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For more Information

Form more information about Samsung Hospitality Displays, visit www.samsung.com/business or www.samsung.com/displaysolutions





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SMART Hospitality Display that meet 21st century demands

In the 21st century's mobile technology-driven world, people are more connected than ever before. To keep pace with the latest digital technologies, the hospitality industry is always looking for innovative ways to entice guests to their hotels. Many of them are turning to Samsung for state-of-the-art, in-room, multimedia entertainment solutions to meet and exceed guests' expectations.

As a world leader in cutting-edge display technology, Samsung engineers and builds its SMART Hospitality Display to deliver superb quality and reliability to stand up to the high demands of commercial use. Incorporating sleek design, energy efficiency and intuitive management solutions, Samsung has a display to fit virtually every need and budget.

And with a worldwide network of leading integration partners, Samsung is well-positioned to help hotel managers design and install a customized solution to meet each hotel's unique requirements. Prepare to engage guests in a digital hospitality experience that seamlessly connects, serves and entertains them.



Mobile device compatibility

Today's tech-savvy travelers demand hotel accommodations that provide innovative features that appeal to their techy lifestyles. In addition, 60 percent of travelers use mobile apps while on vacation or business trips and seek hotels that offer convenient services they can access from their mobile devices.

State-of-the-art in-room entertainment hub

An increasing number of guests now travel with a personal library of entertainment content and like to connect with friends and family while they are away. Therefore, guests expect their hotel room TVs to be compatible with their personal devices and provide high-speed wireless Internet access while safeguarding their privacy.

Sleek, FHD displays with myriad convenient functions

No longer are guests satisfied with cumbersome analog or plasma TVs in their rooms. Guests now expect high-quality, full-high-definition (FHD) TVs that are on par with what they have at home. Plus, they want the displays to have a sleek, modern design and offer convenient functions at their fingertips.

Reliable, cost-effective display solutions to meet guest demands

To lure guests and increase return business, hospitality providers are tasked with finding cost-effective solutions to meet or exceed guests' expectations. Hospitality managers need a solution that is highly reliable, and easy to implement and manage using their existing infrastructure.



Enhanced viewing experience

Hospitality Home Menu

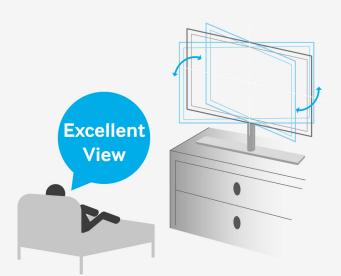
Enhance the viewing experience by creating an intuitive, customizable Home Menu screen, even in a no-network environment. This convenient user interface (UI) gives guests easy access to frequently used display settings. In addition, an informative live channel display on the Home screen provides guests with resources, such as the time, date and hotel information.



Logo and welcome message

Hotels can enhance their brand by greeting travelers when they turn on their guest room TVs with a customized welcome message, complete with hotel logo and video clip. Displayed along with the welcome message is the time, date, information about the hotel's services and a menu of display features.





Swivel stand

Samsung SMART Hospitality Display are equipped with a flexible stand that provides a 20-, 60- or 90-degree swivel support that provides guests with an excellent view of the TV from virtually anywhere in the room. The Security screws lock down the display to the media rack, which requires a special tool to unscrew, to prevent theft or guests from knocking the display over.

Crisp, vivid picture quality

LED backlight technology

Samsung SMART Hospitality Display reduce energy costs and maintenance with power-saving LED backlight technology. These LED displays emit less carbon dioxide (CO2) and contain less mercury, halogen and lead compared with conventional cold cathode fluorescent lamp (CCFL) displays. They also consume less power and are more efficient to operate.



Picture clarifier

Designed with innovative picture clarifier technology, SMART Hospitality Display will delight guests with crisp, vivid images. The video picture clarifier automatically optimizes the picture quality based on its type and origin, regardless of the content source or type, to deliver outstanding picture clarity.





Micro-Dimming for enhanced appearance

Advanced technology that offers deeper blacks and purer whites, with vivid contrast, superior color and sharp detail. Picture-perfect clarity that shows every facet of an image, and enhances TV viewing with outstanding display quality.

Convenient, flexible in-room entertainment

SMARTView*

SMARTView gives guests the ability to share live TV channels on their mobile devices using an easy Personal Identification Number (PIN) connection. Guests can also transfer mobile device content, such as photos, games, videos and music, to the in-room TV through a dedicated, intuitive UI that is specifically designed for this function.



Watch Live TV on Mobile Devices





Send Mobile Content

Screen Mirroring*

Guests can watch a more expansive view of their mobile device screens by replicating the content on their devices onto the SMART Hospitality Display using the easy, one-step Screen Mirroring feature.

Screen Mirroring provides guests with a secure and simplified way to view and share personal content.







Screen Mirroring



Content Sharing**

Samsung SMART Hospitality Display are equipped with advanced, built-in Wi-Fi, enabling guests to share and play personal content, such as movies, photos and music, from mobile devices on their in-room TVs. Plus, they can share and play their personal content safely and securely without the risk of exposing it to others.

^{*}Compatible devices include Samsung GALAXY S III and later models.

Only Free to - Air TV channels support is provided for Apple® iPhone 3® and iPad® with iOS v4 and later versions.

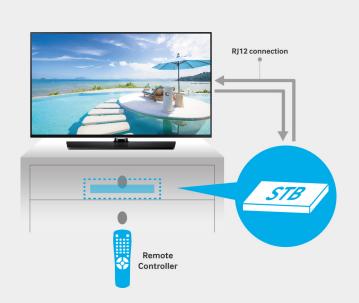
^{**}Available for DLNA compatible devices only.

Solid reliability, security and easy display management



Rigorous testing for solid reliability

Samsung SMART Hospitality Display undergo 164 quality assurance tests and 52 safety tests before they are approved for hospitality use. Rigorous evaluations include, duration, temperature, electromagnetic interference (EMI), after-image, dust exposure, meantime between failures (MTBF) and drop testing.





Remote control compatibility with SI STB

Support for third-party System Integrator (SI) STBs is provided through an RJ12 connection for a streamlined guest room interface and easier management.

A STB remote controller input relay, through the display to the STB input, enables the bulky STB to be hidden from the guest's view for a less cluttered room interior.

Security Mode

The Security Mode blocks input from teletext technology (TTX), USB and High-Definition Multimedia Interface® (HDMI®) connections, eliminating transmission of text and diagrams from these sources over the TV broadcast signal.





Solution overview

With the popularity of social media, gaming and other Internet applications, hotels must take advantage of this trend to attract and delight guests. Using the Samsung LYNK SINC 3.0 embedded solution, hotels can efficiently and cost-effectively cater to guests' individual viewing tastes and needs. And it can all be accomplished through an IP-based infrastructure without additional STBs or maintenance costs.





Tailor content for each group

Hotels can tailor guest room content to a particular group or event. For example, a block of rooms used for a convention can be set up to receive event-related information. Specific content can also be delivered to some rooms, such as child-appropriate content for rooms with families. Plus, TV channel lists can be created and managed by genre and guest type.



Delight guests with interactive entertainment using SMART HUB

Samsung SMART HUB provides a gateway to a variety of web-based apps, delighting guests with the same interactive entertainment that they experience on their personal devices, such as social networking sites (SNS), through the hotel's IP network. SMART HUB also enables guests to use Internet apps the same way they use them on other devices.



Customer need

This upscale hotel initially decided to purchase mid-range, consumer-grade TVs with STBs, but was unsatisfied with their decision. Plus, the TVs did not meet the hotel's premier image. The hotel decided to switch to hospitality TVs but had highly demanding requirements. They partnered with a local software developer to meet their demands.

Samsung solution

The hotel chose the HB890 Series of Samsung SMART Hospitality Display and had 225 65-inch and 272 55-inch displays installed throughout their facility. Each display came equipped with the Samsung LYNK SINC 3.0 software solution.

Results

By upselling the customer from ordinary, consumer-grade TVs to premium Samsung SMART Hospitality Display, the hotel was able to successfully promote its amenities and services. Plus, the displays' award-winning design, with full metal frame and ultra-thin bezels, gave the hotel rooms an elevated level of sophistication that aligned superbly with the hotel's premier image.

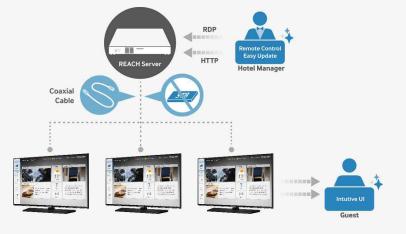
And without the need for STBs and cumbersome cables, the hotel was able to provide a virtually clutter-free guest room environment. By partnering with a local developer, the hotel's demanding requirements were satisfied and the LYNK SINC 3.0 solution simplified display management for the hotel's IT personnel.

LYNK™ REACH 3.0



Solution overview

Today's hotel guests demand an ever-widening variety of in-room entertainment, which hotels must provide at the lowest possible cost. Samsung LYNK REACH 3.0 is specialized software specifically designed for hospitality environments that provides a simplified UI and editing tool. The solution organizes and displays content, such as hotel information, images and logos, using existing infrastructures.





Save resources by using existing infrastructure

Hotels can leverage its existing coaxial infrastructure to streamline content and TV management. Updating firmware, adjusting guest room displays, and controlling and managing content can all be performed by remotely transmitting a radio frequency (RF) signal through the LYNK REACH 3.0 Server's communication with the hotel's Property Management System (PMS) and the Internet using LYNK REACH 3.0.



Give guests easy access to real-time information

LYNK REACH 3.0 provides guests with quick, convenient access to relevant information, including hotel services, real-time weather reports, flight information and more. Multiple languages are also supported on in-room TVs. Plus, local event and tourist information can be displayed for fast and easy guest access.

Customer need

A well-known, budget-friendly hotel chain wanted to provide guests with the same quality in-room entertainment amenities as higher-priced hotels, but needed to contain costs. It was also wasting a large amount of man-hours deploying personnel throughout the site to implement firmware and content updates on room displays one at a time.

Samsung solution

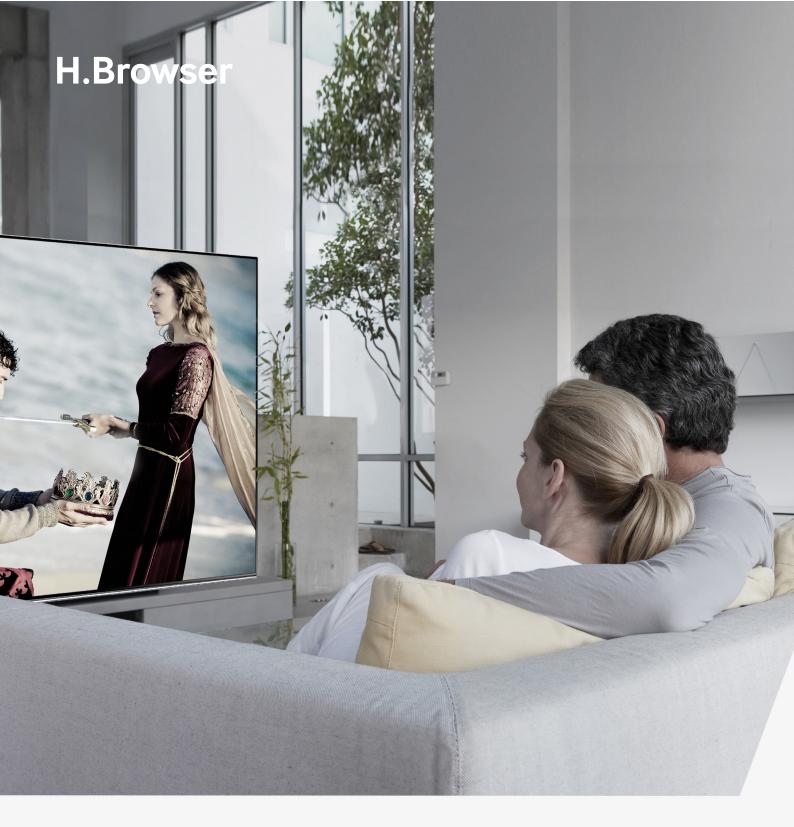
The hotel chain chose the Samsung LYNK REACH 3.0 solution to fill their budget-conscious needs. Using the hotel's existing coaxial cable infrastructure, each hotel was able to perform upgrades and edit content on hundreds of guest room TVs from one central location using the solution's easy-to-use interface.

Results

With the LYNK REACH 3.0 solution, hotel guests can enjoy high-quality, in-room entertainment, as well as receive valuable hotel information directly on the TVs through an intuitive UI. The solution's customized UI enables the hotel's property managers to easily create their own menus without retaining a SI or installers.

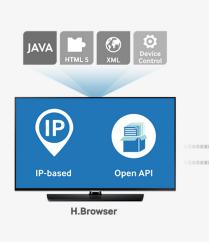
Plus, several hundred displays can now be managed from a central location, freeing staff to focus on customer services instead of managing in-room displays. Because the hotels were able to use their existing infrastructure, they were able to save on costly system upgrades. The LYNK REACH 3.0 solution lowered the hotel chain's total cost of ownership (TCO) by eliminating the need for extra equipment and staff.





Solution overview

Samsung H.Browser is an IP-based specialized partner solution for SIs, which includes an intuitive UI and powerful features. H.Browser provides a true Smart TV experience for hotel guests with both free and video-on-demand (VoD) content, which is accessible through an interactive program guide. This streamlined solution eliminates the need for STBs, because the TVs interface directly with the head end, whether located on or off the hotel's premises.







Increase profits and connectivity

H.Browser comes with various customizable templates that help to promote not only the hotel but hotel restaurants and amenities to boost revenue. Also, H.Browser connects with mobile devices for shared, multi-device entertainment as well as to the PMS so guest can conveniently order from their rooms.

Deliver rich, local content

Built into Samsung SMART Hospitality Display, the H.Browser enables hoteliers to provide guests with region-specific, rich customized content. Guests can enjoy a wide variety of tailored programming and premium in-room entertainment, that has the flavor of the location they are visiting to ensure they get the most fulfilling and memorable experience possible.





Customer need

When three premier hotels joined together under one roof, this unique property needed an in-room guest entertainment system that met the high quality and aesthetic demands of these three world-class hotel brands, while helping to reduce overall costs.

Samsung solution

The hotels opted for Samsung 590 Series SMART Hospitality Display featuring the H.Browser IP-based solution. By unlocking the embedded processing power of the Samsung TVs, the platform provides faster channel changing and greater responsiveness. The solution was developed in partnership with a leading hospitality technology provider, which provided the hotels with a streamlined, robust and full-featured system, all delivered over IP.

Results

The Samsung SMART Hospitality Display provided immediate savings by eliminating the need for STBs, and the displays' LED-lit technology has the added benefit of significant power-savings. When the TVs are turned on, the guests are greeted by the brand logo and customized UI of the hotel they are stay at, and the displays' sleek design conveys the upscale ambience that perfectly reflects the hotels' image.

Using this IP-based system, the hotels have not experience a technology issue after Samsung SMART Hospitality Display installation. The system also provides future-proofing, enabling new TV features to be added to accommodate guests' changing needs. Overall, the benefits gained were so apparent that the three hotel brands unanimously agreed to standardize them throughout the property.



Luxury







HC890V(August)	HC890	HC770
Sophisticated Curved displays with sleek metallic finishes ideal for luxury hotels	Sophisticated displays with sleek metallic finishes ideal for luxury hotels	A sophisticated, distinctive hospitality display for premier hotel environments
RF & IP	RF & IP	RF
Hospitality Home Menu	Hospitality Home Menu	Hospitality Home Menu
Hospitality Solution (LYNK REACH/SINC/DRM)	Hospitality Solution (LYNK REACH/SINC/DRM)	Hospitality Solution (LYNK REACH/DRM)
Content Share (Allshare, Screen Mirroring, SMARTView)	Content Share (Allshare, Screen Mirroring, SMARTView)	
H.Browser (HTML5)	H.Browser (HTML5)	
RJ 12 / IR Pass Through	RJ 12 / IR Pass Through	RJ 12 / IR Pass Through
Logo Display with Time Out Setting (BMP/Movie)	Logo Display with Time Out Setting (BMP/Movie)	Logo Display with Time Out Setting (BMP/Movie)
Welcome Message	Welcome Message	Welcome Message
		Swivel Stand (20/20)
		Security Mode
55", 65"	40", 46", 55", 60"	32", 40", 46"

Premium









HC690	HC670	HC673	HC675
Sophisticated design and robust functionality provide an upgraded guest experience	Attractive, high-performance hospitality displays with a sleek design Provide high-quality patient room displays specifically designed for hospital use		Attractive, high-performance hospitality displays with a sleek design
RF & IP	RF RF		RF
Hospitality Home Menu	Hospitality Home Menu Hospitality Home Menu		Hospitality Home Menu
Hospitality Solution (LYNK REACH/SINC/DRM)	Hospitality Solution Hospitality Solution (LYNK REACH/DRM)		Hospitality Solution (LYNK REACH/DRM)
Content Share (Allshare, Screen Mirroring, SMARTView)		Content Share (Allshare, Screen Mirroring, SMARTView)	
H.Browser (HTML5)			
RJ 12 / IR Pass Through	RJ 12 / IR Pass Through	RJ 12 / IR Pass Through	RJ 12 / IR Pass Through
Logo Display with Time Out Setting (BMP/Movie)	Logo Display with Time Out Setting (BMP/Movie)	Logo Display with Time Out Setting (BMP/Movie)	Logo Display with Time Out Setting (BMP/Movie)
Welcome Message	Welcome Message	Welcome Message	Welcome Message
Swivel Stand (90/90) * except for 28"	Swivel Stand (90/90)		Swivel Stand (90/90) * except for 28"
	Security Mode	Security Mode	Security Mode
		PureCare Remote (White Seamless Remote)	
28", 32", 40", 48", 55"	32", 40" 48"	22", 32"	28", 32", 40", 48"

Advanced





HA590	HC470
An unforgettable multi-entertainment experience with premium hospitality displays	Stylish hospitality displays create an enjoyable media experience
RF & IP	RF
	Hospitality Home Menu
Hospitality Solution (LYNK REACH/SINC)	Hospitality Solution (LYNK REACH/DRM)
Content Share (Allshare)	
H.Browser (HTML5)	
RJ 12 / IR Pass Through	RJ 12 / IR Pass Through
Logo Display with Time Out Setting (BMP/Movie)	Logo Display with Time Out Setting (BMP/Movie)
Welcome Message	Welcome Message
Swivel Stand (20/60/90)	
	Security Mode
32", 40", 46"	22", 28", 32", 39"

Standard





Stylish hospitality displays create an enjoyable media experience RF Hospitality Home Menu Hospitality Solution (LYNK REACH/DRM) Lygrade in-room experience with simple operation and content management RF Hospitality Solution (LYNK REACH/DRM)
Hospitality Home Menu Hospitality Solution Hospitality Solution
Hospitality Solution Hospitality Solution
Logo Display with Time Out Setting (BMP/Movie) Logo Display with Time Out Setting (BMP/Movie)
Welcome Message Welcome Message
Security Mode
40", 48" 32"

Lineup(North America)

Luxury





HC890V(August)	HC890
Sophisticated Curved displays with sleek metallic finishes ideal for luxury hotels	Sophisticated displays with sleek metallic finishes ideal for luxury hotels
RF & IP	RF & IP
Hospitality Home Menu	Hospitality Home Menu
Hospitality Solution (LYNK REACH/SINC/DRM)	Hospitality Solution (LYNK REACH/SINC/DRM)
Content Share (Allshare, Screen Mirroring, SMARTView)	Content Share (Allshare, Screen Mirroring, SMARTView)
H.Browser (HTML5)	H.Browser (HTML5)
RJ 12 / IR Pass Through	RJ 12 / IR Pass Through
Logo Display with Time Out Setting (BMP/Movie)	Logo Display with Time Out Setting (BMP/Movie)
Welcome Message	Welcome Message
Pro:Idiom	Pro:Idiom
55", 65"	46", 55", 65", 75"

Premium





HC690	HC693
Sophisticated design and robust functionality provide an upgraded guest experience	Sophisticated design and robust functionality provide an upgraded guest experience
RF & IP	RF & IP
Hospitality Home Menu	Hospitality Home Menu
Hospitality Solution (LYNK REACH/SINC/DRM)	Hospitality Solution (LYNK REACH/SINC/DRM)
Content Share (Allshare, Screen Mirroring, SMARTView)	Content Share (Allshare, Screen Mirroring, SMARTView)
H.Browser (HTML5)	H.Browser (HTML5)
RJ 12 / IR Pass Through	RJ 12 / IR Pass Through
Logo Display with Time Out Setting (BMP/Movie)	Logo Display with Time Out Setting (BMP/Movie)
Welcome Message	Welcome Message
Swivel Stand (90/90) & Stand Mount Kit * except for 28"	
Pro:Idiom	Pro:Idiom
	Hospital use (Pillow Speaker Compatibility)
28", 32", 40", 48",55"	32", 40"









1104780	110 (20	110 (37)	110470
HC670	HC673	HC677	HC678
Attractive, high-performance hospitality displays with a sleek design	Easy-clean surfaces expedite hospital room maintenance		
RF	RF RF		RF
Hospitality Home Menu	ality Home Menu Hospitality Home Menu Hospitality Home Menu		Hospitality Home Menu
Hospitality Solution (LYNK REACH/DRM)	Hospitality Solution (LYNK REACH/DRM)	Hospitality Solution (LYNK REACH/DRM)	Hospitality Solution (LYNK REACH/DRM)
RJ 12 / IR Pass Through	RJ 12 / IR Pass Through	RJ 12 / IR Pass Through	RJ 12 / IR Pass Through
Logo Display with Time Out Setting (BMP/Movie)	Logo Display with Time Out Setting (BMP/Movie)	Logo Display with Time Out Setting (BMP/Movie)	Logo Display with Time Out Setting (BMP/Movie)
Welcome Message	Welcome Message	Welcome Message	Welcome Message
Swivel Stand (90/90) & Stand Mount Kit * except for 28"		Swivel Stand (90/90) & Stand Mount Kit * except for 28"	Swivel Stand (90/90) & Stand Mount Kit
Security Mode		Security Mode	Security Mode
	Pro:Idiom	Pro:Idiom	Pro:Idiom
	Hospital use (Pillow Speaker Compatibility)		
			bLAN
28", 40" 48"	28"	28", 40", 48"	40", 48"

Advanced





HA590	HA570
An unforgettable multi-entertainment experience with premium hospitality displays	Energy efficient design with high-end performance
RF & IP	RF
Hospitality Solution (LYNK REACH/SINC/DRM)	Hospitality Solution (LYNK REACH/DRM)
Content Share (Allshare, Screen Mirroring, SMARTView)	
H.Browser (HTML5)	
RJ 12 / IR Pass Through	RJ 12 / IR Pass Through
Logo Display with Time Out Setting (BMP/Movie)	Logo Display with Time Out Setting (BMP/Movie)
Welcome Message	Welcome Message
Swivel Stand (20/60/90) & Stand Mount Kit	Swivel stand (20/60/90) & Stand Mount Kit
Pro:Idiom	
40", 46"	39", 40", 46"

Standard





HC460	HB460
Stylish hospitality displays create an enjoyable media experience	Upgrade in-room experience with simple operation and content management
RF	RF
Hospitality Home Menu	
Hospitality Solution (LYNK REACH/DRM)	Hospitality Solution (LYNK REACH/DRM)
Logo Display with Time Out Setting (BMP/Movie)	Logo Display with Time Out Setting (BMP/Movie)
Welcome Message	Welcome Message
Security Mode	
40", 48"	32", 39"











HA577	HA578	HA470	HA477	HA478
Energy efficient design with highend performance	Energy efficient design with highend performance	Enjoy Advanced HD performance with spectacular design	Enjoy Advanced HD performance with spectacular design	Enjoy Advanced HD performance with spectacular design
RF	RF	RF	RF	RF
Hospitality Solution (LYNK REACH/DRM)	Hospitality Solution (LYNK REACH/DRM)	Hospitality Solution (LYNK REACH/DRM)	Hospitality Solution (LYNK REACH/DRM)	Hospitality Solution (LYNK REACH/DRM)
Logo Display with Time Out Setting(BMP/Movie)	Logo Display with Time Out Setting(BMP/Movie)	Logo Display with Time Out Setting(BMP/Movie)	Logo Display with Time Out Setting(BMP/Movie)	Logo Display with Time Out Setting (BMP/Movie)
Welcome Message	Welcome Message	Welcome Message	Welcome Message	Welcome Message
Swivel stand (20/60/90) & Stand Mount Kit	Swivel stand (20/60/90) & Stand Mount Kit	Swivel stand (20/60/90) & Stand Mount Kit * except for 22"	Swivel stand (20/60/90) & Stand Mount Kit	Swivel stand (20/60/90) & Stand Mount Kit
Pro:Idiom	Pro:Idiom		Pro:Idiom	Pro:Idiom
	bLAN			bLAN
39", 40", 46"	39", 40", 46"	22", 32"	32"	32"