

Digital Art Solutions

Turn your displays into digital art canvases with nio.art



About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

About nio.art

Everywhere there's a screen, there's an opportunity for art to move people. Nio makes that possible with the world's most complete digital art ecosystem. With Nio's platform and a global community of 6,000 artists, audiences can access art on-demand – on displays, phones, and public art installations. For more information contact us at samsung.sales@nio.com.

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Why digital art?

The digital art market has rapidly grown in recent years. Collections of still, moving and interactive screen-based art are transforming how art enthusiasts experience physical spaces, taking the place of traditional analog paintings. As an extension and complement to physical design, digital art creates an immersive experience, allowing curators to tailor spaces throughout the day to ensure a fresh and inspiring space for those who visit. Until recently, digital art was not a seamless or accessible option for many spaces. High-quality content was hard to source, expensive to purchase and lacked dedicated enterprise-grade technology solutions complete with rights management to enable broad distribution. Now, Samsung and Nio empower artists to publish and present their work in spaces around the world, allowing more art lovers to experience the brilliance of digital art.



Grab Attention

Capture attention and spark interest with eye-catching moving image artworks.



Use Art as Storyteller

Associate your brand with innovative art technology – instill the narrative and experience you wish your space to tell.



Inspire All

Create a holistic approach to design through meaningful moments to encourage mindfulness and enhance creativity.

Why Samsung and nio.art?

Samsung is a global leader in visual display technology, creating industry-leading commercial visual displays designed to captivate potential customers and provide ultimate value to businesses. nio.art is the premium platform for exclusive digital art from the world's leading contemporary artists and galleries. Its platform offers seamless, end-to-end management, distribution, and display of high-quality moving image art, easily transforming spaces and delivering inspiring art-fueled experiences that are unique to each location. By joining forces, Samsung's displays will elevate digital works with state-of-the-art visual technology to give artists endless blank canvases.



Samsung's cutting edge visual technology



Nio's global art community



Simple setup & easy control



Solutions for a wide range of business needs

Together, Samsung and nio.art capture the attention of audiences across any industry and provide an engaging experience. Their versatile platform is perfect for any business - from corporate and healthcare to hospitality, retail and food and beverage.

Corporate

Tell your brand story through premium digital art

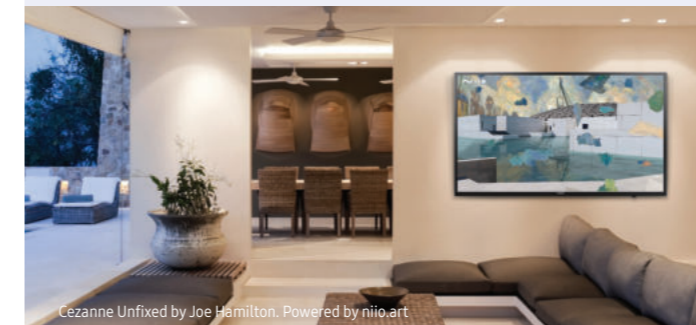
Leverage the display's multi-purpose functionalities to engage visitors, customers and employees alike.



Hospitality

Captivate guests with immersive art experiences

Provide a unique guest journey from first impression to the in-room experience by turning hotel displays into digital art canvases.



Retail

Create an engaging shopping experience through art

Capture shoppers' attention by enriching your promotional displays with mesmerizing moving image artworks.



Food & Beverage

Spark a sensational culinary experience

Elevate the senses with art-infused displays that spice up guests' experiences.



Healthcare

Soothe visitors with relaxing art

Use displays as digital canvases to provide patients with the healing power of art.



Products & Solutions

You can seamlessly access premium digital art on any Samsung display, anywhere. Unlock an entirely new form of media consumption with nio.art, on demand.

Samsung compatible displays

The Wall

IWJ/IWR

Proven next-generation display. Experience greatness.

- Real black & colors
- LED HDR technology
- HDR 10+ support
- Infinity design
- Front service

P0.8 P1.2 P1.6



LED signage

IFR/IER

Completely captivating. Fully flexible.

- LED HDR technology
- HDR 10+ support
- Flexible design
- Power & signal redundancy
- Front service

P1.5 P2.0 P2.5 P4.0



Smart signage

QMR/QBR

Best-in-class UHD signage. Time to upscale your display.

- UHD resolution
- 24/7 operation
- Slim & symmetrical design
- Embedded media player
- Wi-Fi & Bluetooth built-in

43" 50" 55" 65" 75" 85" 98"



Business TV

BEA-H/BET-H

A TV built for your business. Do more with your TV.

- UHD resolution
- 16/7 operation
- Clean cable solution
- Samsung Business TV app
- Auto on/off timer

43" 50" 55" 65" 70" 75" 82" 85"



Hospitality display

HRU750

Hospitality solution to make guests feel at home

- UHD upscaling & dimming
- HDR 10+ support
- One Remote Control
- Samsung LYNK Cloud support
- Samsung HMS support

43" 49" 55" 65"



nio.art solutions



Camouflage by Quayola. Powered by nio.art

Nio.art for enterprise

For corporates, real estate and hotels.

Get tailor-made artworks from renowned artists to serve your unique vision.

Including:

- Pre-curated art playlist
- Multi display functionality
- nio.art mobile app for art discovery and management
- Exclusive artwork commissions and custom catalogs

From \$99 / Month / Display (Public space)
From \$25 / Month / Display (Meeting room)
From \$2-10 / Month / Display (Hotel room)



Escape Pod by Jonathan Monaghan. Courtesy of bitforms gallery, NY. Powered by nio.art

Nio.art for luxury

For luxury, mega screen, unique commissions.

Experience gallery-quality moving image artworks and enjoy white glove art advisory.

Including:

- Private art advisory
- Multi display functionality
- nio.art mobile app for art discovery and management
- Exclusive artwork commissions and custom catalogs

From \$750 / Month / Display
Unique commissions from \$18,000 / Artwork / Year



After Indifference by Siebren Versteeg. Powered by nio.art

Nio.art self service for SMBs

Select from thousands of premium digital artworks and turn your display into a digital art canvas.

Including:

- Pre-curated art playlist
- Multi display functionality
- nio.art mobile app for art discovery and management

From \$49 / Month / Display
* Special quantity offer available