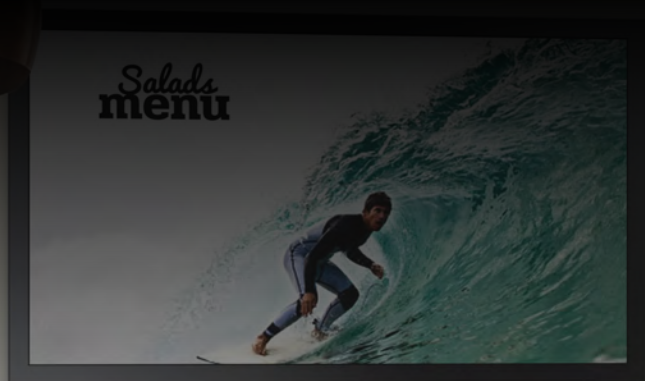


The VXT playbook: Turning digital signage into a strategic business asset



In the attention economy, there's nothing more valuable than getting customers to take a second look.

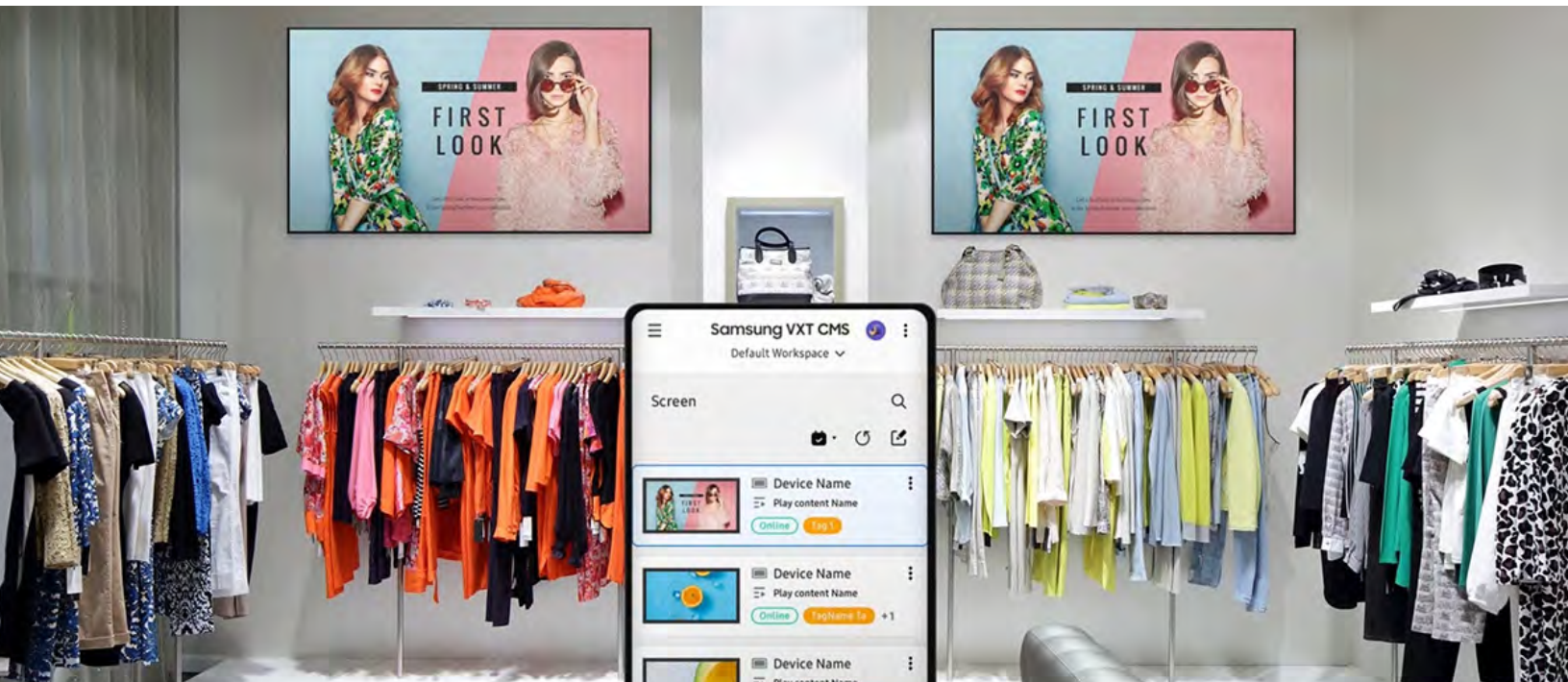
Catching that eye is the chief skill of display technology. Retailers increase sales when customers pause to view a display announcing a new promotion. An airport keeps flights on time when passengers can easily locate their gate using wayfinding signage. Restaurants can more successfully upsell when the option appears at just the right moment on a [digital menu board](#).

Digital displays' ace in the hole is dynamic imagery. While traditional signage — including early generations of digital signage — goes stale quickly, digital displays can constantly refresh the message and presentation. The latest hardware and software also give sales and marketing more tools to personalize content and enhance the customer connection. That covers healthcare providers, educational institutions, entertainment venues and businesses of all sizes, which can serve more customers, more effectively, with digital displays.

Until recently, operators struggled with display technology systems because they had to manage each screen individually, making it challenging to deliver the right content across multiple locations at the right time — and often turning screens into more hassle than help. In some cases, the digital failures caused damage to the brand.

As [Verizon's 2024 CX Insights Report](#) revealed, 72% of consumers say that a poor digital experience will make them trust an organization less, and another 72% say that a poor or inconsistent digital journey would prevent them from making a purchase.

Fortunately, digital display software now makes it possible to manage an entire fleet of digital displays from anywhere with ease. A content management system (CMS) and remote management system (RMS) like [Samsung VXT](#) can provide a seamless and scalable solution to optimize displays for enhanced customer experiences and improved operations.



Why traditional approaches to signage fall short

Traditional signage	VXT
✗ Lost business ✗ High operational costs ✗ Wasted time ✗ Security Risks ✗ Falling Behind	✓ Revenue growth ✓ Reduced costs ✓ Efficient operations ✓ Enterprise security ✓ Competitive advantage

There's no better proof of the success and appeal of digital displays than the numbers. One report by Grand View Research projects the market to grow by **8.1% CAGR to \$45.94 billion** between 2025 and 2030. That's helping investors recognize that traditional approaches just don't cut it anymore, and that customers expect the seamless, personalized, omnichannel service that VXT software and services helps provide. Otherwise, they risk several problems, especially these five:

1



Lost business

Low-quality displays and content can lead to lost business in several ways. If businesses don't update displays with accurate information, customers miss new products or promotions. There's also the danger of disappointing them when they discover their favorite product is no longer available, or the price has changed. Poor targeting may send irrelevant content to customers, leaving them ambivalent or irritated.

Because displays also project the brand, a malfunction or glitch can tarnish the brand's image, making it look unprofessional and its products and services suspect. Furthermore, customers constantly seeking staff support will not look very far or long before giving up entirely. In fact, [research from Ipsos](#) shows 70% of customers choose brands based on the expectation of a good experience. Failing to meet these can prompt customers to take their business elsewhere.

70%

of customers choose brands based on experience.



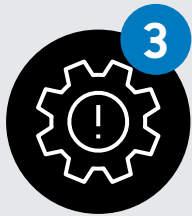
Increased costs

Troubleshooting becomes costly when the IT department or a third-party service must physically visit each display or control center. Only once they're on site can they diagnose whether it's a network issue, a problem with the power source, a screen defect or something more complicated. Even if IT handles these fixes internally, it means they're not advancing projects that could help the organization be more productive, efficient and profitable.

That costs money, not just in parts and labor, but lost sales from down systems. In fact, [a global survey of IT professionals](#) revealed a cost of up to \$1.9 million an hour for high-impact outages.

up to **1.9m**

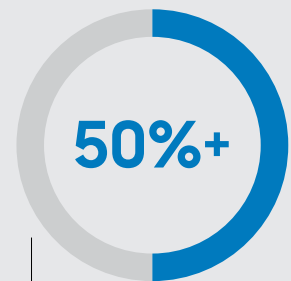
cost per hour
for high-impact
outages.



Staffing inefficiencies

Relying on USB sticks or portable drives to update displays forces staff to manually deploy content location by location. If even one staff person using a USB stick gets distracted by other duties, there can be inconsistencies in branding, content and key information.

Manually scheduling display content is also a poor use of talent. It's a repetitive chore that prevents team members from focusing on serving customers, completing items off their to-do list, and generating new ideas that could benefit the organization. This could explain why more than 50% of U.S. workers in [a 2024 survey by Resume Now](#) say they spend a lot of their time on low-value tasks and "busy work."



Over 50% of U.S. workers spend their time on "busy work" as opposed to high impact tasks.



Security vulnerabilities

Relying on portable USB sticks or personal devices leaves organizations exposed to risk on several levels, including if they're dropped, lost or stolen. Hacking is a huge concern, too. Security software — or security on software — may be weak, possibly leaving proprietary information, files and data open to hacking. Another security vulnerability may be that not all team members are trained equally in cybersecurity, creating further openings for bad actors.

Cybercriminals know this and use these vulnerabilities in attacks, costing an average of \$10.22 million per data breach in the U.S., according to the [IBM Cost of a Data Breach Report 2025](#).

\$10.22m

Average cost per data breach in the U.S.



Missed opportunities

Successful organizations are never satisfied with the status quo. They're constantly embarking on initiatives to boost productivity, save money and provide better customer experiences. A restaurant might want to add more locations in a new market. A hospital could be trying to help patients better understand wait times when they arrive. Shopping centers may wish to provide wayfinding and further advertising opportunities for their tenants. A [McKinsey](#) survey found companies with strong innovation cultures are twice as likely to successfully scale their digital transformations.

When effectively employed, digital displays offer the opportunity to achieve all these goals more easily. But when not managed or implemented well, the result is missed opportunities.

2x

more likely to scale with innovation culture.

The value of VXT and what it unlocks for business

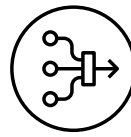
Samsung VXT helps solve many of the challenges organizations encounter in display management, providing a growing list of potential benefits, including these:



Minimize business disruption and accelerate recovery

When a display glitches or goes down, it means customers lose the ability to see pricing, wait times, wayfinding information, menus and more. The longer it takes to repair or troubleshoot them, the worse the impacts from disruption become. This delay increases when employees are engaged in other activities or are far from the affected device.

The VXT secure remote management feature lets organizations monitor any display in their system in real time and from afar. That alone saves significant time, as it eliminates the need for IT staff to physically visit the displays in question. In some situations, VXT can handle the repair itself. For example, the Auto Healing feature — available on X-Series licenses — combines with VXT Early Warning and Proactive Monitoring services to detect and resolves issues, minimizing downtime and reducing intervention.



Streamline content creation

No matter what's on the screen of your digital display, you want to make it pop with creative and dynamic design. But not everyone has the time or skill set to develop content for digital screens. VXT radically simplifies this process with a simple, web-based, app-like experience. The intuitive interface in VXT Canvas lets you drag and drop images, audio, fonts, clocks, weather updates and other elements to build the content. VXT also ensures you don't have to start from scratch, either, thanks to a comprehensive template library that covers almost any industry. Team members can complete the job from any connected device, streamlining the process and eliminating the need to travel.



VXT apps add to this, letting you use content solutions without professional technical assistance. VXT Apps are available in the App store and provide immediate solutions for various use-cases. From in-store audio, to dynamic menu boards and AI content creation — plus so much more.*



Schedule content anytime, anywhere

The more organizations can plan their content ahead of time, the better they can communicate with their customers at the moment of interest or need. VXT allows you to schedule content for specific times, events or locations, and you can develop playlists to organize all your assets and broadcast them in the desired order and time. It's equally easy to tweak the content without needing to stop the presses.

If inspiration hits suddenly, for example, VXT can engage Takeover Sync Play to pause the playlist and display alternative content across all screens before resuming site-specific content. VXT can also respond to audience, changing content according to the number of people near the screen, maximizing messaging. Playlists can also include multiple versions, each scheduled for a different date or seasonal event. Creating emergency events and assigning specific content to each is another option. Through API integration or manual activation, the designated content can be displayed instantly when needed.



Connect easily across platforms

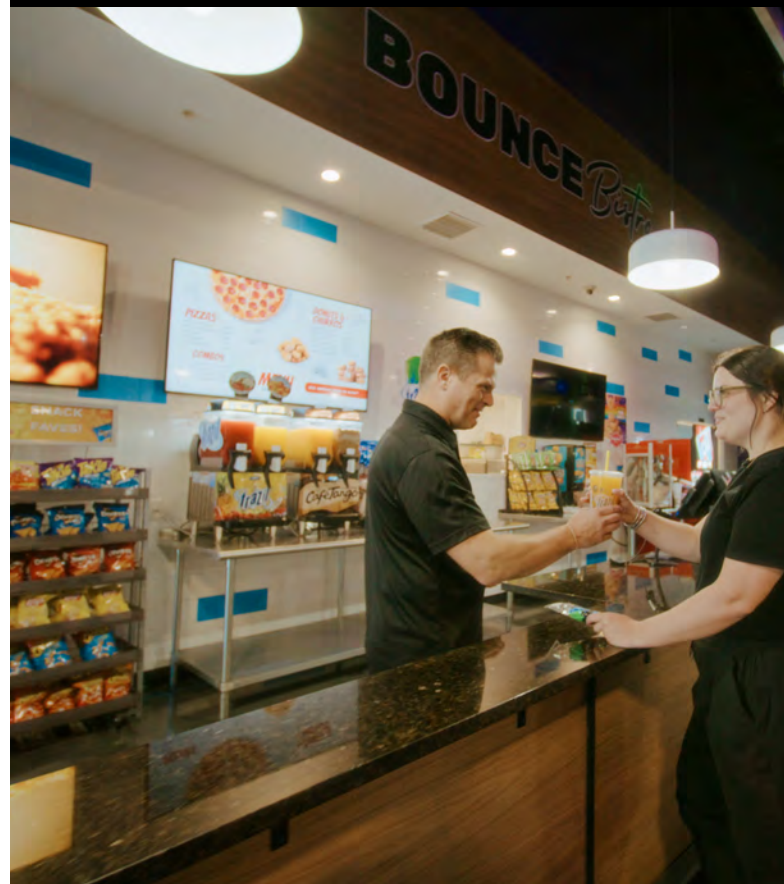
In a connected world, easy integration and interoperability are a prize. The latest version of VXT brings ease and flexibility by running on Tizen and standard operating systems such as Windows, Android and Brightsign. It's also eliminated punching in numbers to pair with devices in favor of a QR Code. Through the VXT CMS app, you can simply scan the code to register screens, making installations dramatically shorter.

Furthermore, any hardware equipped with a Chrome browser can link to the VXT Player to serve as a digital display. This ensures broader hardware compatibility, expanding the set of tools you can leverage.

Is it the right time to switch to VXT?

When content management falls behind, the red flags increase. Here's a checklist of the reddest that signal it's time to make a change:

- **Complaints from staff** about repeat requests for information
- **Rising customer frustration** about outdated sales information and pricing discrepancies
- **Display breakdowns** during training sessions, executive meetings and customer briefings
- **Errors and inaccuracies** that cause missed flights and trains
- **Negative customer reviews** about outdated content or broken displays



*Certain VXT apps require addition licensing. See terms, conditions and licensing for VXT apps.



Resolve issues proactively

As your display fleet grows, manually troubleshooting starts to feel like a constant game of catch-up. VXT changes all that with its daily Early Warning Report, which relays the health and connectivity of your digital displays. Real-time monitoring scans for potential issues and irregularities, then recommends solutions, many of which teams can resolve remotely.

Whether it's the threat of disconnected screens, errors in content display or software and network problems, VXT helps you get ahead of issues and avoid downtime. For anything more significant, Samsung offers digital signage support, including live chat, phone, text, in-person support centers and comprehensive online resources.



Manage content with mobile

Even with a fixed office and a powerful PC, many business professionals still spend their day working off-site on their smartphone or tablet. VXT enables this with a mobile-friendly UI that allows direct management of content from that device. That goes for updates, too, which can be handled remotely and across all devices, replacing the need for manual USB installations and boosting efficiency.

For the biggest picture possible of your device network, VXT provides a grid-view option in the screen menu. This allows you to see up to 50 screens on a single page, making it faster and easier to identify problems. Another management feature allows the primary owner to designate up to three others. This shares the ownership role and increases operational flexibility and responsiveness. The user activity log helps you keep track of who did what with data of user actions.



VXT in action

Samsung VXT already counts success stories. Many organizations are putting VXT to good use, and the list keeps growing. Take inspiration and direction from these success stories, as you level up your display management:

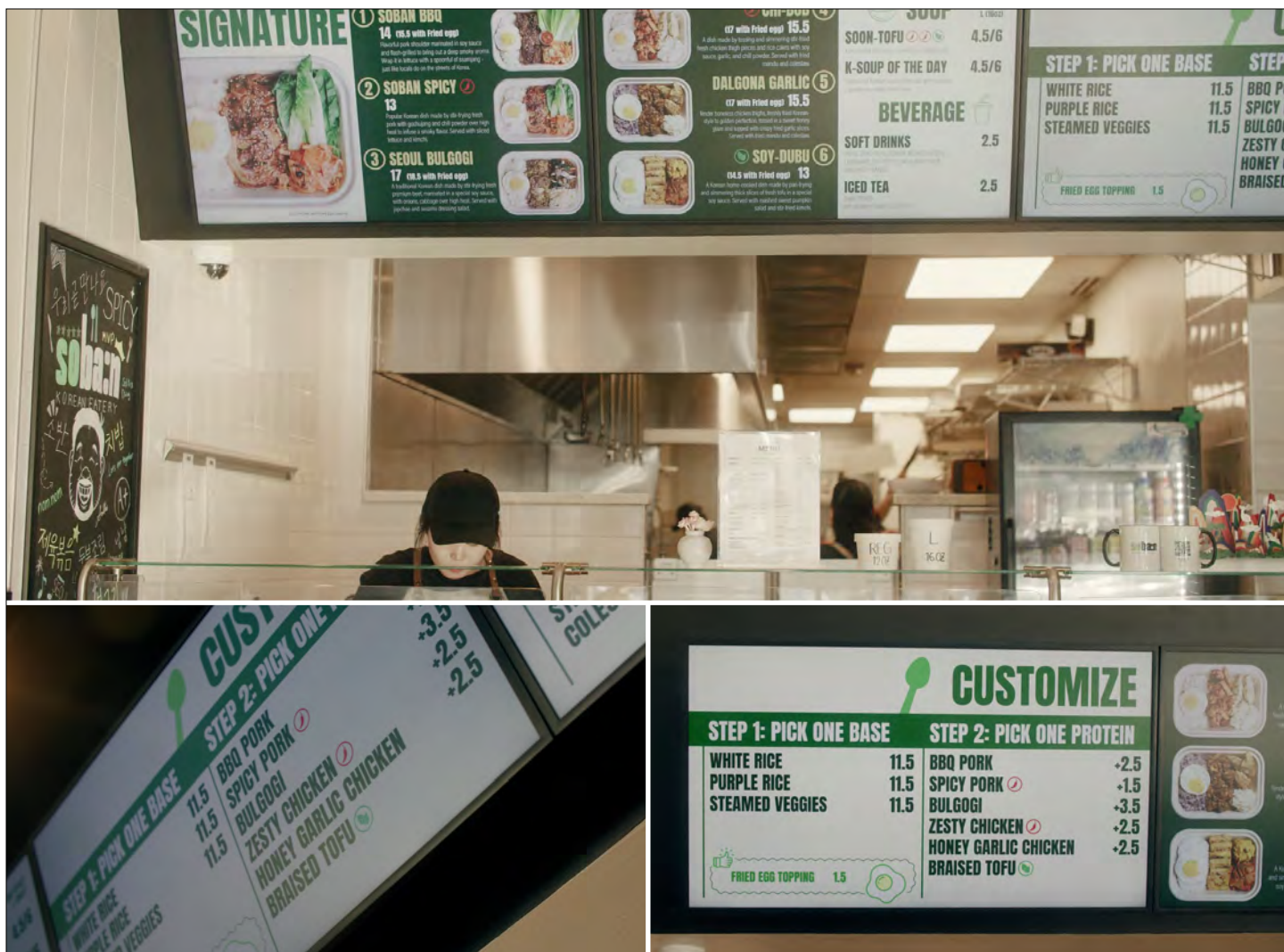


Harvest Gap Brewery



At Harvest Gap Brewery in Hillsboro, Virginia, owners Mike and Katherine Virts employed Samsung VXT to update the Harvest Gap draught list the second a particular beer runs out, reducing potential customer conflict and disappointment. They also use it to showcase sports programming on TV screens and display content for private meetings. Best of all, they can manage their content and displays from their smartphone, even if they're off working remotely at their nearby farm.

[Watch the video](#)



Soban Korean Eatery



At Soban Korean Eatery in Hales Corners, Wisconsin, the owners wanted their digital menus to reflect the same care and intention as their food. With a frequently evolving menu and a modern dining space, static signage could not keep up.

By using Samsung VXT, Soban Korean Eatery can quickly update their vibrant Samsung digital menu boards that highlight daily offerings and seasonal dishes, all from a centralized platform. The result is a polished, flexible menu experience that always stays current.

[Read the full case study](#)



Blue Fish Restaurant and Oyster Bar

Blue Fish Restaurant and Oyster Bar in Jacksonville, Florida is known for its fresh oysters and daily changing menu. But keeping guests informed with traditional boards meant constant menu updates and slowed down operations.

With a Samsung display powered by VXT, Blue Fish can make fast, accurate menu updates that reflect what is available in real time. Staff now spend less time managing signage and more time focused on service, while guests enjoy a clear, visually engaging menu experience that matches the restaurant's energy.



[Read the full case study](#)

3 steps to developing a digital signage CMS strategy

Once you've selected your CMS, it's essential to develop a plan that makes the most of the software's capabilities and delivers a solid return on investment. These three steps should get you on your way.

1 Walk through the full customer journey

The customer journey comes in three basic stages. First is the discovery stage, where they become aware of the brand's products and services. Next, they consider making a purchase, after which they enter the service and support stage. When planning a display strategy, tap all three stages and use VXT to orchestrate the journey, whether it's creating and curating content or scheduling updates at an ideal moment.

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2 Align content to brand promise

Everything customers see on digital signage should reinforce your brand and value with clarity and consistency. Take the example of an airline or railway company, where the brand promise includes reducing the stress of travel. Digital signage that provides real-time updates on schedules, helps travelers navigate the airport and points to amenities that help deliver on that promise.

For healthcare providers, digital signage can reinforce the brand promise by keeping patients informed through

guidance and updates while they wait. For a corporation aiming to be an employer of choice, digital displays can showcase updated lobby signage, manage visitors, and communicate meetings and events efficiently with employees.

Regardless of the sector in which you operate, a CMS that lets you publish updated, relevant content can bring your brand to life with imagery that customers and employees won't soon forget.

3 Track the most relevant ROI metrics

To better see a return on investment, it helps to have numbers to count. VXT can help provide those essential numbers through content that invites engagement — games, surveys, promotions, social media posts, QR codes, touchscreen actions and mobile integrations. This helps collect the target data and increase information streams.

Tracking how employees use their time offers another valuable set of data that can help boost ROI. The time savings that come when VXT allows an individual or small team to manage displays across multiple locations remotely are significant. The same goes for troubleshooting. Both have tangible value. Once you determine the key performance indicators, use VXT to help create the content and strategy and track the results.

Acing the display playbook

A modern CMS and RMS like VXT is no longer a nice-to-have. As organizations increasingly rely on digital signage to support their operations, it's essential to success. That's because it breathes life into hardware, making it come alive with content. It's successful use depends on both a smart strategy and the quality of the tools that enable it. Samsung VXT provides these tools, from set-up to delivery, and helping to inspire the strategy. This is a combination that aces the display playbook.

[Learn more about Samsung VXT by setting up a free trial today.](#)



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