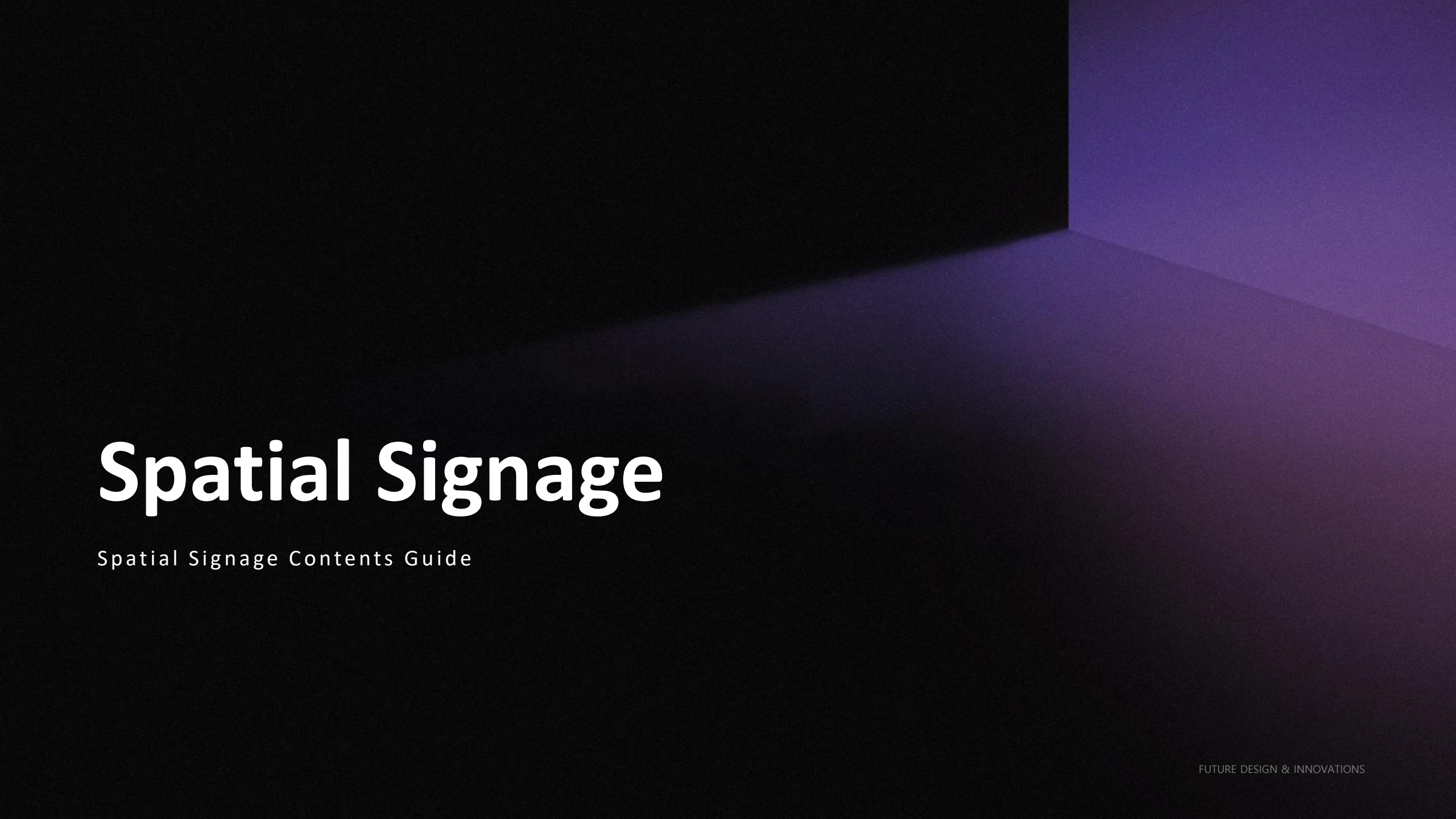


The background features a dark, almost black, geometric shape on the left and a lighter, deep purple shape on the right, creating a sense of depth and modern design.

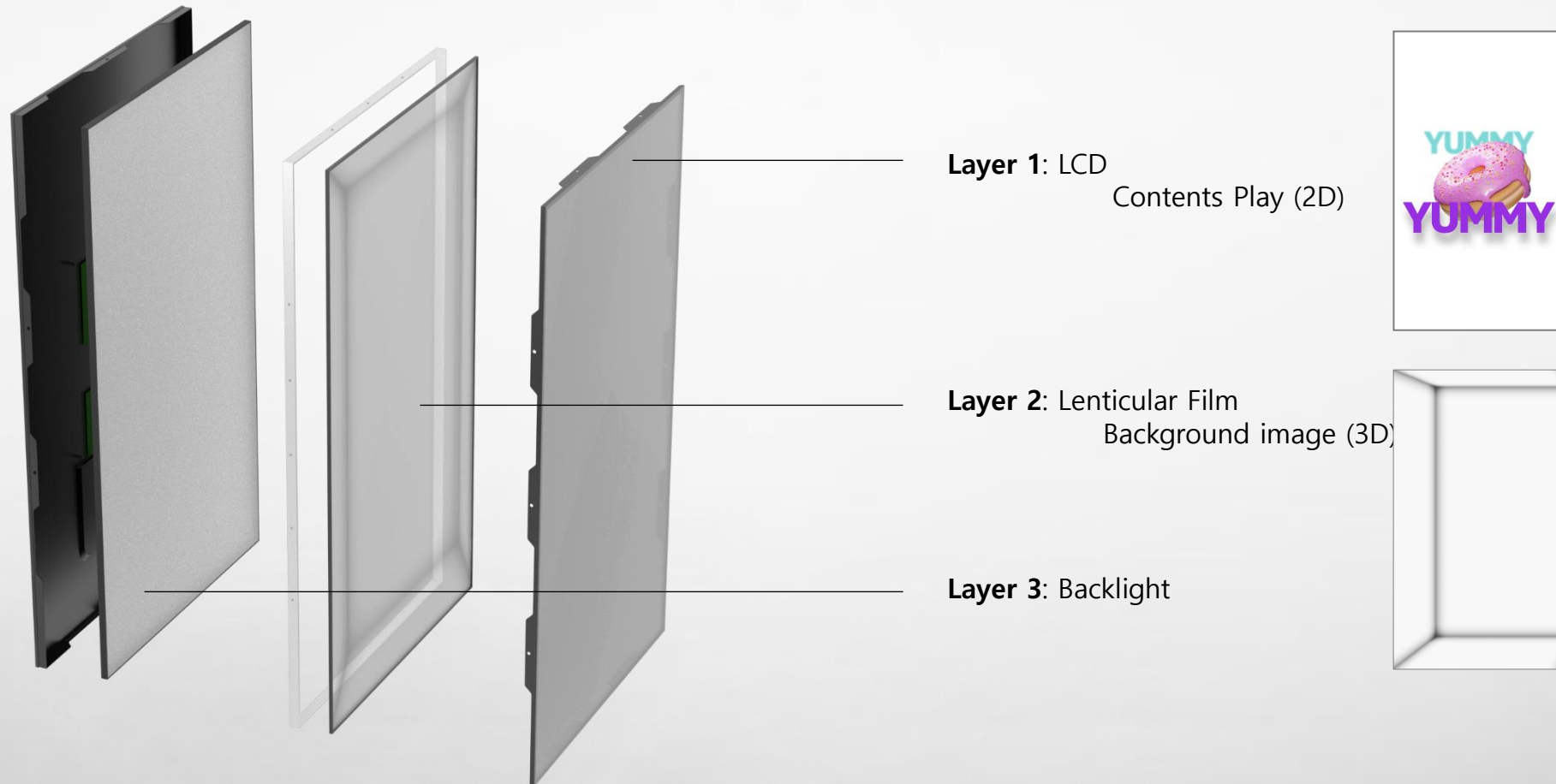
Spatial Signage

Spatial Signage Contents Guide

Contents Guide

3D Display Working Model

Multi-layered display technology which simultaneously expresses high-definition 2D content in 3D backgrounds



Spatial Signage Contents Guide

1. Box Guide Line
2. Background Color
3. Shadow
4. Logo/Text Play
5. Effects Play
6. Marketing Contents
7. Feature-Specific
8. Screen Contents
9. Guide Video

Contents Guide

1. Box Guide Line

Guidelines for Optimized Content Placement

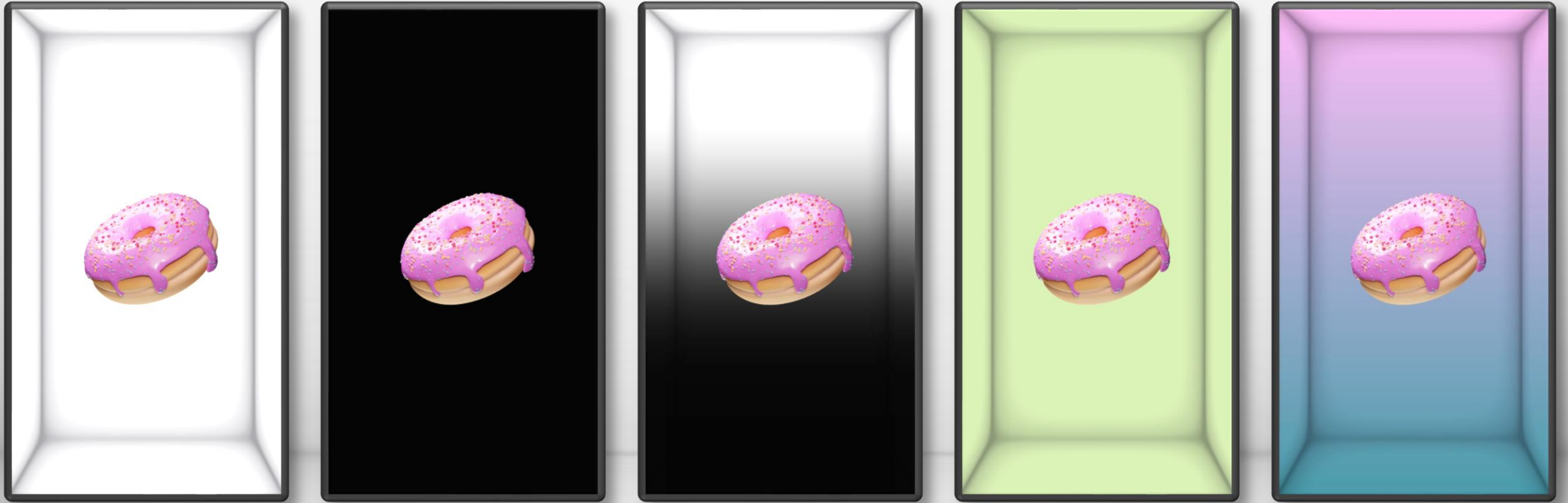


The background parallax effect : left&right The background parallax effect : up&down Optimal placement within the inner line

Contents Guide

2. Background Color

Utilizing Black Screen in 2D Content for Video Processing and Changing Box Colors with Colored Backgrounds



White: Exposes background image

Black: x expose background image

Gradation: Partial Exposure

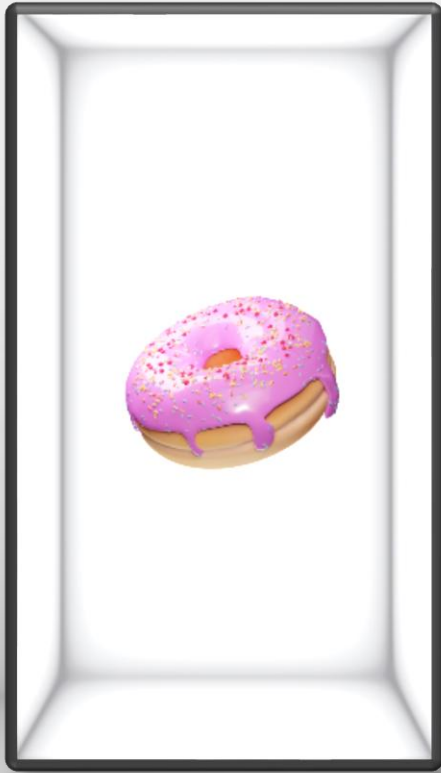
BG Color: Apply as the content background color

BG Color: Ensure visibility with high-brightness color

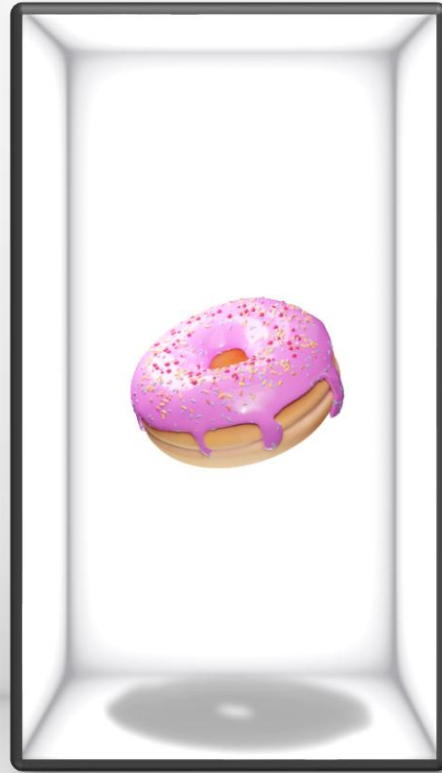
Contents Guide

3. Shadow

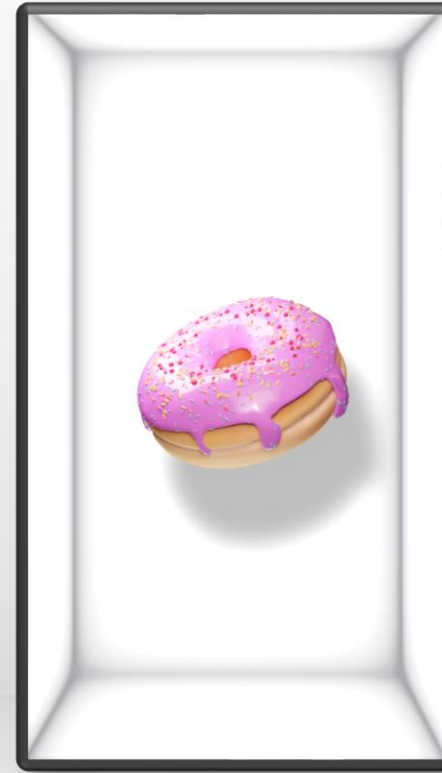
Output variation followed by shadow processing for 3D effects



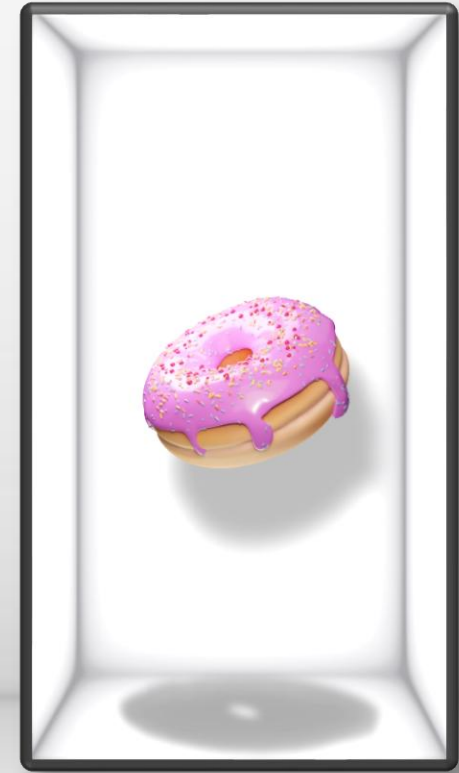
No shadow applied



Bottom shadow applied.



Rear shadow applied



Full shadow applied

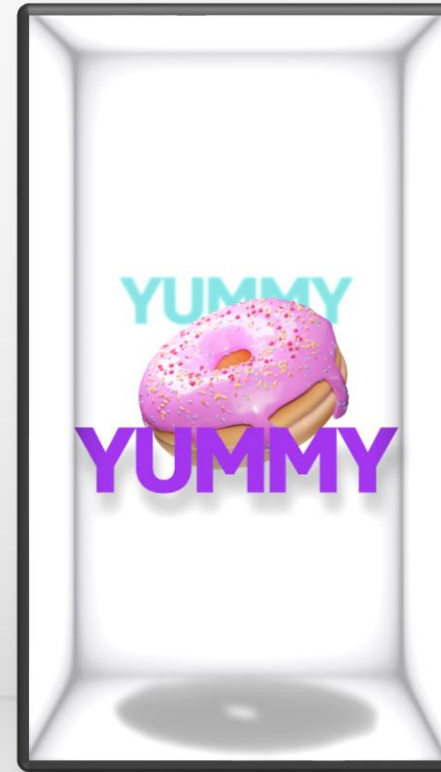
Contents Guide

4. Logo/Text Play

Express spatial depth through logo/text composition, out-of-focus effects, and shadow representation



Background text placement and out-of-focus effect

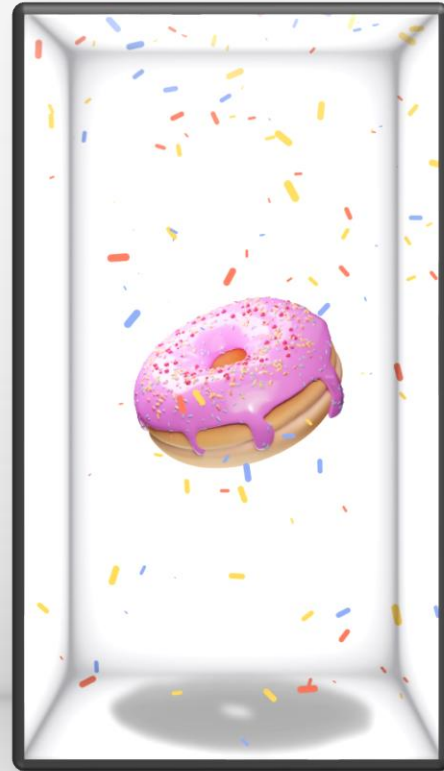


Multi-logo/text placement

Contents Guide

5. Effects Play

Enhance contents quality and express spatial depth with diverse effects



Eye catching image with motion effects

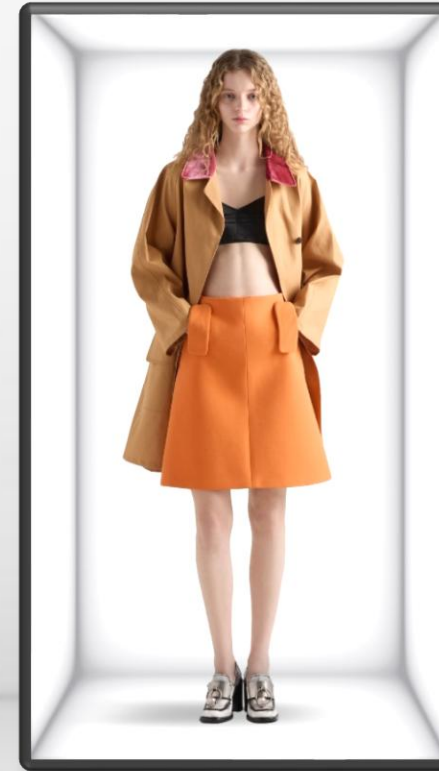
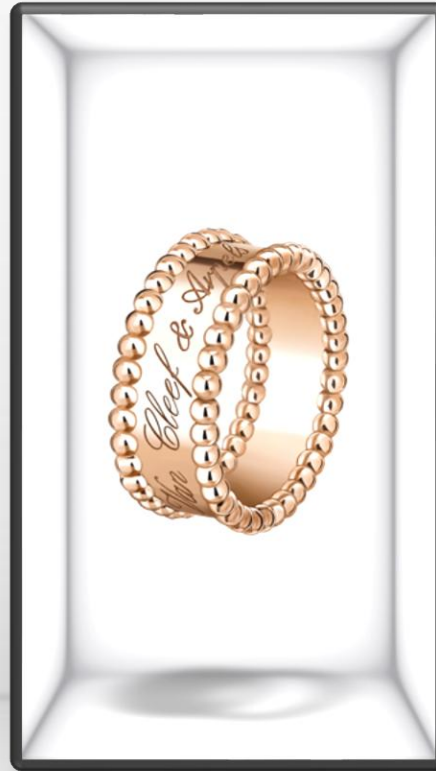
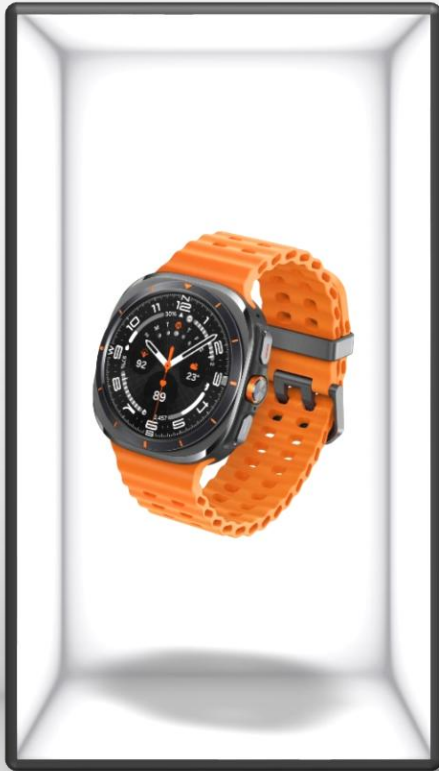


Spatial depth via "effects" placement

Contents Guide

6. Marketing Contents

Marketing Promo example



7. Feature-Specific

Guidelines for Content Considerations Based on Product Characteristics

When white/light-colored content overlaps with lines, objects appear transparent

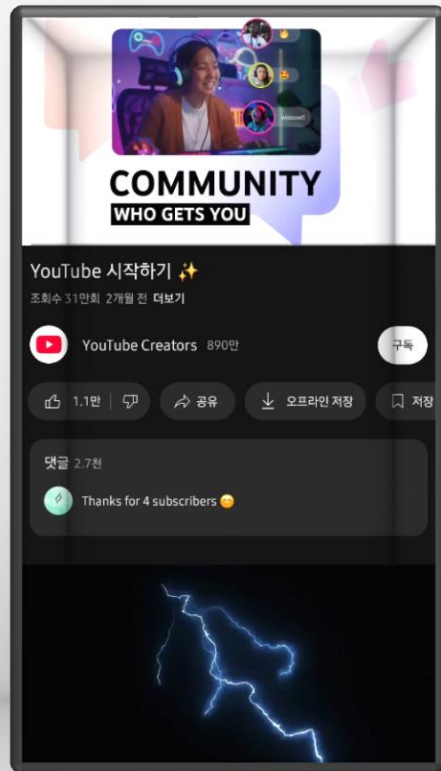


When black/dark-colored content overlaps with lines, objects do not appear transparent

Contents Guide

8. Screen Contents

Examples of existing 2D online content videos



Contents Guide

9. Guide Video



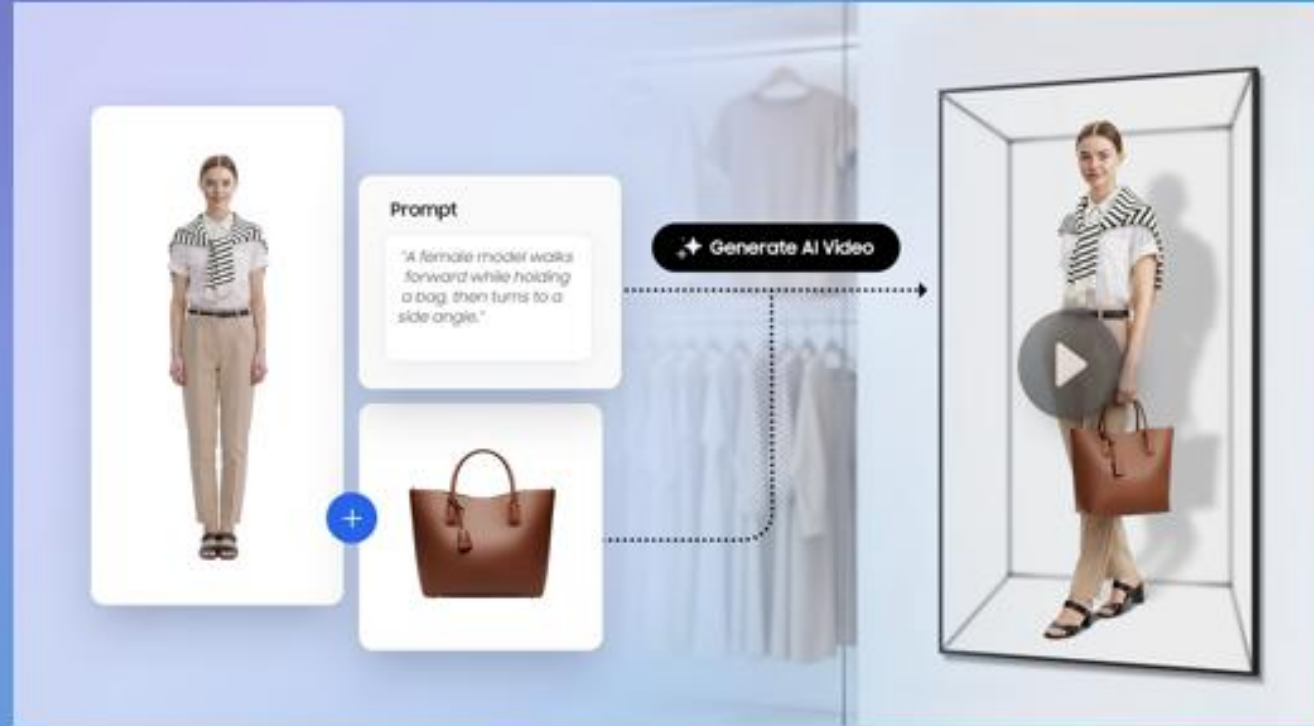
Guide Video Kor



Guide Video Eng

Samsung Spatial Signage

VXT & AI Studio



Samsung Spatial Signage

VXT & AI Studio

- AI-powered video generation app that creates high-quality videos from images
- Generate videos by simply providing an image and entering a prompt
- Reduce production costs by eliminating the need for video shooting and editing

Key Features

Image-to-Video

Video Upscaling

Spatial Signage
Optimization

Download
Support

Fare clic sull'icona per inserire un'immagine

[Still Images]



[Video]



Media

T

Text

Shapes

Library

★

Library

Apps

Calendar

Calendar

Data Sync

Data Sync

AI Studio

Imagine Aut...

08.0.0

1: Title1

Create AI Video

Search Videos



My AI Video

2700



Create AI Video

Create New Video

2700 credits



Video setup

Configure your video dimensions, orientation and display optimization.

Resolution and Orientation

FHD



Landscape Screen



Portrait Screen

Samsung Spatial Signage Optimization



Enhance your video for optimal viewing on Standard displays with automatic background and shadow optimization.



Standard



Spatial optimized

What this does:

- Adds a clean background for better visibility
- Generates realistic shadows for depth
- Optimizes contrast for spatial display viewing

Cancel

Continue

STYLE

ARRANGE

Resize Mode

☒ Lock Aspect Ratio

☐ Free Resize

Samsung Spatial Signage

VXT & AI Studio

How to use

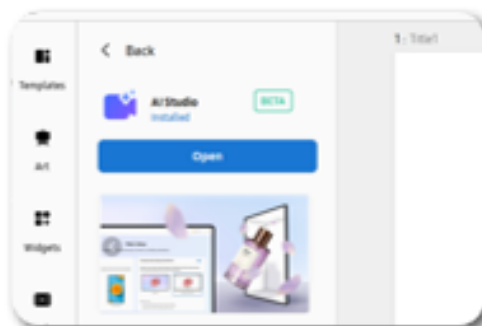
Install App

Configure
Video Settings

Upload Images
& Enter Prompt

Generate Video

Upscale & Download



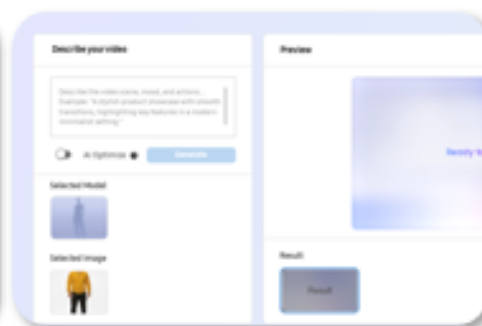
- Install the AI Studio App in VXT CMS. The application is available under the Gen AI category.
- AI Studio Credits must be purchased.



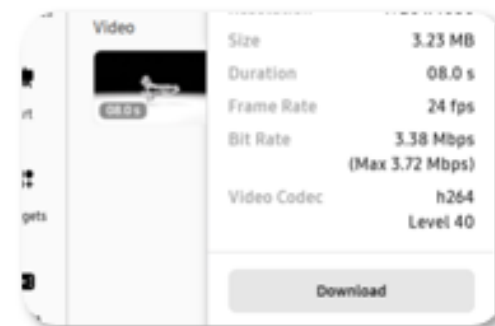
- Select video orientation (Landscape/Portrait) and enable Spatial Display optimization if needed.



- Upload up to three images and enter a prompt to define the desired video style and motion



- Generate Video within 30~60 seconds (FHD, 24fps)
- AI credits will be used when generating a video.



- Upscaling and download are available after selecting a video from the generated results list.
- AI credits will be used when upscaling a video.

Samsung Spatial Signage

VXT & AI Studio

Prompt Guide for High-Quality Video Generation

- A structured prompt ensures consistent, high-quality video results.
- Combine the following five elements to precisely control your output.

[Cinematography] + [Subject] + [Action] + [Context] + [Style & ambiance]

Image



Prompt

- Cinematography: medium close-up, slow push-in shot, shallow depth of field
- Subject: a woman with glowing skin holding a luxury skincare serum bottle
- Action: she gently smiles and softly touches her cheek while slightly tilting her head
- Context: modern marble bathroom with soft natural sunlight streaming through the window, greenery in the background
- Style & Ambiance: clean beauty commercial style, warm tone, soft highlights, dewy skin texture, premium and fresh mood



Generated Video



simple prompt



Well organized prompt



The background features a dark, moody aesthetic with deep purple and black tones. A sharp diagonal line divides the image, with a lighter, textured purple area on the right and a solid black area on the left. The text 'EOD' is centered in the black region.

EOD