



# ***Intelligence is your edge.***

Powered by Intel.

# **SAMSUNG x intel®**

## **Generative AI Transforms Digital Signage**

Experience the future of Digital Signage at ISE 2026 as Samsung and Intel come together to explore one of the most exciting questions in the industry: How can generative AI transform Digital Signage to elevate customer experiences?

At the center of this showcase, Quivid will demonstrate the power of AI-driven Audience Analytics, powered by Intel® Core™ Ultra CPU hardware, to dynamically enhance marketing assets in real time. This innovation will be brought to life on Samsung's market-leading hardware, running on Tizen and powered by the Tizen Enterprise Platform, delivering vibrant, evolving content that redefines creativity.

The integration between Samsung and Intel represents a different and dynamic approach to AI-powered content creation for Digital Signage. Over the coming months, we'll be revealing more information that will reshape how brands engage their audiences. Visit us at ISE 2026 and experience this transformation firsthand.

### **Partner Link:**

<https://www.samsung.com/uk/business/displays/>

*Visit the Samsung booth at 3F500 and book a tour to see Samsung's product and solution line up for 2026 including the Samsung Spatial Signage and E-Paper – alongside interactive demos powered by Intel.*

### **Partner Name**

**Samsung Electronics**

### **Booth Location**

**3F500**

### **Solution Names**

- Tizen**
- Tizen Enterprise Platform**
- Samsung QMC Range**

