Interactive Kiosk Solution

An engaging self-service display to maximize the sales potential and offer a safe, staff-free ordering experience

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SAMSUNG

Samsung Kiosk?

2.1 Target Market

☐ Samsung Kiosk meets the requirement of each target vertical

Food & Beverage

- Usage : Self-ordering
- Requirement : Payment, QR/Barcord, Receipt Printer






Retail

- Usage : Self-check-out, Queue Management
- Requirement : Payment, QR/Barcord, Receipt Printer





Hospitality



- Usage
  - · Self-check-in (Hotel)
  - · Self-ordering (Grab & Go)
- Requirement
  - · Payment, QR/Barcord
    Receipt Printer, Camera (Optional)

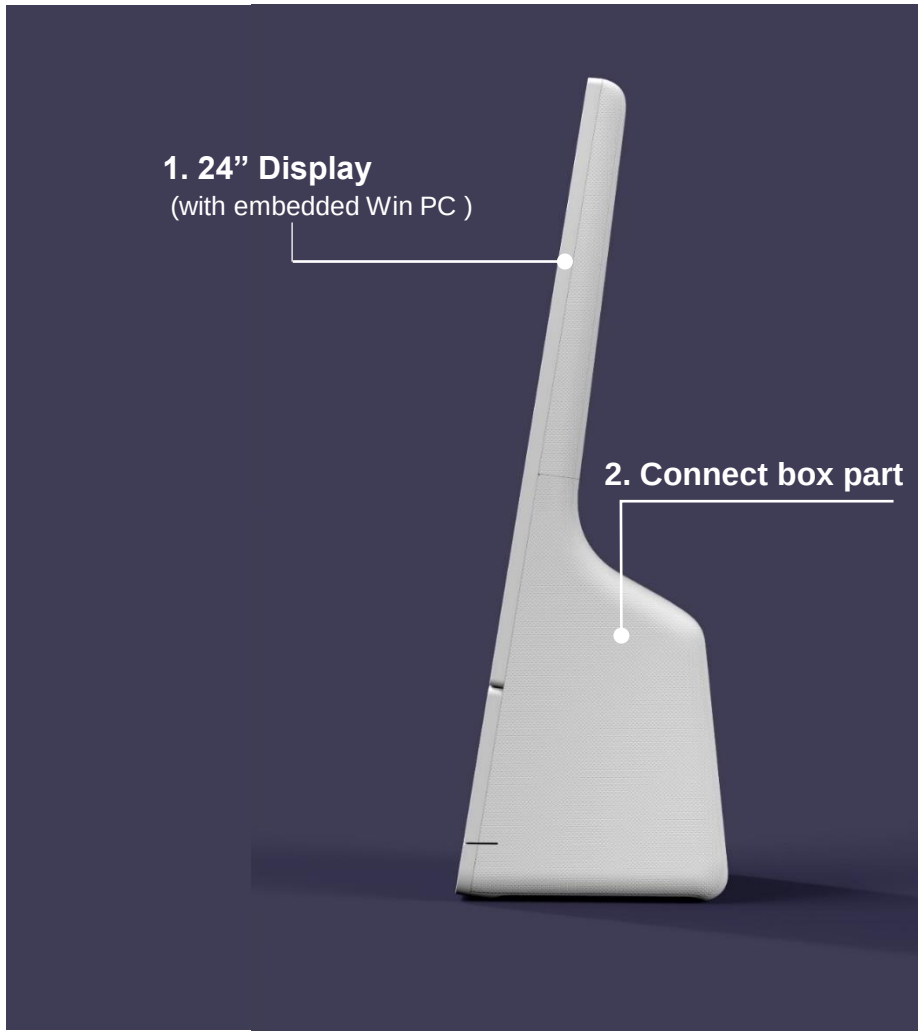
Healthcare

- Usage : Self-check-in, Bill Payment, Subscription Print
- Requirement : Payment, QR/Barcord, Receipt Printer




2.2 Product Differentiation

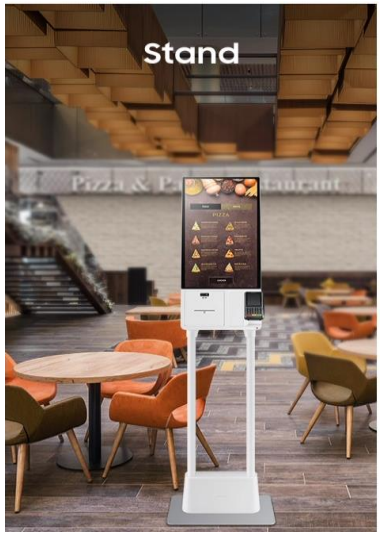
☐ **24” All-in-one Kiosk with compact design & versatile installation options**





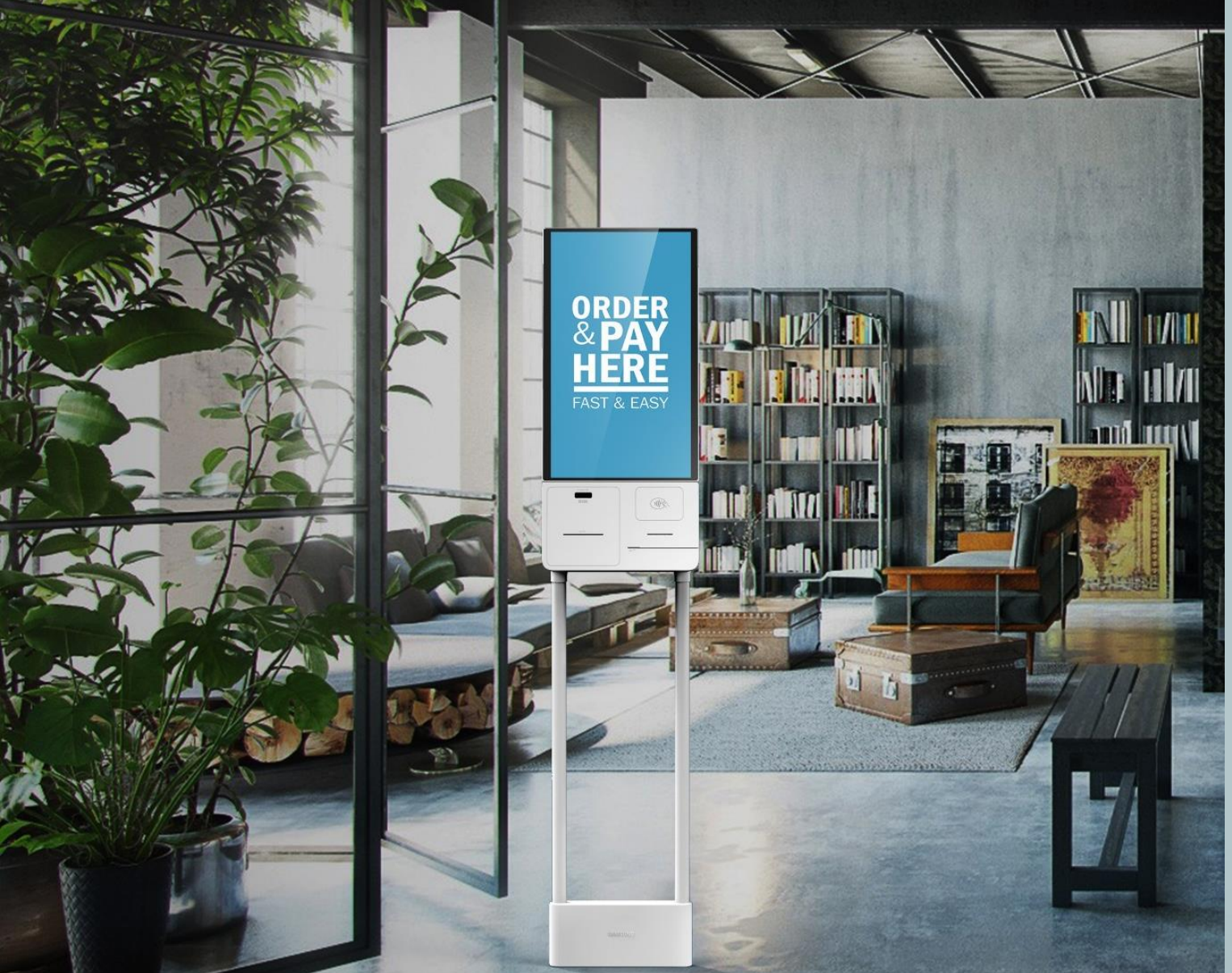






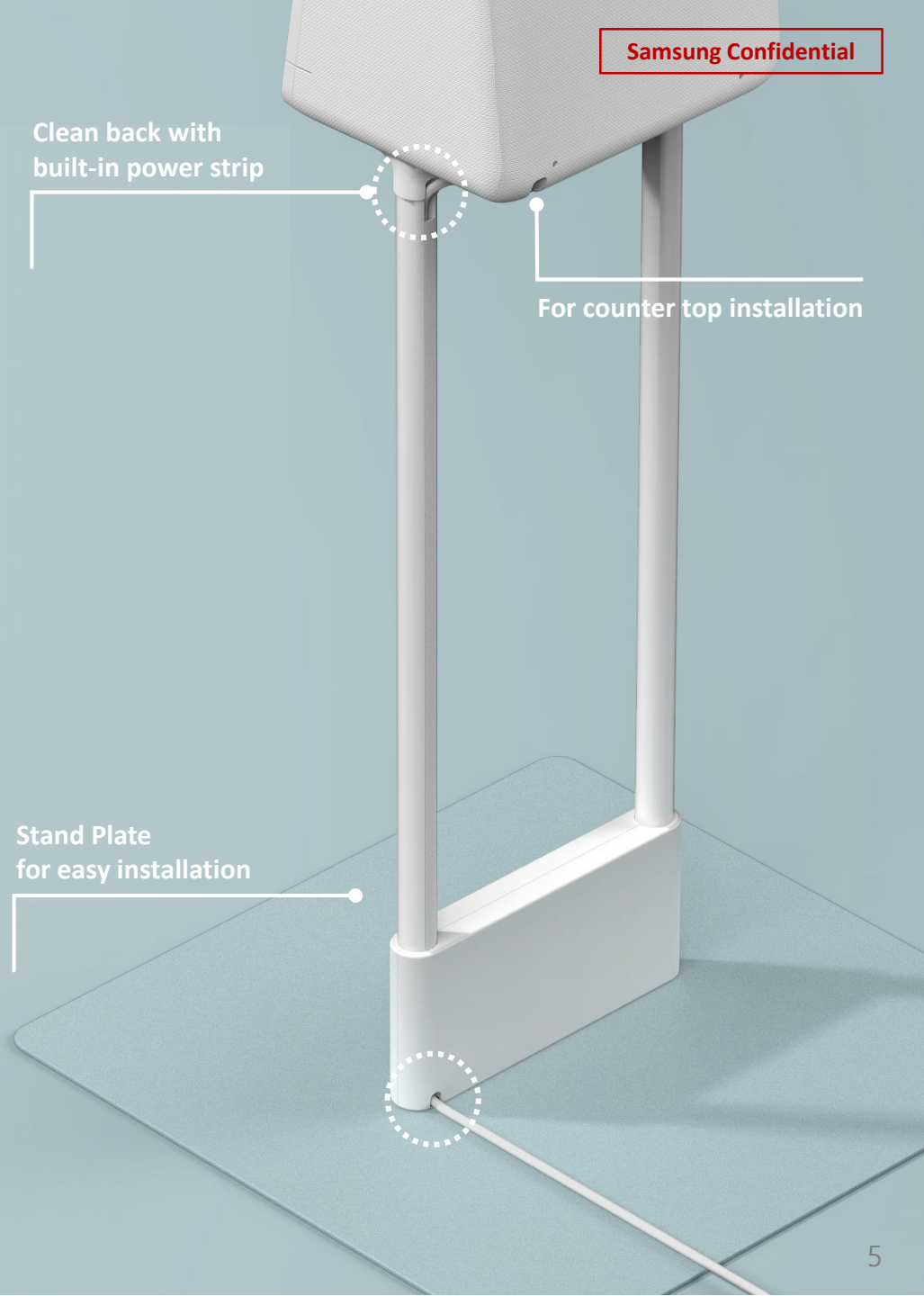


Samsung Confidential



Stylish design

/ can easily be blended into any interiors



2.2 Product Differentiation

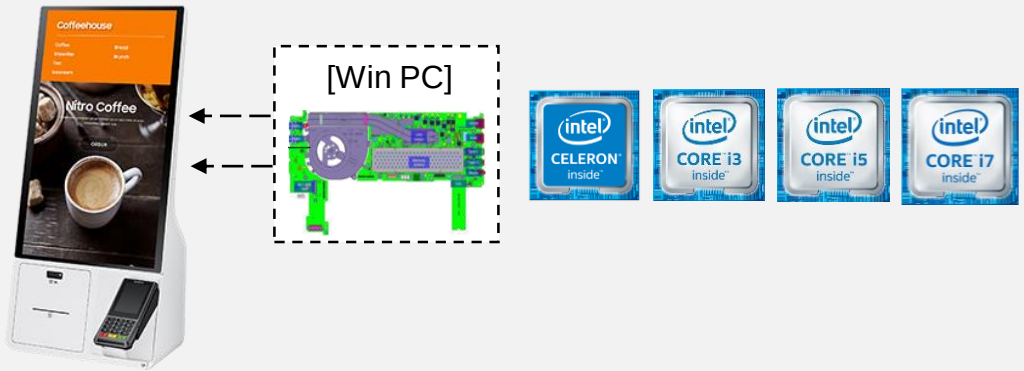
☐ Higher Performance Computing Power & Enhanced Integration Capabilities

High Performance Computing Power

- High performance computing with a compact design

1) Embedded PC with Intel's 11th Generation TGL CPU

· Providing various CPU options : Celeron 6305E / i3 / i5 / i7



2) Providing Faster RAM & Larger Storage

· 8GM RAM / 256 GB SSD

3) Windows 10 IoT License Included

4) Full compatibility with major Ordering / POS / PMS software

※ Windows based

Extensive Interface for 3rd party peripherals

- More Interfaces, more use cases

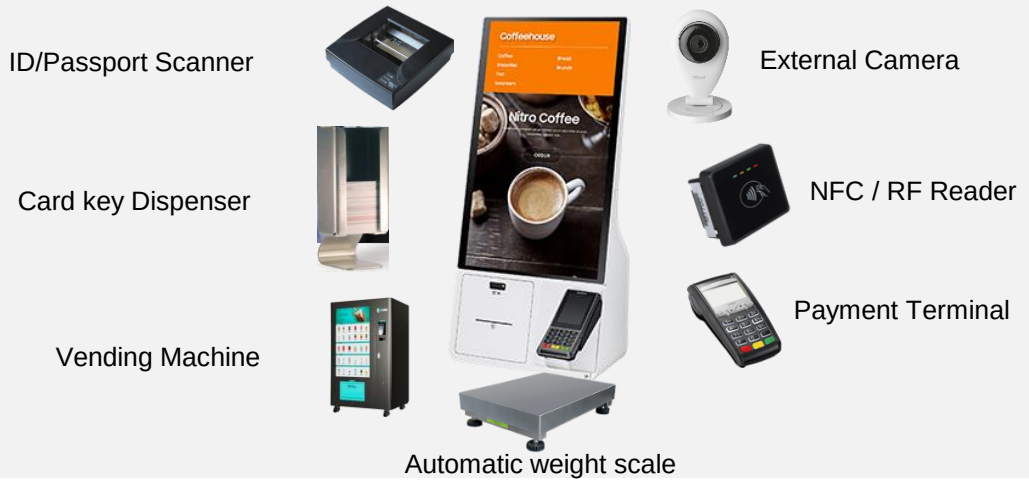
· Providing 3 x USB / 3 x RS232C

Available Interface Slots

USB 1	QR/Barcord Camera	**RS232C 1**	Reciept Printer
USB 2	Available	**RS232C 2**	Available
USB 3	Available	**RS232C 3**	Available
LAN	Network	**WIFI**	N/A

※ 1 RS232C for Printer, 1 USB for QR/Barcode are taken as default

3rd Party Peripheral Integration Scenario



2.2 Product Differentiation

☐ Enhanced flexibility with Windows OS and extensive interfaces supports various use scenarios

Case 1 : Hotel Self-check-in Kiosk

- 3rd party SI can easily customize the Samsung Kiosk
  - Integration with an external card key dispenser
  - Easy Integration with hotel PMS server

Yanolja Hotel Kiosk (Korea, 1K units)



Case 2 : C-store Tobacco Vending Kiosk

- Integration with 3rd party tobacco vending machine
  - Easy Integration with C-store POS & vending machine
  - Adult verification via mobile application

Emart 24 (Korea, 1K Units)



2.3 Unique Sales Point

Key advantages for Partners

- Easy Installation & Maintenance
- High Reliability & Security on Intel CPU
- Leverage Massive Ecosystem on Windows OS
- High Brand Reliability

with powerful Customer benefits

- Convenient In-store Experience
- Compact & Modern Design
- Clean & Safe Touchscreen
- TCO Reduction



2.4 Unique Sales Point - for Partners

Easy Installation & Maintenance

- Fast and simple installation with less assembly jobs, built-in peripherals and less cabling
- Modular design for fast maintenance service

High Reliability & Security on Intel CPU

- Stable CPU technology for lower failure rates and robust hardware for continuous operations
- Intel security technology to protect payment data and minimize the impact of security attacks

Leverage Massive Ecosystem on Windows OS

- Quickly and cost-effectively build, deploy and manage IoT solutions
- Keep devices secure for the long term with turnkey platform security over the 10 years OS support lifecycle

High Brand Reliability

- High quality and excellent SCM by Samsung Global Network
- Consistent global service and quality

2.4 USP for Partners - ① Easy Installation & Maintenance

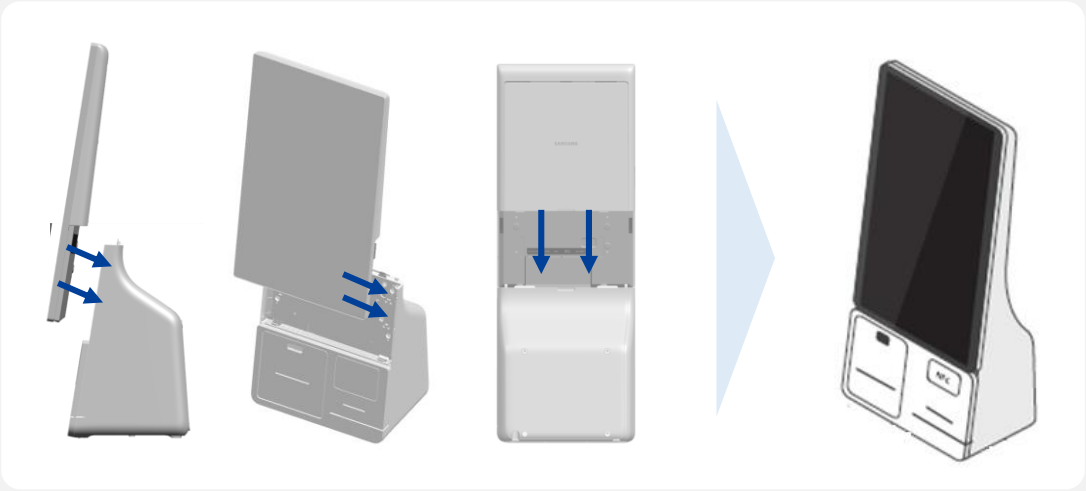
☐ **Minimize assembly jobs with built-in peripherals (printer, QR/barcode scanner) and embedded SoC**

☐ **Check the peripheral devices from the front side without opening the back cover**

Easy Installation

- Less assembly jobs with built-in peripherals and less cabling

  · Simple installation by connecting a display part and a box part



. Printer, QR/barcode scanner, cables and power strip inside the box

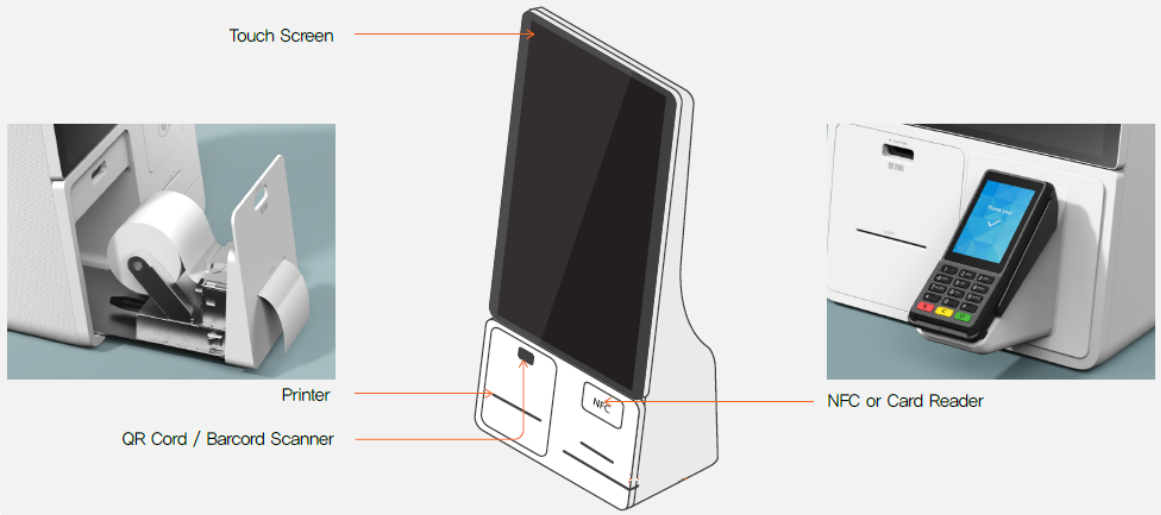
. Less cabling and space saving by removing external media player

Easy Maintenance

- Modular design for fast maintenance service

  · Can be divided into display part, box part and floor stand

  . Easy replace of paper, also able to check for paper jam, printer malfunction from the front drawer without opening the back cover



2.4 USP for Partners - ② High Reliability & Security on Intel CPU

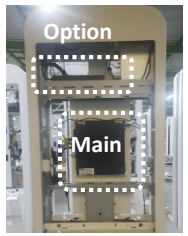
☐ **Stable CPU technology for lower failure rates and robust hardware for continuous operations**

☐ **Intel security technology to protect payment data and minimize the impact of security attacks**

High Reliability

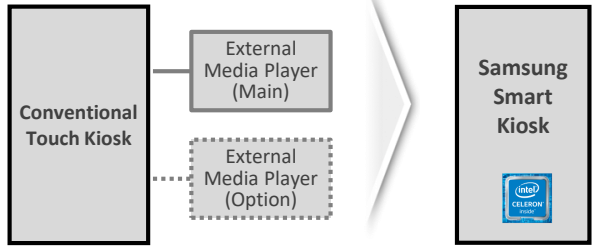
- Lower failure rates with Intel's proven CPU technology

< Conventional >



"... connecting two PCs for back-up due to the frequent errors & failures"

- Company A



< Samsung >

- Durability and stability testing based on Samsung QA process for all-in-one product(display/connect box/floor stand) and peripherals

PIN PAD[1)]	Printer	QR/Barcode Scanner
Verifone	BIXOLON	Samsung
		
P400 (Cradle provided)	BK3-31	

Security on Intel CPU

- Security built on a foundation of trust

· Harden the sw to help protect against a range of cybersecurity threats

· Protect data using accelerated encryption and trusted execution enclaves

. Secure the foundation to help systems start and operate as intended

Software Reliability	• VT-x with Extended Page Tables • Control-Flow Enforcement Technology
Workload and Data Protection	• OS Guard • Virtualization Technology • Virtualization Technology for Directed I/O • Mode-based Execute Control
Foundational Security	• AES New Instructions • Boot Guard • Total Memory Encryption • Trusted Execution Technology

1) Ingenico PIN PAN support is under discussion

2.4 USP for Partners - ② High Reliability & Security on Intel CPU

☐ Intel CPU Specification Comparison

		Entry Level	Mainstream	High-End	
		Celeron 6305E	i3	i5	
Package Specifications					
CPU	Total Cores	2	2	4	
	Total Threads	2	4	8	
	Cache	4 MB	6 MB	8 MB	
Memory	Memory Types	DDR4-3200 LPDDR4x-3733	DDR4-3200 LPDDR4x-3733	DDR4-3200 LPDDR4x-4267	
Processor Graphics	Processor Graphics	Intel UHD Graphics	Intel UHD Graphics	Intel Iris Xe Graphics	
	Max Dynamic Frequency	1.25 GHz	1.25 GHz	1.30 GHz	
	Execution Units	48	48	80	

2.4 USP for Partners - ③ Leverage Massive Ecosystem on Windows OS

☐ **Windows for IoT : leverage massive ecosystem**

900M
active Windows 10 devices with excellent app compatibility

200M
devices managed by Microsoft System Center Configuration Manager (SCCM) and Intune

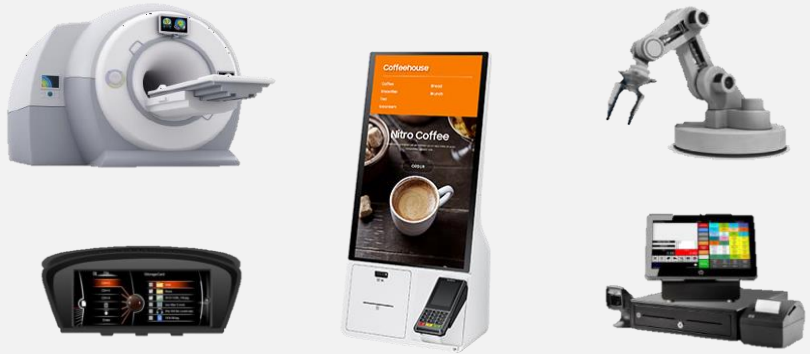
10K
IoT partners, edge to cloud

89%
of decision makers likely to select/deploy Windows for IoT

2.4 USP for Partners - ③ Leverage Massive Ecosystem on Windows OS

☐ Windows has multiple editions : Fixed-purpose device vs. General purpose device





- Designed for dedicated purpose devices systems
- Dedicated application installed by OEMs
- User does not see the Windows UI
- Product lifecycle - Extended availability of the embedded platform

- Equivalent to standard Windows Enterprise incorporating all IoT features into both versions





- User/Customer has full flexibility to install applications
- PC boots into Windows UI

- Windows Home: Personal use , No Business features (Management, encryption, Lock down..)
- Windows Pro : General purpose business PCs and laptops. (18 months support)
- Windows Enterprise : The Highest version of Windows

2.4 USP for Partners - ③ Leverage Massive Ecosystem on Windows OS

☐ Windows for IoT benefits

PRODUCTIVE with Fast



Quickly and cost-effectively build, deploy, and manage IoT solutions

- Windows IoT is ready to go out-of-the-box, allowing you to quickly develop and deploy user-centric IoT solution
- Access thousands of existing Win32 apps and leverage a huge ecosystem of ISVs, SIs, and OEMS
- Use existing enterprise grade device management tools to keep devices up-to-date and operating reliably

TRUSTED



Keep devices secure for the long term with turnkey platform security over the 10 years OS support lifecycle

- Protect your devices with world class security built into Windows for IoT Enterprise and deliver a predicable experience with device lockdown
- 10 Years of Long Term OS Servicing and support
- Microsoft has been a trusted platform provider for the embedded industry for over 25 years

INTELLIGENT



Save time and money with advanced built in features like AI/ML to the edge with Windows ML and support for Azure IoT Edge

- Use Azure IoT Edge for Linux on Windows (EFLOW) to run existing Linux AI containers on Windows
- Instant Multi-Cloud connectivity
- Bring AI/ML to the edge with Azure Percept, Azure Video Analyzer, Cognitive Services and Spatial Analytics

※ Samsung kiosk is hardware and OS ready for Azure.
ISVs, SIs make contract and operate Azure service their own responsibilities.

2.4 USP for Partners - ③ Leverage Massive Ecosystem on Windows OS

☐ Powerful enterprise security

Authentication/ Access Management



Active Directory

Windows Hello

Windows Credential Guard

Azure Active Directory

Conditional Access

Internal Data Protection



BitLocker

Windows Information Protection

Azure Information Protection

Microsoft Cloud App Security (CASB)

Secure from external exploit



Secure Boot

Device Guard

Windows Defender ATP

Azure Advanced Threat Protection

Integrated Device Management



Desktop Analytics

System Center Config Manager

Microsoft Intune

Windows Defender Security Center

Azure Security Center

2.4 USP for Partners - ③ Leverage Massive Ecosystem on Windows OS

☐ Windows for IoT advantages over Linux (Ubuntu for Android)

※ A study by Zarmada found that Windows for IoT had significant advantages when compared to Linux.

Advantages		Windows IoT vs. Ubuntu
Time to market	Creating solutions quickly with compatibility and tooling	Windows IoT ubuntu
Long-term support	All OS components supported for security and stability	Windows IoT
Security	Edge-to-cloud security and constant monitoring	Windows IoT
Partner ecosystem	Thousands of hardware and software partners worldwide	Windows IoT
Innovation	Continuous adding of advanced features to meet customer needs	Windows IoT
Cloud readiness	Integrated features from edge to cloud	Windows IoT
Device management	Flexible management options	Windows IoT
AI/ML capabilities	Democratizing AI/ML to help customers	Windows IoT
OS configurability	Ability to reconfigure the OS by recompiling	ubuntu

2.4 USP for Partners - ③ Leverage Massive Ecosystem on Windows OS

☐ Windows 10 IoT Enterprise Kiosk Mode

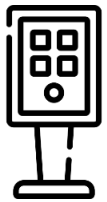
Custom Shell



Shell Launcher enables the use of Win32 or UWP application in place of the Windows shell.

- Allows navigation/launching other apps
- Multi-monitor support
- Can hide Windows UX such as task bar, Start menu, etc.

Single App Kiosk



Assigned Access Single App Kiosk Mode provides a turnkey solution locked down to a single UWP app or Microsoft Edge browser.

- App runs above lock screen to block all other Windows UX
- Ideal for public-facing devices

Multi App Kiosk



Assigned Access Multi App Kiosk Mode provides a turnkey solution locked down to a subset of apps.

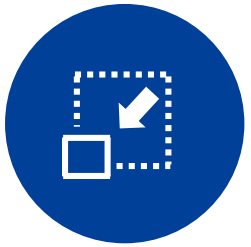
- Tablet mode interface with limited capabilities
- Only access pre-selected apps, folders, and settings
- Ideal for frontline worker scenarios

2.5 Unique Sales Point - for Customers



Convenient In-store Experience

- Modernized experience for faster, consistent service & accurate orders while encouraging upsells
- Enhanced efficiency and safety for customers and employees



Compact & Modern Design

- Compact design for space saving and various installation options
- Simple & modern design for a perfect blend with any store interiors



Clean & Safe Touchscreen

- Built-in Anti-microbial coating that helps protects the screen against 99.9% of bacteria.
- UL certified antibacterial solution with safe and harmless ingredients for humans



TCO Reduction

- Proven embedded SoC technology to reduce initial costs as well as operational costs
- Driving more traffic and sales, yet cutting down on customer support costs

2.5 USP for Customer - ① Convenient In-store Experience

☐ **Improve customer satisfaction with faster service and accurate orders while encouraging upsells**

☐ **Improve employee's job experience and promote safety both for your employees and customers**

Customer Satisfaction

- Give your customers faster service, control and consistent service
  - · Less customer wait times, especially during peak times
  - · Customers want the control to shop their way, at their pace.

86 % Prefers a quiet shopping experience without clerks

74 % Using kiosks is more convenient

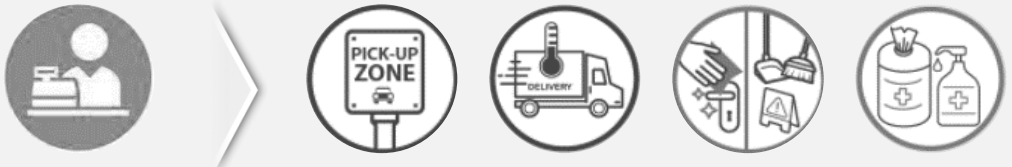
- Increased order accuracy
  - · Fewer incidences of human error, multi-language support

Cashier Order Process	Kiosk Order Process
	

Employee Satisfaction

- Empower your employees
  - · to focus on more essential tasks rather than repetitive and mundane tasks a self-service kiosk can handle instead
  - · to expand horizons like in-house delivery services, more personalized service or management experiences

< Offering More Service Options >



Order Taking | Pick & Delivery | Clean & Disinfect

- High level of safety by limiting human-to-human interaction

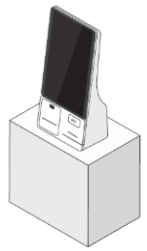
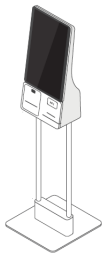
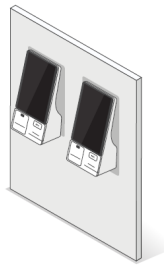
2.5 USP for Customer - ② Compact & Modern Design

☐ **Space saving and various installation options, no need additional remodeling**

☐ **Create a stylish front end by blending a modernized kiosk into your store interiors**

Compact Design

- No bulky enclosures, Choose the best installation option to fit your store

Counter Top	Floor Stand	Wall Mount[1)]
		

- Simply swap a POS terminal for a Kiosk on the counter desk

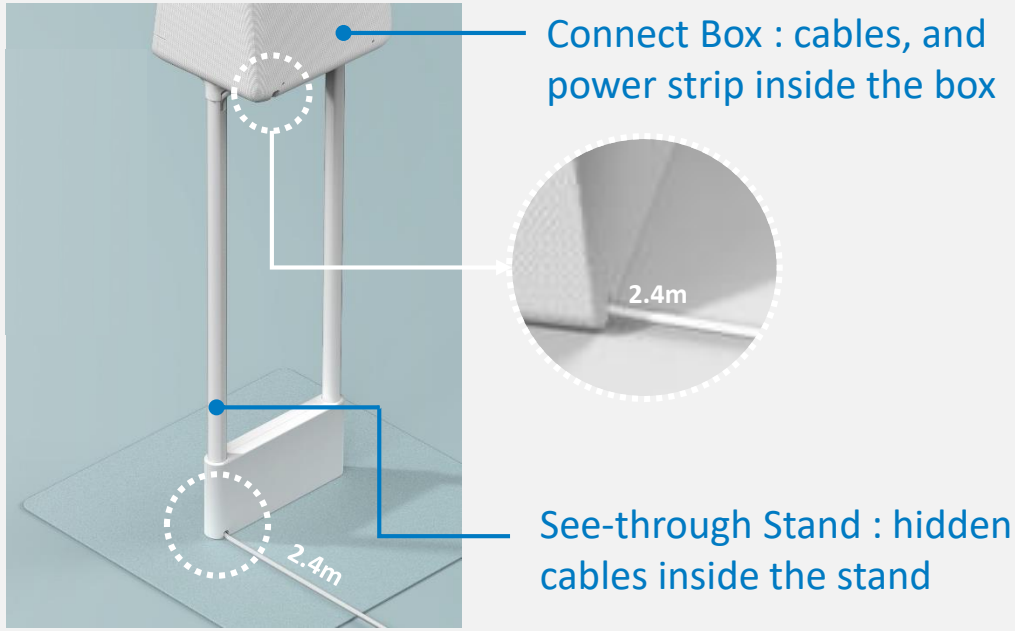


No additional remodeling needed to install a kiosk

Modern Design

- Cream White Color, Connect Box & See-through Stand

  · can be blended into any interiors and lighten up the visual weight



1) Needs additional wall mount kit manufacturing based on the kiosk dimension and installation environment

2.5 USP for Customer - ③ Clean & Safe Touchscreen

☐ **Relives end-users' discomfort and removes repetitive sanitizing jobs for touchscreen**

☐ **UL certified antibacterial solution with safe and harmless ingredients for humans**

※ UL certification testing is under progress, will be completed by the product launch

Anti-microbial Touchscreen

- Samsung's new touchscreen with built-in Anti-microbial coating that helps protects the screen against 99.9% of bacteria.

- Touchscreen's infused with a zinc-based additive verified to block microbial growth to keep the screen clean from germs.



✓ Touchscreen

✓ Anti-glare Coating

✓ **Anti-microbial Coating**

Antimicrobial Coating

VALIDATED

- UL certified solution with strong antibacterial power to kill 99.9% bacteria

- Safe and harmless ingredients for humans, certified by FDA

	Conventional	Samsung
Ingredients	Copper or Silver ions	Zinc
Transparent	Low	High
Harmful to Human	Yes	No
Yellowing	Yes	No
UL Certification	No	Yes

※ Anti-microbial touchscreen is not applicable in Canada, India, CIS and Africa.

2.5 USP for Customer - ④ TCO Reduction

☐ **With Samsung Kiosk, reduce initial development, installation cost and overall operational cost**

☐ **Effective upselling and reduced labor costs can increase overall revenue**

PC-less, All-in-one Kiosk

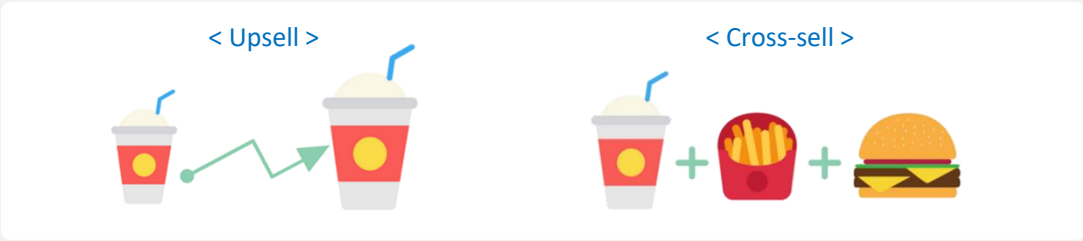
- Reduces initial development and installation cost over complicated & fragmented



- Reduce overall operational cost
  - · Robust hardware
  - · Embedded player, less cabling

Increased Revenue

- Effective upselling to increase sales
  - · Kiosks never forget to upsell or cross-sell, unlike human cashiers
  - → Upsell/Cross-sell effects has been proved from large franchises



- Reduce labor costs for taking orders
  - · Based on case studies in Korea, a single Kiosk can replace of 2-3 employees so store owners retrieve the installation cost within 3 mo.
  - · Increase efficiency by reallocating staffs to boost the speed of service or to help customers who need assisted service

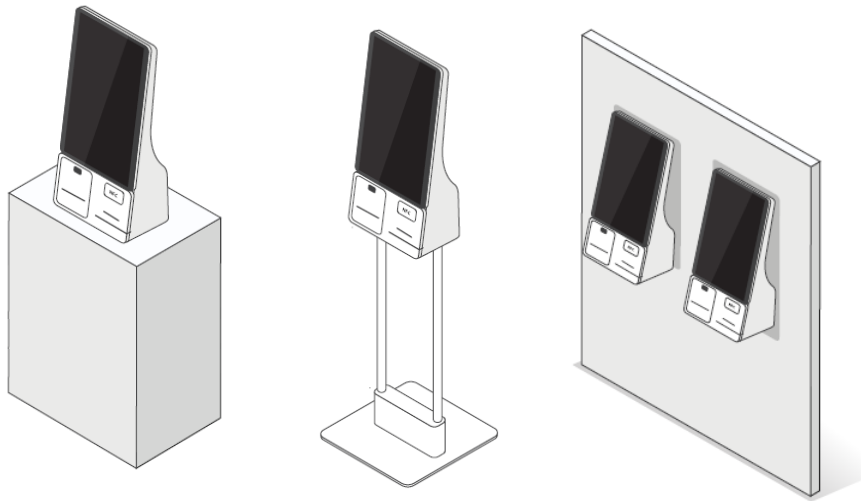
2.6 Spec Summary

☐ LH24KMC3BGCX** for Display and Connect Box, STN-KM24AX** for floor stand

Part	Item		Spec
Display	Inch		24”
	Touch		Cap touch
	Brightness		250 nit
	Resolution		FHD (1080 x 1920)
	Input		USB x1 (for service)
	Speaker		5W X1
	Storage (SSD)		256 GB
	Memory (RAM)		8 GB
	CPU	Basic Line-up	Intel Celeron/i3 Embedded
		Extension Ready Line-up (Deal Based)	Intel i5/i7 Embedded
	OS		Windows 10 IoT Enterprise
Connect Box	Input		USB x3, RS232Cx3, LAN Out x1
	Printer		Built-in (connected via RS232C)
	QR/Barcode Reader		Built-in (connected via USB)
	EMV Cradle		Yes (for Verifone P400 / connected via RS232C)
	Power Strip		Built-in (for Display, Printer and EMV)
Accessory	Floor Stand		Yes (Option)

※ Power strip is not built-in in India.

< Dimensions >



W334*D236*H738 W450*W325*H1650 W334*D236*H738[1)]

1) It may differ from the mounting spec


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Thank You