




Stretch your messaging reach.

SHR Series 37" Stretched Widescreen Digital Signage

Deliver an impactful message in places you never could before. The Samsung SH37R stretched widescreen delivers an impactful message in a bright, beautiful 36" wide by 11" high display. You can take full advantage of narrow areas, whether horizontal or vertical. And with 700 nits brightness, your message will stand out, even in brightly lit environments. Connect with your customers in unexpected new ways, with the Samsung SH37R stretched widescreen signage display.




Key Features

 **16:4.5 Stretched Widescreen Display Captures Attention in Minimal Spaces**


The Samsung SHR series features a 16:4.5 wide screen stretched display, which offers the ability to effectively communicate information in small, narrow spaces such as store shelves, ceilings and corridors.

 **Maximize Viewer Engagement in a Minimum of Space**

Samsung SHR displays feature a slim profile with a depth of only 1.7 inches, which allows you to maximize available space. You can install the slim, light display in areas where space is limited, and content will blend seamlessly with the environment. The SHR series is also designed with reduced power consumption for lower operating costs.

 **700-nit Brightness for Viewing Even in Bright Light**


The high brightness of the SH37R makes your message pop from the background, even in brightly lit environments.

 **Non-Glare Panel Makes Messages Easier to See**


Messages are easier to see with non-glare, anti-reflective panels. Haze is reduced, text is legible and visuals are stunning.

 **Portrait or Landscape Orientation for Flexibility**


Take advantage of the slimmest of spaces, whether that space is horizontal or vertical.


 **Reliable 24/7 Operation**

The SH37R is designed for continuous 24/7 operation, to have lasting impact all day and night.

 **Powerful All-in-One Signage Solution**

The embedded MagicINFO player S6, backed by a powerful Tizen operating system, allows for easy content and display management and playback, without the need for a PC.

 **MagicINFO**
Our leading-edge digital signage platform makes content management easier, more flexible and more robust.*

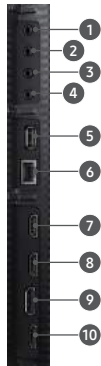
 **3-Year Commercial Warranty**
A 3-year warranty means extended peace of mind.

Samsung SHR Series Stretched Display

		SH37R
Panel	Screen Size	37"
	Panel 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	35.6" (H) x 10.0" (V)
	Brightness (Typ.)	700 nits
	Contrast Ratio (Typ.)	4000:1
	Viewing Angle (H / V)	178° / 178°
	Response Time (G-to-G)	6.5ms
	Display Colors	8-bit – 16.7M
	Color Gamut	72%
	Operation Hours	24/7
	Special Certifications	Non-Glare Panel
Display	H-Scanning Frequency	33.6 – 36.6kHz
	V-Scanning Frequency	47 – 63Hz
	Maximum Pixel Frequency	48MHz
Connectivity: Input	RGB	DisplayPort 1.2
	Video	HDMI 2.0 x 2
	HDCP	HDCP 2.2
	USB	USB 2.0 x 1
Connectivity: Output	RGB	HDMI 2.0 x 1
	Audio	Stereo Mini Jack
External Control	External Control	RS232C (in / out), RJ45
	External Sensor	IR
Power/Operation	Type	Internal
	Power Supply	AC 100 – 240 V – (+/- 10 %), 50/60 Hz
	Power Consumption Max (W / H)	70
	Power Consumption Typical [W / H]	52
	Power Consumption Typical BTU (Max)	239
	Power Consumption Typical Sleep Mode	< 0.5W
Power Consumption Typical Off Mode	< 0.5W	
Mechanical Specifications	Set Dimensions	922.8 x 277.6 x 44.7mm / 36.33" x 10.93" x 1.76"
	Package Dimensions	1111.8 x 363.2 x 121.9mm / 43.77" x 14.30" x 4.80"
	Set Weight	6.3kg / 13.89 lbs.
	Package Weight	8.8kg / 19.4 lbs.
	VESA Mount	400 x 200mm
	Bezel Width	79 mm (Side), 9.8 mm (Top / Bottom)
Environmental Conditions	Operating Temperature	32° F – 104° F
	Humidity	10 – 80%
Special Features	Key	Slim and Light LFD with Built-in MagicInfo Player S6, SSSP 6.0, Wi-Fi Module Embedded
	Hardware	Temperature Sensor, Portrait Installation Support, Clock Battery (168 hrs. Clock Keeping), Video Wall Daisy Chain (HDCP2.2:4EA, HDCP1.4:7EA), Shock and Vibration Certified (IEC 61373)
	Software	Auto Source Switching and Recovery, LFD Home UI, Button Lock, Hot Key Option, Plug and Play (Initial Setting)
Internal Media Player	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	1.7 GHz
	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)
Internal Media Player	Yes, MagicInfo Player S6, SSSP 6.0	
Safety and Environmental Certifications	Safety	cUL60950-1
	EMC	FCC Part 15, Subpart B Class A
Accessories	Included	QSG, Warranty Card, Regulatory Guide, Power Cord, Batteries, Remote Control, RS232C (IN) Adaptor, Screw, External Remote Control Sensor, Cover-Jack
Service	Standard Warranty	3 Years (Parts / Labor / Backlight)

Connectivity

1. RS232C In
2. RS232C Out
3. Audio Out
4. IR In
5. USB (1.0A)
6. RJ45
7. HDMI In 1 (ARC)
8. HDMI In 2 (Daisy Chain In)
9. DP In (Daisy Chain In)
10. HDMI Out (Daisy Chain Out)



ProCare

Samsung ProCare Indoor Display Solutions

- Fast Track with White Glove Next Business Day¹ Service
 - Includes tech-assisted exchange of display: Technician removes original unit, installs replacement and ships non-working unit to Samsung
- Fast Track Next Business Day Exchange
 - Return shipping label provided, customer returns original unit in new unit's box
- Available on sizes 32"-85"
- 3-5 year terms available

Learn More samsung.com/display samsung.com/business insights.samsung.com

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