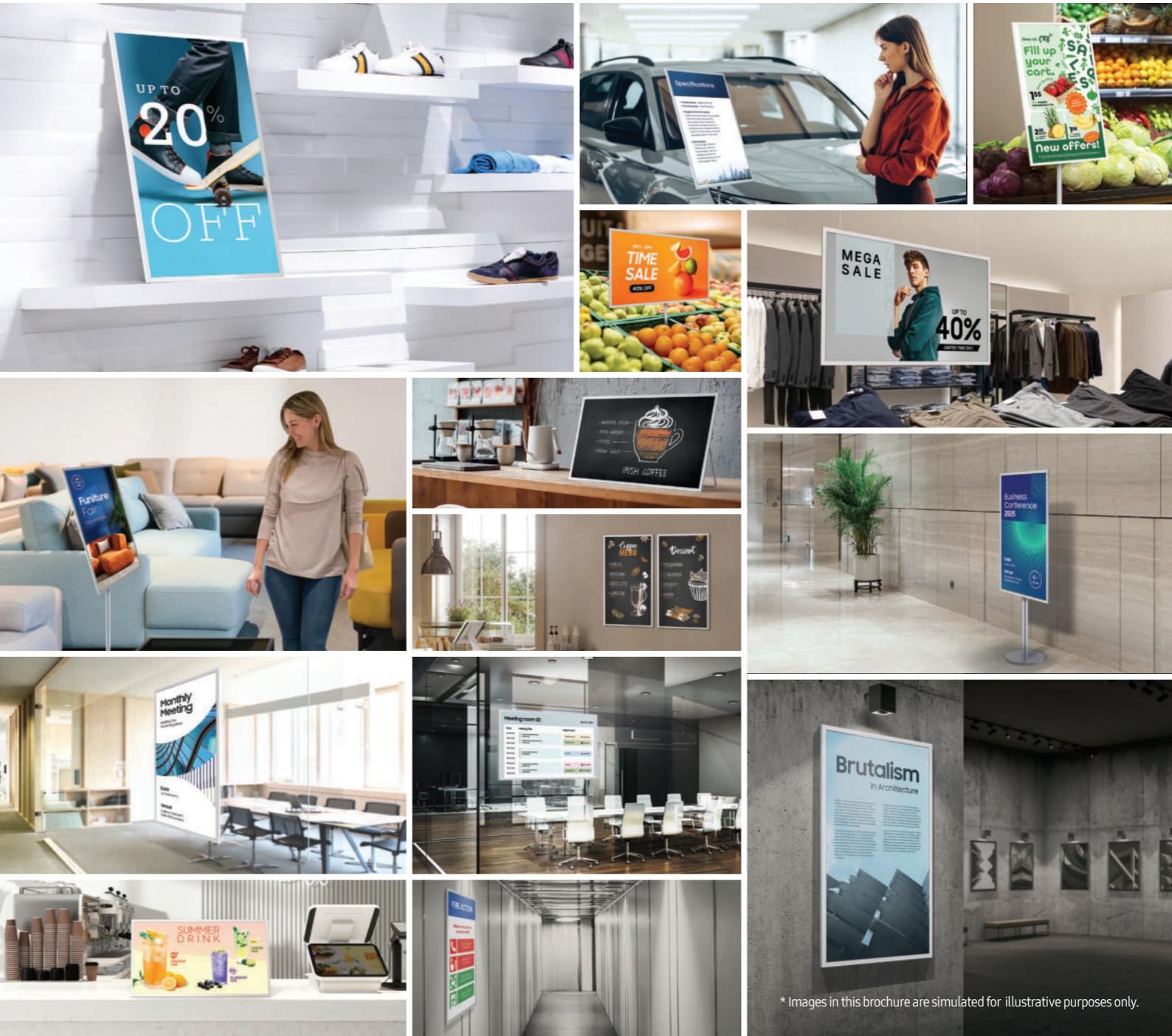


Samsung Color E-Paper

Paper to E-Paper, flexibility meets efficiency



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When traditional display don't fit

The challenges of conventional displays

Digital displays have become a standard feature in modern environments. But not every space is equipped to support them—especially when infrastructure, flexibility, or design harmony matters.

In the real world, most traditional displays aren't built to handle the challenges of business environments. Hard-to-drill surfaces, limited access to power, and aesthetically-sensitive interiors often make installation complicated—or even inappropriate in some cases.

At the same time, printed signs bring their own problems: they require constant replacement, manual labor, and lack real-time flexibility.

As physical spaces diversify, so should the tools we use to communicate. It's time to rethink what a display can be.



Limited Mounting Areas

Difficult or restricted locations make traditional display installation costly or unfeasible.



Highly Flexible Layouts

Environments today need flexible and dynamic displays that can be repositioned and moved quickly.



Limited or No Power Supply

Some environments lack stable electricity, such as areas under construction or temporary setups.



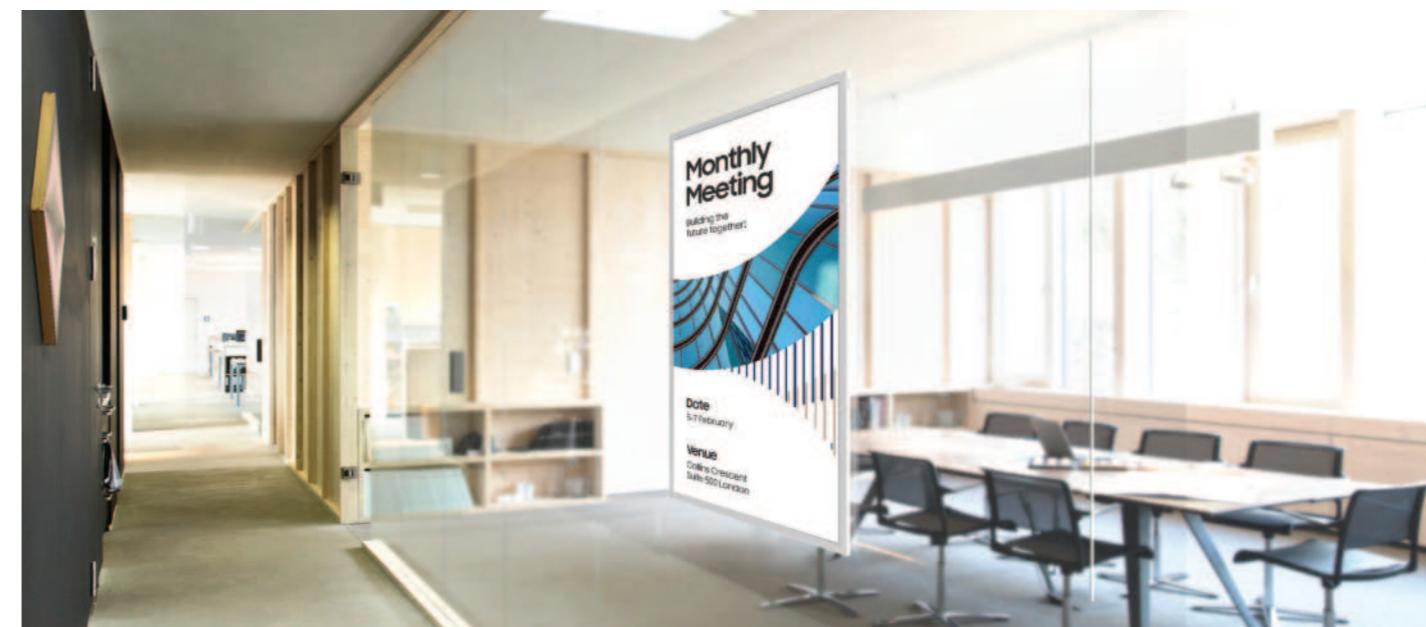
Analog Aesthetic Appeal

Visually curated spaces where maintaining mood and aesthetic harmony is a priority.

The answer to spatial limitations

Some spaces simply aren't built for conventional displays—they are limited by where you can install signage, how you can support it with the proper power requirements, and what can be shown. To address this, Samsung Color E-Paper is designed to deliver essential information—without the constraints of heavy hardware, complex wiring, or constant replacement, thus opening new possibilities in challenging environments.

From retail shelves to glass-walled offices, this new approach brings signage to places previously ruled out. The very spaces that limit traditional displays are where Samsung Color E-Paper performs best.



Where E-Paper creates new possibilities

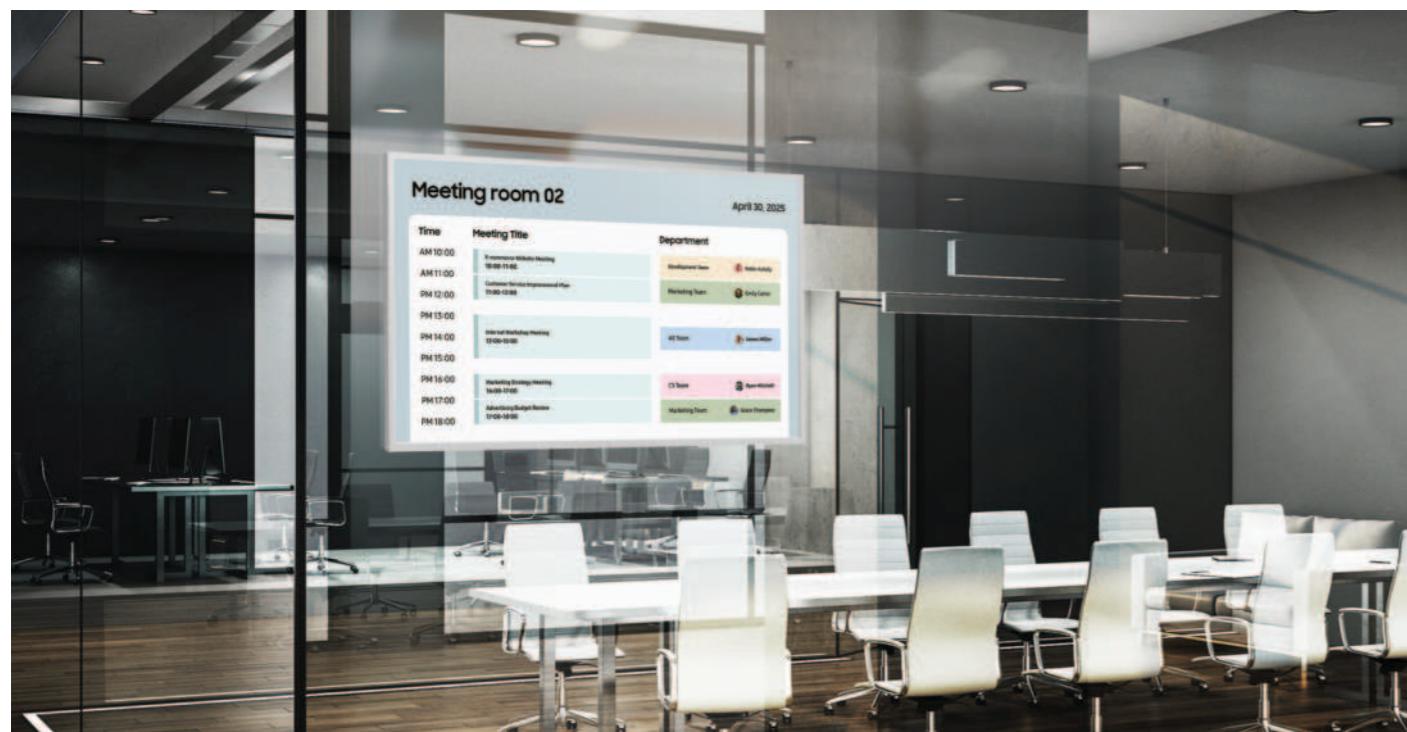
01. Limited Mounting Areas

In many commercial spaces, installing traditional digital signage requires extensive wiring, drilling, or even construction — all of which can lead to high costs, delayed installments, and permanent damage to the building's interior. This is especially problematic in leased properties, on glass walls, or in environments with strict structural regulations.

Samsung Color E-Paper removes these barriers with its ultra-slim 17.9mm design and embedded battery. It can be mounted on a variety of surfaces without external power connections or heavy infrastructure. Whether you're working with limited space, sensitive architecture, or a fast deployment timeline, Samsung Color E-Paper brings digital flexibility without the hassle.

Pain Points
High installation costs due to wiring and structural work
Damage to existing interiors or architecture
Limited flexibility in choosing display locations
Delays in setup that impact business operations

Color E-Paper Benefits
Easy, tool-free installation without wiring
Flexible placement on glass, metal, or flat surfaces
No impact on interior design or structure
Faster deployment with minimal disruption



Where E-Paper creates new possibilities

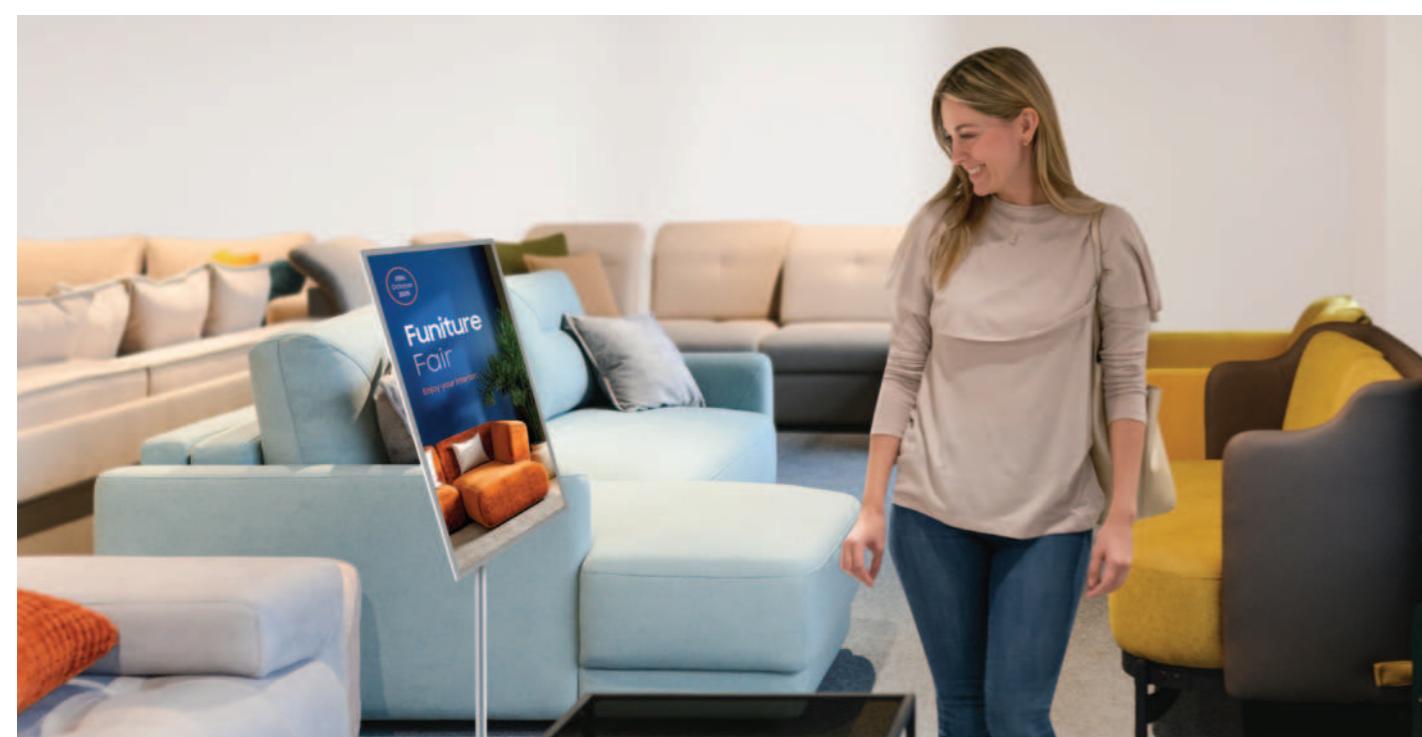
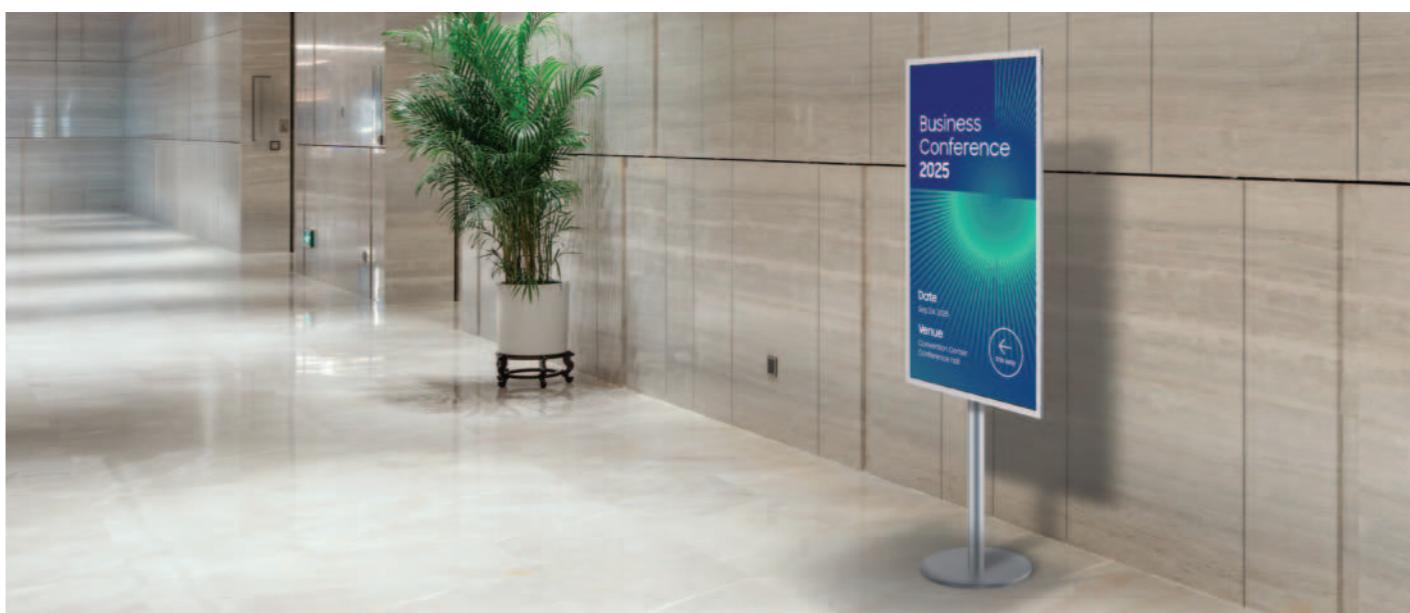
02. Highly Flexible Layouts

In environments like pop-up stores, exhibitions, and constantly evolving retail layouts, display solutions must keep pace with rapid change. Fixed digital signage is often heavy, difficult to move, and costly to reinstall. Paper signage, while more flexible, brings its own challenges — from frequent replacements and manual updates to the hassle of printing, transporting, and disposing of materials.

Samsung Color E-Paper is designed with mobility in mind, making it easy to move, place, and reuse, without tools or structural changes. Wireless content updates result in no downtime, no printing logistics, and no visual compromise as your layout shifts. It's a lightweight, sustainable display that works in sync with your dynamic space.

Pain Points
Fixed digital signage is difficult to relocate or reinstall
Frequent reprinting and manual replacement of paper signs
Added logistics for transporting and distributing printed materials
Waste and inefficiency from constant disposal of outdated paper

Color E-Paper Benefits
Lightweight design makes repositioning easy and tool-free
Wireless updates enable instant content refresh
No printing, shipping, or physical handling required
Reduces waste while supporting agile, flexible layouts



Where E-Paper creates new possibilities

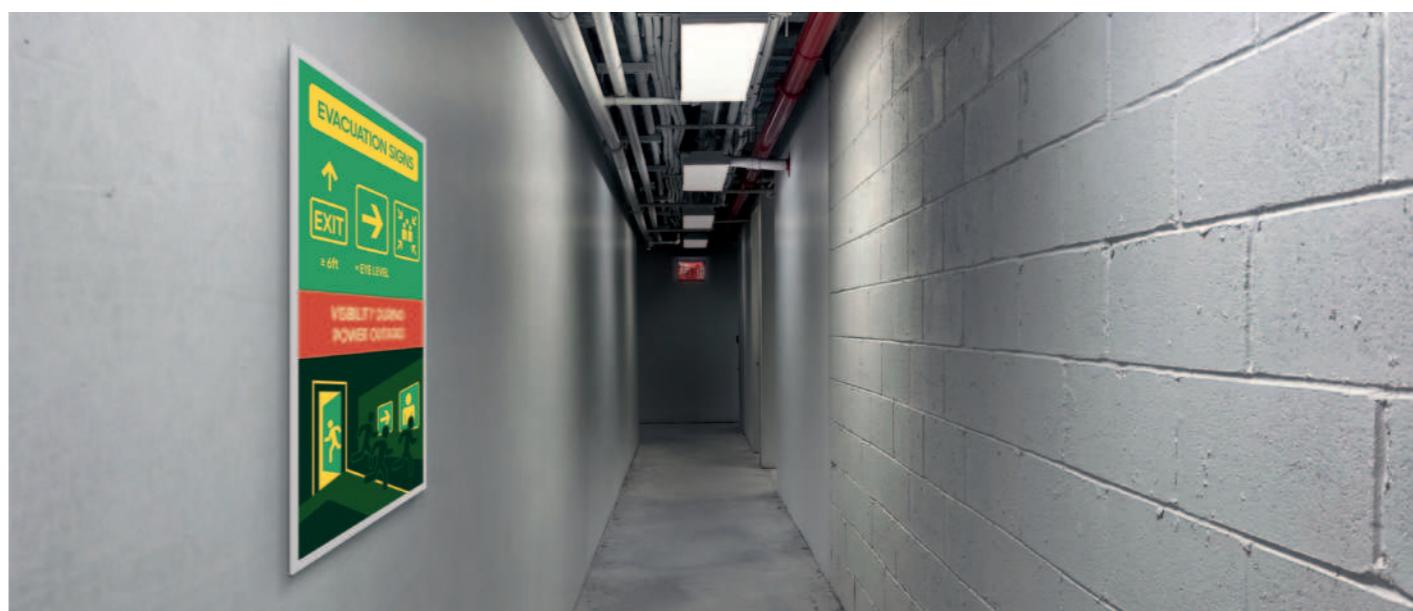
03. Limited or No Power Supply

Digital displays traditionally rely on a stable power source. But in many environments such as narrow corridors, transitional areas, or utility zones, power can be limited, unstable, or entirely unavailable. Installing new electrical lines or battery systems in these areas can often be costly or impractical.

Samsung Color E-Paper solves this with its embedded battery that supports extended operation, without a direct power connection. Even in places without wiring or outlets, it enables consistent digital communication — without the burden of additional infrastructure.

Pain Points
Displays shut down during outages or unstable power supply
No way to install where outlets or wiring are unavailable
High cost of adding electrical infrastructure
Few display options for low-power indoor zones

Color E-Paper Benefits
Runs for weeks without power cable connection
Embedded battery requires no wired connection
Enables signage in power-limited areas
No heavy infrastructure needed



Where E-Paper creates new possibilities

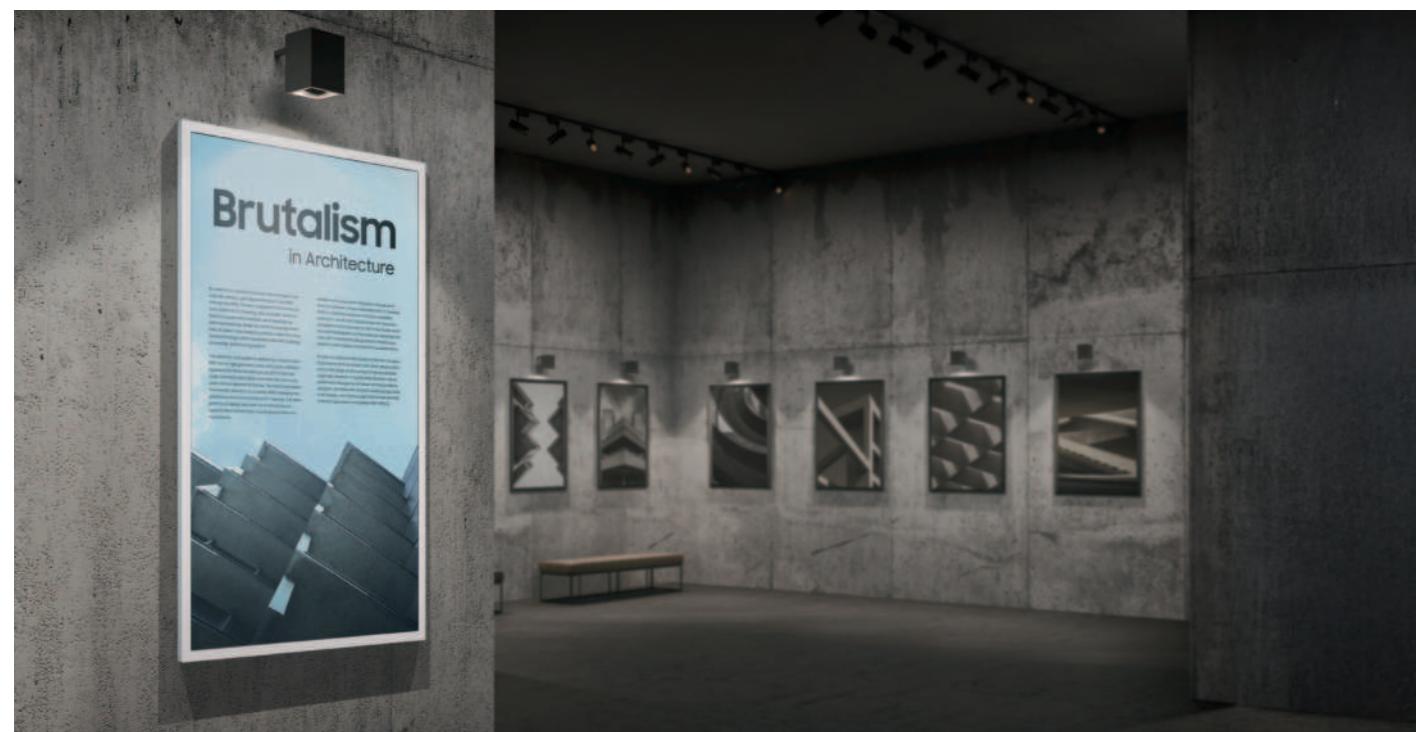
04. Analog Aesthetic Appeal

In certain spaces, delivering a message is only part of the goal — as maintaining a refined, ambient atmosphere is equally important. Locations like heritage sites, boutique stores, galleries, and cafés often avoid traditional digital signage due to its excessive brightness and overly digital appearance, which can disrupt the mood of the space.

Samsung Color E-Paper provides a subtle, paper-like display that harmonizes with its surroundings. With soft colors and a non-intrusive visual presence, it delivers clear information without compromising the location's aesthetic. It allows businesses to embrace digital content updates, while simultaneously preserving the emotional and visual identity of the space.

Pain Points
Harsh brightness and artificial colors of standard displays
Disruption of the space's visual tone and atmosphere
Manual updates required for printed signs
Lack of immediacy when content needs to be changed

Color E-Paper Benefits
Paper-like visuals that complement any interior design
Subtle color tone that preserves ambiance and mood
Easy digital updates without replacing materials
Enhances the space's image while staying visually unobtrusive



How Samsung Color E-Paper works differently

Designed differently. Made for more.

Samsung Color E-Paper wasn't just made to look different — it was engineered to perform in places where most displays can't. With a paper-thin profile, embedded battery, and power-saving screen, it's purpose-built for flexibility, mobility, and an aesthetic fit.

From installation freedom to effortless content control, the Samsung Color E-Paper is the better choice in real-world environments.



Paper-thin Design

With a paper-thin depth of just 17.9mm, it enhances various business spaces with unmatched elegance and aesthetically pleasing design.

* The Samsung Color E-Paper packaging includes rear holders (2) and hanging brackets (2). Additional accessories for installation must be purchased separately.



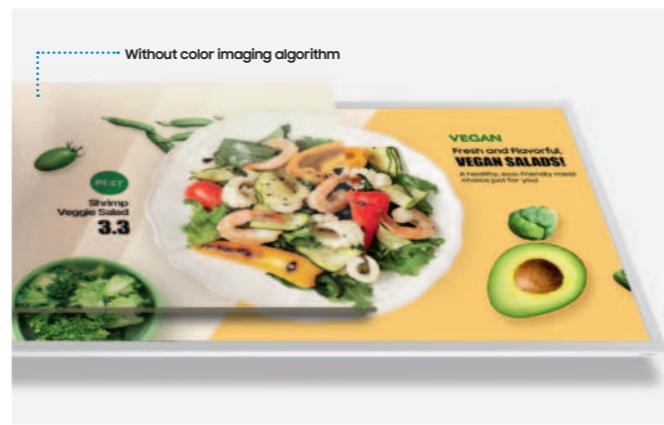
Samsung E-Paper App

Available on Android and iOS mobile devices, the dedicated Samsung E-Paper App allows users to easily control the Samsung Color E-Paper locally.



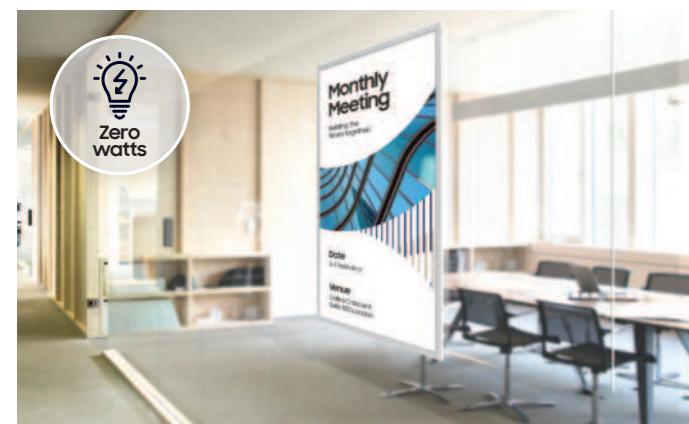
Versatile Placement with Embedded Battery

A dedicated embedded battery with USB Type-C support is included in the Samsung Color E-Paper. It helps deliver the utmost convenience with an easy-to-move, lightweight frame for effortless handling in indoor environments.



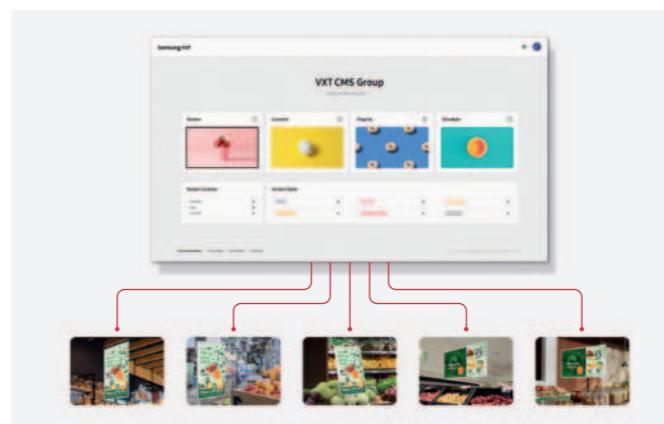
Color Imaging Algorithm

With Samsung's display technology expertise, the Samsung Color E-Paper leverages advanced color imaging algorithms to analyze optimized content for paperlike visibility. Its reduced contour, smooth gradation, and enhanced colors can replace standard printouts like posters and point-of-purchase displays.



Energy Efficient Usage

Experience ultra-low power performance with Samsung Color E-Paper. Static images can even be displayed with zero watts* power, helping reduce unnecessary energy use without compromising reliability. A smart choice for power-conscious environments.



Samsung VXT

Samsung VXT combines content and remote device management, allowing you to effortlessly manage hardware settings and troubleshoot issues while creating and deploying content.

* Activities related to content refresh, content changes, or device monitoring and control will require additional power.
* Content refresh is essential and automatically performed when the power cable or battery is connected.
* Screen flickering during the refresh or image change is normal due to the characteristics of EPD technology.
* Images simulated for illustrative purposes only.

* Samsung VXT must be purchased separately.

Model			EM32DX-A
Display	Diagonal Size	Class	32
	Measured		31.5
	Resolution		2,560 x 1,440(16:9)
	Orientation		Landscape/Portrait
	Reflectance		34%
	Contrast Ratio (Typ.)		22:1
	Active Display Area (mm)		696.32 (H) x 391.68 (V)
	Pixel Pitch (mm)		0.272 x 0.272
	Display Colors		77k * Based on internal testing. Results may vary depending on test environments and/or standards.
Connectivity	Operation Hour		24/7
	INPUT	Data	USB-C 2.0 x 1(Data Only)
		Power	USB-C x1(Power Only)
			RJ45 to USB type-C POE+ dongle compatible (Not included in the sales package)
WiFi / BT			0 / 0
Mechanical Spec	Dimension (mm)	Set	725.1 x 420.5 x 17.9
		Package	890 x 57 x 482
	Weight (kg)	Set	2.4 (Excluding Battery) / 2.5 (Including Battery)
		Package	4.4
	VESA Mount (mm)		200 x 200
	VESA Mount Screw (mm)		M4, 8-10
Design	Bezel Width (mm)		13.9 (U/B/L/R)
	Bezel Color		Gray White
Features	Internal Player	Operating System	Tizen 8.0
		Storage	8 GB
		Supported File Format	JPEG, JPG, PNG, BMP (No Video Supported)
	Special	H/W	3 button (Power/Control/BT Pairing) 3 LED Indicator (R/G/B) Kensington Lock
		S/W	Samsung E-Paper Mobile App (Android/iOS) VXT Support
Certification	Safety		60950-1 / 62368-1
	EMC		Class A
	IP Rating		IP5x
	Security		802.1x (WPA2 Enterprise) : EAP-TLS, EAP-TTLS, EAP-PEAP WPA3-Personal
Power	Power Supply		AC 100 - 240 V, 50/60 Hz
Operating Condition	Temperature (°C)		0 ~ 40
	Humidity (%)		30 ~ 70, non-condensing
Accessories	Included		25W External USB-C Adapter USB-C Power Cable 4600mAh Li-ion Battery Holder Rear x2 / Hanging Bracket x2 Quick Setup Guide Warranty Card

Q. Why does the screen flicker even when no content has been changed? Is it broken?**

A. To minimize screen residue, the display is set to refresh automatically. If you wish to adjust the refresh time, you can do so in the mobile app under *Devices > Screen protection time.

Q. Which file formats can be played?**

A. The device supports BMP, JPG, JPEG, and PNG image formats. The maximum resolution is 7680 x 4320, but for optimal performance, we recommend using content with a resolution of 2560 x 1440.

Q. The Wire Holder keeps falling out even after it's attached. What should I do?**

A. To ensure a secure fit, apply force when attaching the Wire Holder. Push it diagonally to the top until you hear a click sound.

Q. Can I register the device with other mobile devices?**

A. Yes. When adding a new device in the mobile app, press the *Scan Nearby* button to view a list of available devices. Enter the pin code set during the initial registration to register and use the device on multiple mobile devices.

Q. The device is not visible in the device list. What should I do?**

A. The device may not be in Bluetooth pairing standby mode. Press and hold the right button on the back of the device for more than 2 seconds until the LED light blinks blue. Then, try pairing again.