

SAMSUNG

Elevate your expertise

with new Display Solutions training
in Samsung Business Academy



How are the courses structured?

Choose your level...



Choose from Foundation, Intermediate, and Advanced-level courses, to develop proficiency step by step.

Choose your format...

Audience	Learning method	Location
Sales	On-demand	 Online Study wherever and whenever it suits you. 20-minute interactive modules with a short quiz to test your learning.
Pre-sales / developers	Instructor-led	 Online and In-person Book a scheduled webinar or classroom-style session, learn live from an expert and ask questions as you go.
Installer	Instructor-led	 In-person Book your place and get hands-on experience from a Samsung expert in our Frankfurt showroom.

Choose your category

Across every display category, you'll find key feature highlights, expert overviews and dedicated upskilling content, giving you everything you need to feel confident with our advanced display solutions.

LED Signage



Smart Signage



Hospitality TV



Software & Platform Solutions



2026 display solutions courses

LED courses

For	Subject	Overview	Level	Length	Location
Sales	LED Signage Overview	This module provides an overview of Samsung's leadership in the LED signage industry, focusing on the core technologies behind their innovative LED solutions and the key distinctions between different product offerings.	Foundation	20 mins	On-demand online
Sales	Specialty LED Line-up	This module introduces Samsung's Specialty LED signage lineup, focusing on the Virtual Production series. You'll gain insights into key features, customer applications, and technical specs to help differentiate offerings and support product discussions.	Foundation	20 mins	On-demand online
Sales	The Wall Line-up	This course introduces Samsung's The Wall LED signage portfolio, detailing the two main ranges—Premium and Mainstream. You'll explore each series, learning about their features, customer applications, and technical specifications to better support product conversations.	Foundation	20 mins	On-demand online
Sales	All-In-One Line-up	This module provides an introduction to Samsung's All-in-One LED signage portfolio, focusing on the two main ranges: The Wall All-in-One and SMD All-in-One. You will explore each series, learning about their features, customer applications, and technical specifications to enhance your ability to support product discussions.	Foundation	20 mins	On-demand online
Sales	SMD Line-up	This module introduces Samsung's SMD LED signage portfolio, focusing on the three main ranges: Premium, Mainstream, and High Brightness. You'll explore each range and series, covering key features, customer applications, and technical specifications to support confident product discussions.	Foundation	20 mins	On-demand online
Installers	MPF Technical	This module is designed for professionals involved in the installation, operation, and support of Samsung The Wall MPF LED displays. It provides a complete understanding of the installation process, including planning, site preparation, system setup, mechanical design, hands-on installation, maintenance, and optimisation.	Advanced	1.5 days	In-person
Installers	IBF Technical	This module is designed for professionals involved in the installation, operation, and support of Samsung IBF LED displays. It provides a complete understanding of the installation process, including planning, site preparation, system setup, mechanical design, hands-on installation, maintenance, and optimisation.	Advanced	1.5 days	In-person
Installers	IFR Technical	This module is designed for professionals involved in the installation, operation, and support of Samsung IFR LED displays. It provides a complete understanding of the installation process, including planning, site preparation, system setup, mechanical design, hands-on installation, maintenance, and optimisation.	Advanced	1.5 days	In-person
Installers	MMF Technical	This module is designed for professionals involved in the installation, operation, and support of Samsung The Wall MMF LED displays. It provides a complete understanding of the installation process, including planning, site preparation, system setup, mechanical design, hands-on installation, maintenance, and optimisation.	Advanced	1.5 days	In-person

Smart Signage courses

For	Subject	Overview	Level	Length	Location
Sales	Smart Signage Overview	This module provides an overview of Samsung's leadership in the LCD signage industry, focusing on the core technologies behind their innovative LCD solutions and the key distinctions between different product offerings.	Foundation	20 mins	On-demand online
Sales	Standalone Line-up	This module provides an introduction to Samsung's Standalone LCD displays, focusing on their unique features and how they provide effective digital signage solutions across different industries. You will explore key applications, technical specifications, and how to choose the right standalone display for various use cases.	Foundation	20 mins	On-demand online
Sales	Interactive Line-up	This module covers Samsung's Interactive displays, highlighting their use in engaging and dynamic environments. You will learn how these displays can enhance user interaction in settings like classrooms, retail, and collaborative business spaces.	Foundation	20 mins	On-demand online
Sales	Outdoor Line-up	This module introduces Samsung's Outdoor displays, which are designed to withstand the elements and deliver high-quality visuals in any outdoor environment. You will explore their durability, brightness, and ideal applications for public spaces, transportation hubs, and outdoor advertising.	Foundation	20 mins	On-demand online
Sales	Business TV Line-up	This module explores Samsung's Business TV solutions, ideal for commercial spaces looking for easy-to-deploy, scalable, and high-quality displays. You will learn how Business TV products can be used in hospitality, retail, and corporate environments for both digital signage and entertainment.	Foundation	20 mins	On-demand online
Sales	Videowall Line-up	This module covers Samsung's Videowall solutions, which allow businesses to create large-scale, high-impact displays for control rooms, retail environments, and public spaces. You will explore how videowalls deliver dynamic content in stunning resolutions and sizes.	Foundation	20 mins	On-demand online
Sales	Spatial Line-up	This module provides an introduction to Spatial displays, designed to offer innovative, immersive visual experiences. You will learn how spatial technology is revolutionizing advertising, retail, and customer engagement by providing interactive, 3D content.	Foundation	20 mins	On-demand online
Sales	E-Paper Line-up	This module explores Samsung's E-Paper displays, a versatile and energy-efficient solution for digital signage in environments where low power consumption and readability in direct sunlight are key. You'll learn about the unique advantages of e-paper technology in various applications.	Foundation	20 mins	On-demand online

Hospitality TV

For	Subject	Overview	Level	Length	Location
Sales	HTV Overview	This course introduces Samsung's Hospitality TV solutions, designed to enhance guest experiences in hotels, resorts, and other hospitality environments.	Foundation	20 mins	On-demand online

Samsung ecosystem courses

For	Subject	Overview	Level	Length	Location
Sales	Samsung B2B Ecosystem	This module introduces One Samsung, a comprehensive B2B ecosystem that integrates Samsung's diverse product offerings.	Foundation	20 mins	On-demand online

Software Solutions

For	Subject	Overview	Level	Length	Location
Sales	VXT CMS Overview	This module provides an introduction to Samsung's VXT CMS (Content Management System), a powerful solution for managing and delivering digital signage content across Samsung digital signage displays.	Foundation	20 mins	On-demand online
Sales	VXT RM Overview	This module introduces VXT RM (Remote Management), a comprehensive solution for remotely managing and monitoring Samsung digital signage devices.	Foundation	20 mins	On-demand online
Pre-Sales	VXT CMS	This module provides the necessary information to administrate a digital signage estate with Samsung VXT.	Advanced	4 hours	Online Instructor-led
Pre-Sales	VXT CMS Lab	The VXT CMS Lab is a full-day, in-person module designed to deepen participants' practical skills with Samsung's VXT Content Management System.	Advanced	1 day	In-person Instructor-led
Pre-Sales	VXT Server API	This module equips developers with foundational knowledge to integrate external applications and services with Samsung's VXT Server API.	Advanced	3 hours	Online Instructor-led
Pre-Sales	VXT Apps	This module provides developers with the knowledge to design, build, and validate VXT Apps for Samsung's VXT Apps Marketplace.	Advanced	2 hours	Online Instructor-led
Pre-Sales	VXT Remote Management (RM)	This module focuses on the Remote Management functions within Samsung's VXT platform.	Advanced	2 hours	Online Instructor-led
Developers	Tizen Enterprise Platform Introduction	This module introduces the Tizen Enterprise Platform (TEP), providing the foundational knowledge required to start developing TEP applications.	Intermediate	2 hours	Online Instructor-led
Developers	Tizen Enterprise Platform Signage	This advanced full-day module is designed for developers looking to build high-level expertise in Tizen Enterprise Platform (TEP) application development for signage.	Advanced	1 day	In-person Instructor-led
Developers	Tizen Enterprise Platform E-Paper	This module introduces developers to building applications for Samsung's E-Paper display platform using Tizen Enterprise Platform (TEP).	Intermediate	1 hour	Online Instructor-led
Developers	Tizen Enterprise Platform Hospitality TV	This module builds on the foundations of the TEP Onboarding course, focusing on developing hospitality-grade applications using Samsung HTV-specific TEP APIs.	Intermediate	4 hours	Online Instructor-led
Developers	Spatial Signage Lab	This module introduces developers to Samsung Spatial Signage, Samsung's glasses-free 3D commercial display powered by advanced 3D plate technology behind an LCD panel.	Intermediate	1 hour	Online Instructor-led
Pre-Sales	LYNK Cloud Renewal	This accelerated module is designed for previously certified partners, providing an update on the latest LYNK Cloud features, platform enhancements, and hospitality display developments.	Advanced	2 hours	Online Instructor-led
Pre-Sales	LYNK Cloud	This module introduces Samsung's LYNK Cloud solution, covering deployment, management, and optimisation for hospitality environments.	Advanced	1 day	Online Instructor-led
Pre-Sales	Interactive Display Lab	This module provides a foundational introduction to the Samsung Android Interactive Whiteboard.	Intermediate	2 hours	Online Instructor-led
Pre-Sales	Interactive Display Admin	This module is designed for professionals responsible for managing and supporting fleets of Samsung Interactive Displays.	Advanced	2 hours	Online Instructor-led

For the experts, by the experts

Explore the new display training program now.

Samsung Business Academy