientation		Landscape / Portrait
	Special	H/W	Temperature Sensor, Portrait Installation support, Clock Battery(168hrs Clock Keeping), Video Wall Daisy Chain(HDCP2.2:4EA,HDCP1.4:7EA), Shock and Vibration certificated(IEC 61373)
		S/W	"Auto Source Switching & Recovery, LFD Home UI, Button Lock, Hot key option, Plug&Play (Initial Setting)"
	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, 64-bit LPDDR4 (1.5GHz)"
		Graphics	"Graphic resolution : 1920x540, Output resolution : 1920x540 - 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		QSG, Warranty Card, Power Cord, Batteries, Remote Control, External remote control sensor(IR)
	Optional	Stand	N/A
		Mount	N/A
		Specialty	N/A
		Media Player	N/A

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Smart Signage

For more information about Samsung SMART Signage SH37R-B Series Displays, visit www.samsung.com/business or www.samsung.com/displaysolutions