

## Samsung's Thermal Temperature Solution Integrates CRI's Thermal Mirror Technology

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LOUISVILLE, Ky., June 17, 2020 /PRNewswire/ -- [Creative Realities, Inc.](https://www.creative-realities.com) ("Creative Realities," "CRI," or the "Company") (NASDAQ: CREX, CREXW), a leading provider of digital marketing solutions, announced today that Samsung has integrated CRI's Thermal Mirror product into Samsung's new Thermal Temperature Solution. This no-contact solution helps business owners keep employees and customers safe by instantly performing real-time temperature inspection. The addition of Samsung Smart Signage to CRI's Thermal Mirror can display key confidence measures that customers and employees find reassuring before they enter a place of business.

"CRI's Thermal Mirror is a seamless complement to our smart digital signage solution that gets companies back to business," said Harry Patz, SVP and General Manager of Samsung Electronics America's Display Division. "Using external screens to display health compliance information is an effective way to make people more comfortable entering a business, reassuring them that necessary steps are being taken to safeguard the health of everyone who enters."

COVID-19 is reshaping the way businesses evaluate and manage the health of their employees and customers. Temperature screening is one of the most effective and widespread practices to curtail the spread of COVID-19. To that end, CRI recently became the exclusive U.S. distributor of the Thermal Mirror, which enables contact-free forehead temperature inspection, reliably accurate within 0.5°C/0.9°F.

"The Thermal Mirror has been widely embraced by businesses of all sorts as they adjust to newly implemented health guidelines to slow transmission of COVID-19. Case in point, Samsung itself chose to integrate our Thermal Mirror technology in its own corporate facilities," said Rick Mills, Chief Executive Officer of CRI. "Our collaboration with Samsung makes the solution particularly appealing to restaurants and other heavily trafficked businesses that want to demonstrate how committed they are to maintaining a healthy workplace."

Samsung's new Thermal Temperature Solution is comprised of two primary components – CRI's Thermal Mirror freestanding kiosk and a Samsung 4K UHD Display with MagicINFO™. Integrating a commercial-grade Samsung display with the Thermal Mirror enables restaurants and other businesses to mount the secondary display prominently to report important compliance data and other critical health information.

Thermal Mirror can be particularly useful in office settings where employee temperature checks are required for entry. Facial recognition is used to catalogue employees as they enter the workplace, logging their temperature, time of entry and other key compliance requirements. Devices can be stationed at multiple entry points, all of which feed data to a centralized database accessible to HR, Legal and other key personnel via an intuitive dashboard. Employers can configure data capture to suit their specific needs, with the option of activating AI-enabled capabilities smart enough to detect patterns, trends or other important indicators.

CRI hosts webinars at 3pm Eastern each Tuesday and Thursday to educate businesses about the importance of thermal monitoring in the workplace. [Register](#) for an upcoming webinar, or [download](#) archived webinars, video tutorials and additional assets to learn more about how Thermal Mirror helps maintain a safe and healthy workplace.

For a limited time, customers that purchase the Samsung Thermal Temperature Solution receive a free subscription to Samsung MagicINFO™, the company's comprehensive platform offering seamless remote digital signage software and hardware management, enabling content teams to update message designs and schedules from any location at any time. New customers have their choice of one free year of MagicINFO Maintenance, or a free 90-day trial of MagicINFO's content-hosting solution.

Click [here](#) for more information about Samsung's Back to Business Display Solutions. To learn more about CRI's Thermal Mirror, visit <https://cri.com/>.

### About Creative Realities, Inc.

Creative Realities helps clients use the latest omnichannel technologies to inspire better customer experiences. Founded over 15 years ago, CRI designs, develops and deploys consumer experiences for high-end enterprise level networks, and is actively providing recurring SaaS and support services for more than fifteen diverse vertical markets, including but not limited to Automotive, Advertising Networks, Apparel & Accessories, Convenience Stores, Foodservice/QSR, Gaming, Theater, and Stadium Venues. The Company acquired Allure Global Solutions, Inc. in November 2018, expanding the Company's operations to five offices across North America with active installations in more than 10 countries.

### Cautionary Note on Forward-Looking Statements

This press release contains certain statements that are "forward-looking statements" under Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and includes, among other things, discussions of our business strategies, future operations and capital resources. Words such as "estimates," "projected," "expects," "anticipates," "forecasts," "plans," "intends," "believes," "seeks," "may," "will," "should," "future," "propose" and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements.

Given these uncertainties, and the fact that forward-looking statements represent management's estimates and assumption as of the date of this press release, you should not attribute undue certainty to these forward-looking statements. We assume no obligation to update any forward-looking statements publicly, or to update the reasons why actual results could differ materially from those anticipated in any forward-looking statements contained in this press release, even if new information becomes available in the future.

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