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For more information about Samsung SMART Hospitality Displays, visit [www.samsung.com/business](http://www.samsung.com/business) or [www.samsung.com/displaysolutions](http://www.samsung.com/displaysolutions)

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# SAMSUNG SMART HOSPITALITY DISPLAYS AS AN INNOVATION ENABLER



**SAMSUNG**

SAMSUNG SMART HOSPITALITY DISPLAY

**SAMSUNG**



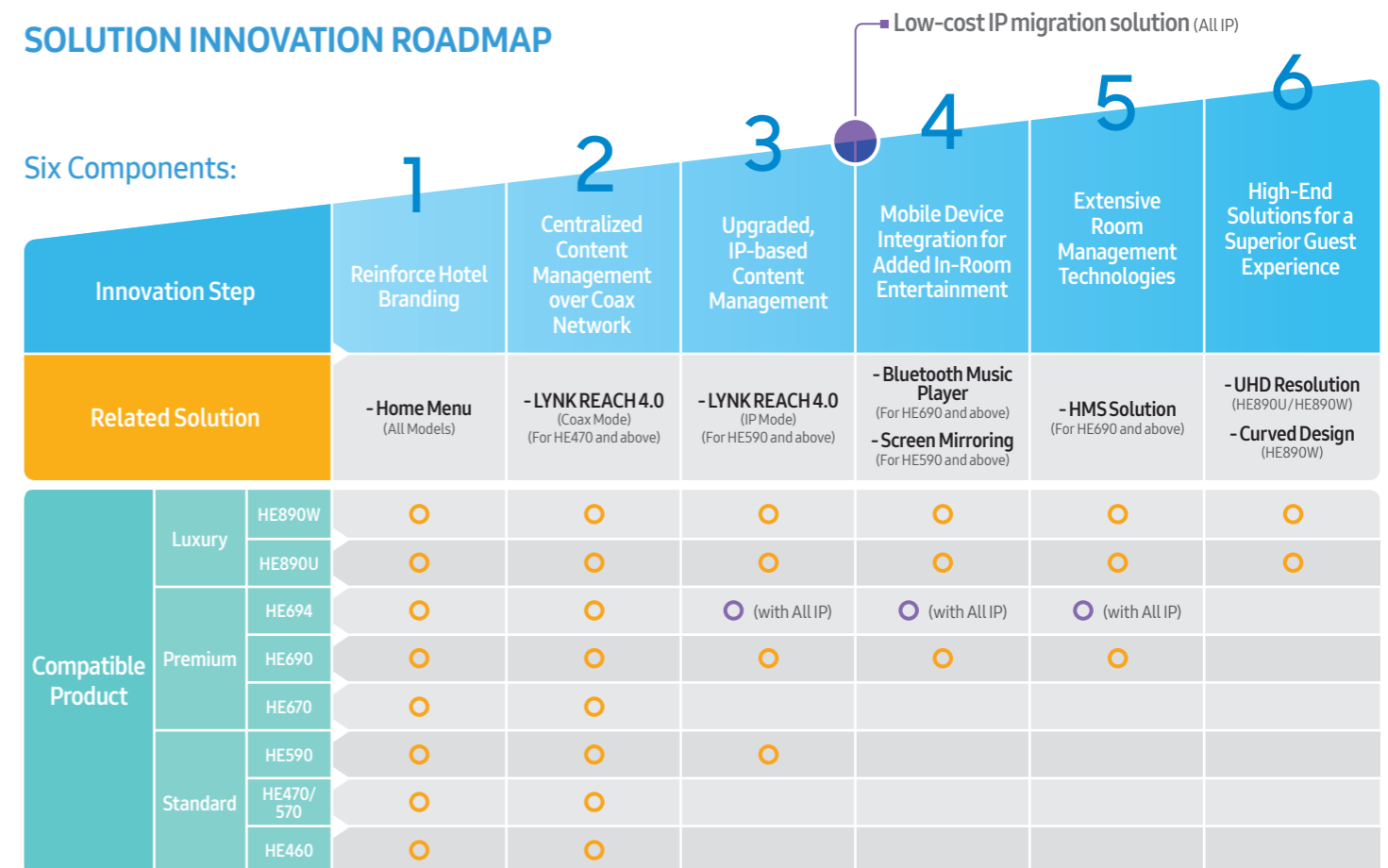
# Connect, Serve and Entertain Guests with Samsung's State-of-the-Art Hospitality Displays

Today's tech-savvy hotel guests expect cutting-edge in-room enhancements as part of their stay. These customers seek a differentiated environment that still provides a comfortable, at-home feel through access to a variety of professional and personal content, applications and programs.

Samsung's innovative hospitality displays offer new and exciting avenues for hotels to delight and engage guests while improving their own operational efficiency. An intuitive interface gives guests complete control of their in-room settings while unlocking unlimited opportunities to stay informed and entertained through a range of customized content. Hotels likewise benefit from more efficient communication and personalized customer service delivery without requiring a significant infrastructure overhaul.

Through a six-step innovation road map, Samsung is redefining the hospitality experience and helping hotel customers identify and implement the best display solutions for their brand, business model and customer base. Take a look at how modern hospitality displays can create a memorable and unique guest experience.

## SOLUTION INNOVATION ROADMAP



# Luxury

## HE 890U / 890W

Samsung's HE890U and HE890W displays offer luxury hotel guests a high-end, immersive and flexible in-room experience. Featuring Ultra-High Definition (UHD) resolution and a curved design\*, these upscale displays provide detailed, life-like picture quality for a memorable viewing environment.

\* HE890W displays only



### AN IMMERSIVE VIEWING EXPERIENCE

Designed to match the natural curve of the human eye, the HE890W curved series fosters more comfortable and uniform entertainment. Guests can enjoy a balanced content presentation, with every part of the screen considered an optimal viewing distance.



### LIFE-LIKE UHD PICTURE QUALITY

Featuring ultra-sharp UHD resolution (3840 x 2160) and a pixel quality nearly four times greater than that of comparable FHD displays, Samsung's HE890 Series wows guests through clear and vivid picture quality that emphasizes even the smallest details.



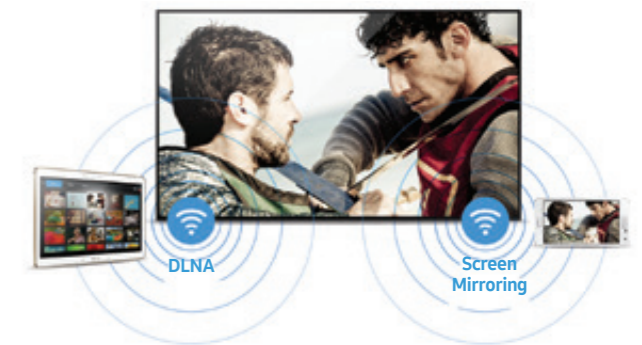
### A SLIM, SOPHISTICATED DESIGN

Equipped with a sleek narrow bezel frame, the HE890 Series displays are a natural complement to luxury hospitality environments. The displays offer an elegant viewing hub for modern travelers who expect high-quality technology as part of their stay.



### SEAMLESS PERSONAL CONTENT STREAMING

To further extend guests' content viewing possibilities, the HE890 displays' integrated Software Access Point (Soft AP) technology generates secure, private wireless connections between the central display and up to four tablets or mobile devices. As a result, guests can showcase mobile content on the larger screen without interruption or distortion.



### POWERFUL PERFORMANCE

Backed by a powerful quad-core processor, the HE890 series displays enable guests to access content faster. The quad-core processor reduces boot-up times to less than two seconds, and the display automatically updates itself even when powered off.



# Premium

## HE 694 / 690 / 670

Samsung's slim-designed, all-in-one premium Series 6 displays deliver expanded programming choices to guests with minimal investment necessary. The displays' content sharing capabilities allow guests to maintain continuous interaction with the hotel while accessing a range of top-line entertainment options. Hotels in turn can capitalize upon a host of features that drive more efficient content management.



### FLEXIBLE, LUXURIOUS VIEWING

Samsung's Premium Series 6 displays add both flexibility and luxury to the in-room environment. The displays' base includes a swivel stand for guests to customize their preferred viewing angle and enjoy a clear, brilliant picture anywhere in the room. A slim design gives the Premium Series 6 displays an elegant appearance that gives any hotel room an upscale feel.



### COMPATIBLE BLUETOOTH-POWERED AUDIO STREAMING

Through integrated Bluetooth connectivity, guests can stream music from their personal devices through the HE69X displays' speakers. This compatibility offers guests a common at-home amenity while serving as a cost-effective alternative that keeps luxury hotels from frequently replacing stolen or broken docking stations.



### EXPANDED WORK AND ENTERTAINMENT POSSIBILITIES

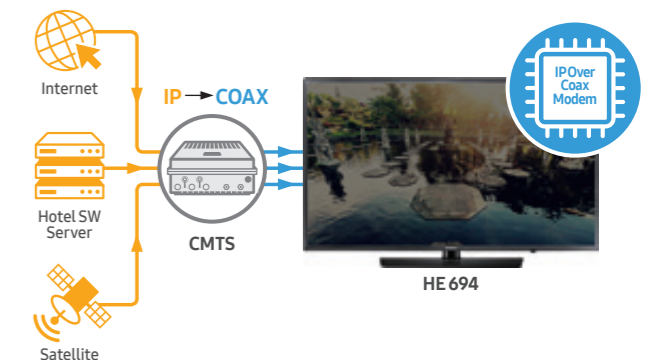
When in their room, guests can use an integrated Ethernet bridge to transform a HE69X Series display into a versatile work station complete with a VoIP phone access point and IP device connectivity for continuous content visibility. Once the work day is complete, the HE69X Series displays let users access online streaming platforms to ensure they don't miss their favorite programs while on the road.



### INTEGRATED IP-OVER-COAX WITH DOCSIS TRANSMISSION

Premium hotels can leverage the HE694\* displays' IP-over-coax functionality to equip guest rooms with high-quality IPTV without incurring significant equipment expenses or renovations. As an All-IP standalone display, the HE694 uses a CMTS server to convert IP signals to coax signals and transmit them through existing coaxial cables.

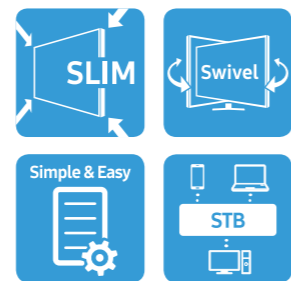
\* The Samsung HE694 display package does not include a CMTS server.



# Standard

## HE 590 / 570 / 470 / 460

Samsung's Standard Series hospitality displays elevate traditional in-room screens into multi-functional content centers that hotels can use to delight and engage guests while simultaneously boosting their own operational efficiency. A streamlined operational framework and embedded connectivity features simplify the deployment and management of an extensive content library across multiple on-site displays simultaneously.



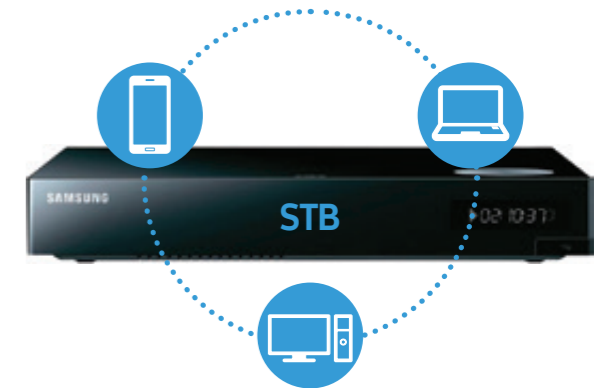
### COMFORTABLE VIEWING THROUGH A SWIVEL-STAND DESIGN

The Standard Series hospitality displays are designed to ensure guests remain focused on featured content from any room location. A slim, narrow-bezel composition eliminates a common visual distraction source while adding luxury and style to the room. Each of these displays additionally includes a swivel stand that allows guests to customize their ideal viewing angle and watch content anywhere.



### HASSLE-FREE INTEGRATION THROUGH STB COMMUNICATION

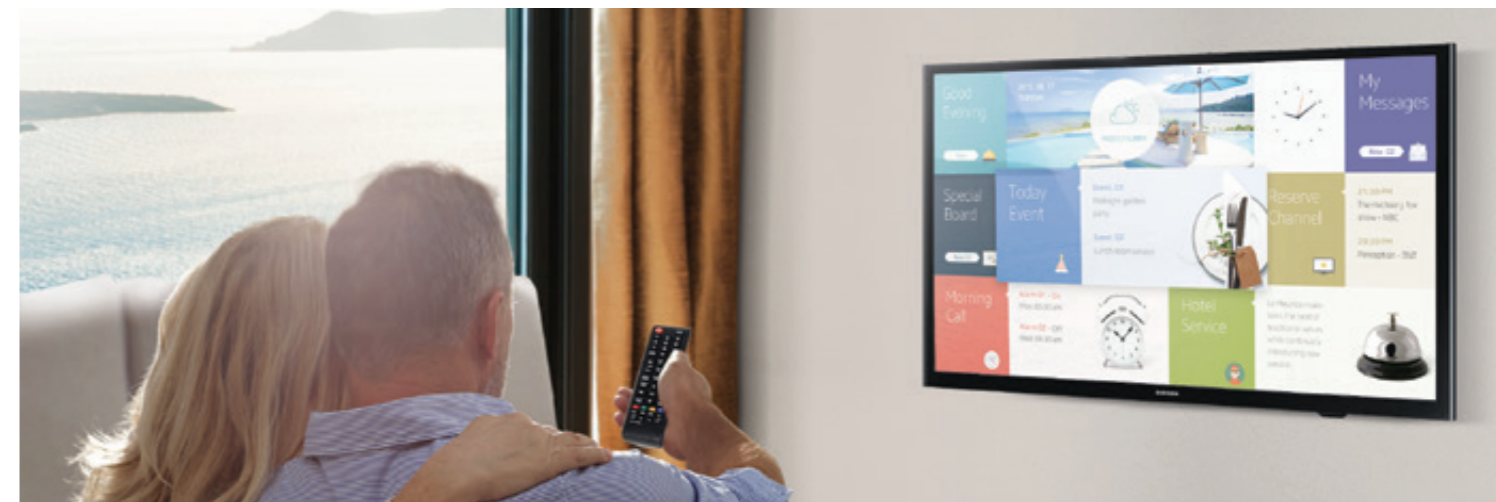
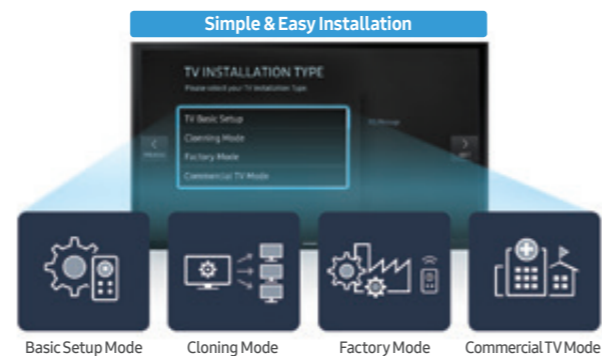
Compatible with a range of System Integrator protocols, the HE Series displays make on-site network integration significantly easier for busy hotel managers. The displays align control of the display and set top box (STB) into a single remote control to simplify management and get multiple displays up and running in less time.

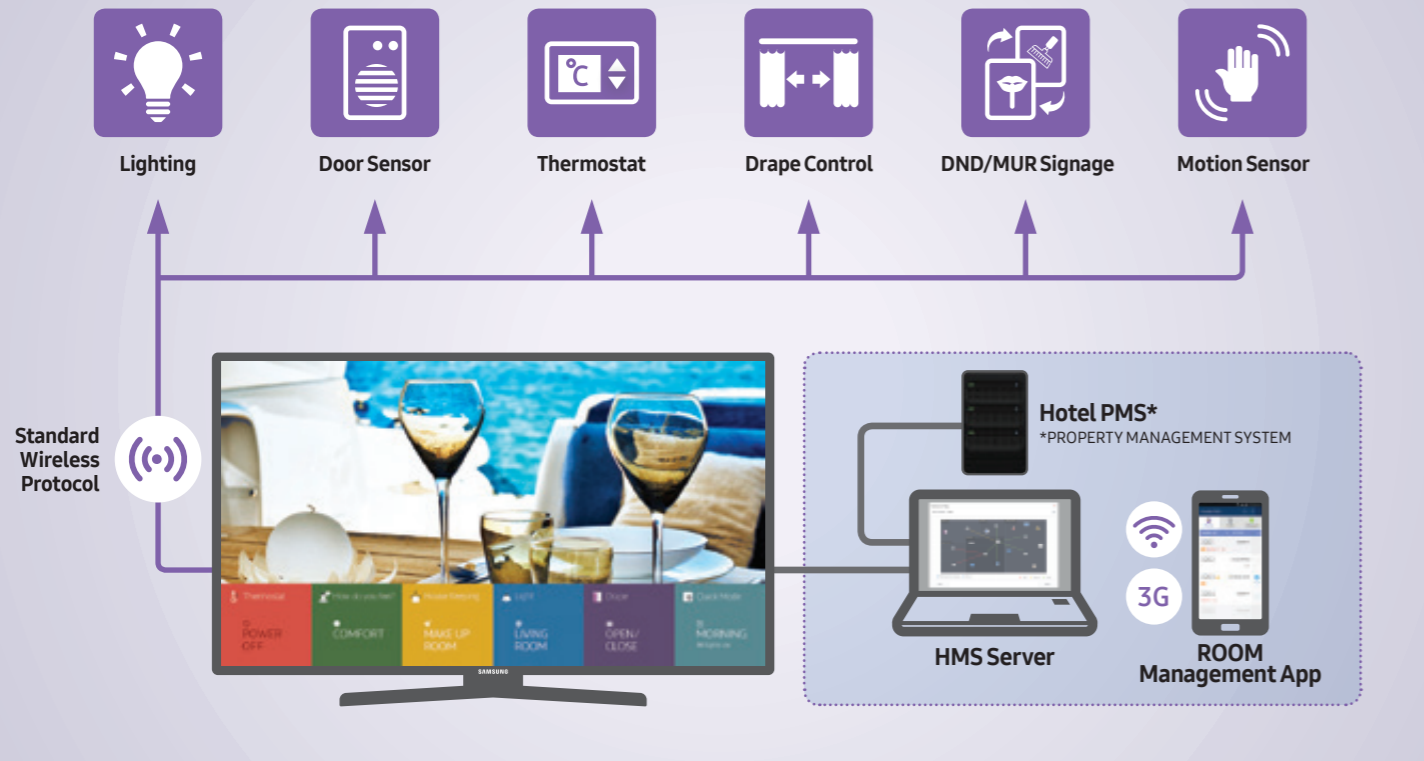


### SIMPLIFIED MULTI-DISPLAY MANAGEMENT

Through versatile plug-and-play functionality, hotel managers can easily activate and oversee hundreds of on-site displays at the same time. The most beneficial plug-and-play installation modes integrated into Samsung's Standard Series displays include:

- Basic Setup Mode:** Establish the displays' native language, picture, tuning and clock settings.
- Cloning Mode:** Replicate communication and content delivery processes across all network displays.
- Factory Mode:** Customize advanced display operations through a detailed user portal.
- Commercial TV Mode:** Program and share specialized content in non-hospitality environments.





## Solution

# SAMSUNG LYNK HMS SOLUTION

Samsung's LYNK Hospitality Management Solution (LYNK HMS) elevates in-room displays into single-source content control and management hubs capable of communicating with multiple on-site platforms and servers. This integrated management platform fosters more efficient hospitality operations by granting guests complete control over all aspects of the in-room environment, ranging from lighting and energy use to equipment performance. By consolidating a variety of services and communication needs to a single system, LYNK HMS helps hotels remedy guests' needs faster and promote a more enjoyable stay.



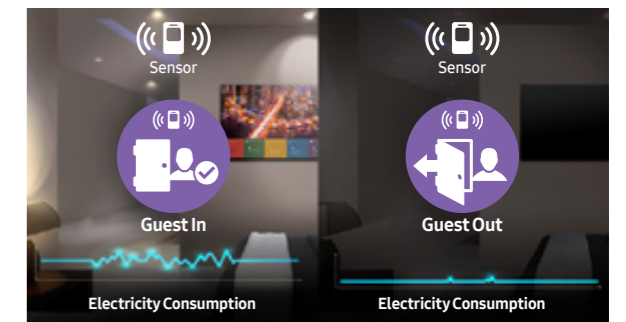
## AUTOMATED COMMUNICATION THROUGH RESPONSIVE ROOM MANAGEMENT

Through the Room Management Solution's (RMS) intelligence features, hotel staff receive greater visibility to monitor room device performance issues and address guests' service requests while simultaneously streamlining their own staffing and operations procedures. This consolidation helps hospitality teams boost productivity and accountability, and better serve guests.



## COMFORTABLE, ENERGY-EFFICIENT PROGRAMMING

The LYNK HMS' Energy Management Solution (EMS) enables luxury hotels to optimize in-room settings for efficient consumption. As guests check in, hotels can program the EMS to set and adjust temperatures for guests' movement patterns based on collected sensor-based monitoring data. In turn, hotels can reduce or turn off heating and cooling systems when rooms are vacant.



## STREAMLINED, SINGLE-SOURCE SETTINGS CONTROL

Guests can conveniently customize their ideal room environment through LYNK HMS' In-Room Control (IRC) service. Each IRC-enabled Samsung hospitality display features an intuitive user interface that allows guests to adjust temperature, lighting and drapery positioning conditions in a single location. Additionally, guests can request privacy through the IRC's do-not-disturb/make-up-room (DND/MUR) setting.



## PERSONALIZED, REAL-TIME CONTENT SHARING

Hotel can design and deliver custom guest content through LYNK HMS' Content Management Solution (CMS). As guests arrive, hotel staff can program individual displays or groups of displays to showcase personalized welcome messages. During their guests' stay, hotels additionally can share vital real-time information, including flight schedules, weather conditions and local attractions summaries, directly on the screen.





## Solution

# SAMSUNG LYNK REACH 4.0

Samsung's LYNK 4.0 solution gives hotels greater visibility into and control over hundreds of on-site displays through a central remote server. This all-in-one access elevates hospitality displays into full-service hubs – compatible with new or existing LAN, WIFI and Coax infrastructures – for access to a range of custom content, applications and channels. By eliminating laborious maintenance tasks and promoting effective two-way communication, LYNK REACH 4.0 enhances guests' stays at reduced cost for hotels.



## CENTRALIZED CONTENT MANAGEMENT

LYNK REACH 4.0 transforms hospitality displays into two-way, centrally controlled communication hubs that drive efficient personalized content delivery. Compatible with all Samsung hospitality displays and existing hotel infrastructures, LYNK REACH 4.0 empowers the creation and sharing of tailored content across single screens or screen blocks.

## VERSATILE CUSTOMER ENGAGEMENT

Compatible with a range of content formats, LYNK REACH 4.0 fosters new opportunities for hotels to inform and entertain visitors. Hotel content managers can upload and embed video clips and URL links to produce an interactive welcome channel. As guests settle in, hotels can direct them to this channel to promote on-site services and notify them about area attractions – both on- and off-site.



## PERSONALIZED FULL-STAY SERVICE

LYNK REACH 4.0's two-way communication ensures guests receive the personalized attention they've come to expect at luxury hotels. During check-in, the hotel's servers transfer guest data to LYNK REACH and enable hotel managers to tailor and share messages – ranging from restaurant reservation lists to event information – with each guest. As guests check out, the in-room display provides a complete view of accumulated charges and conveniently offers express checkout, including synchronized pay approval.



## USER-FRIENDLY APPLICATION AND SETTINGS ACCESS

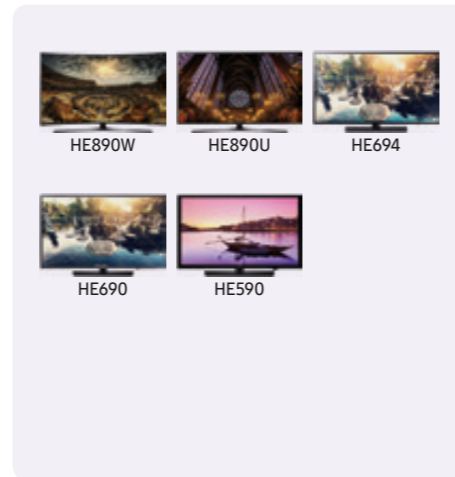
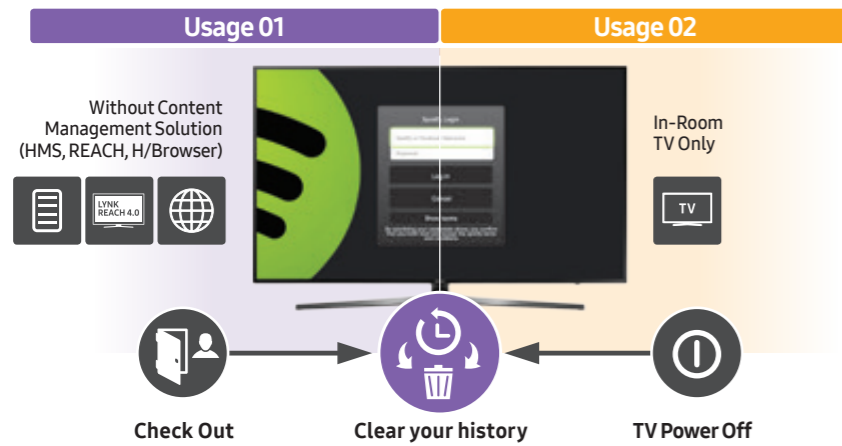
Hotels can leverage LYNK REACH 4.0 to deliver a customized package of social media, entertainment and content viewing applications\* to individual displays relative to guests' stay durations and interests. As a result, guests can enjoy programs on the central display as they would on their personal devices. These customized applications and settings can be activated or deactivated as needed.

\* The application customization feature is available only for IPTV and IP network infrastructures



# Samsung Hospitality Display Solution

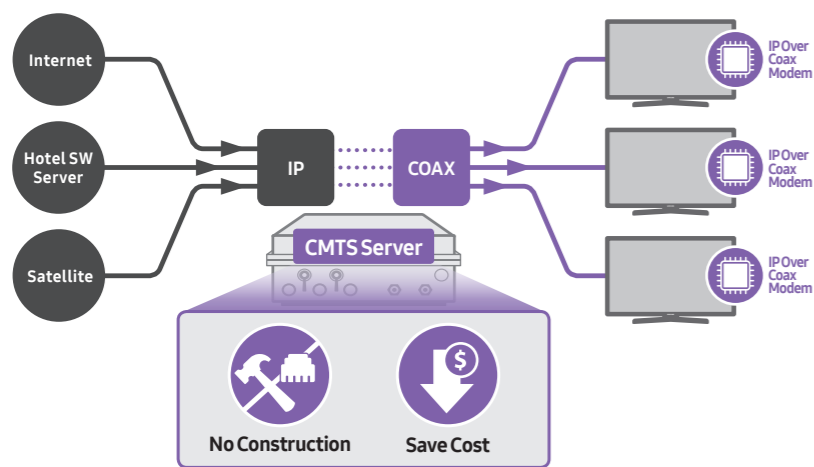
## History Clearance



## ENHANCED GUEST DATA PROTECTION

To further maintain guests' privacy and protect their potentially sensitive information, Samsung's hospitality displays automatically delete use histories, cookies and customized application settings as guests cycle through hotel rooms. Programs maintained through the display in conjunction with Samsung's CMS servers are set to delete guests' activity histories when they check out. Similarly, applications and browsers operated without CMS connectivity are deleted each time a guest turns off the display.

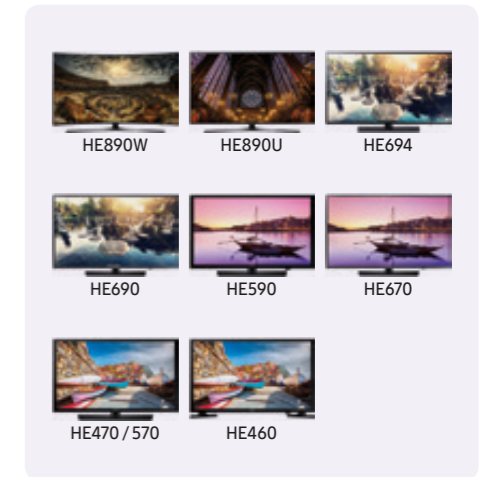
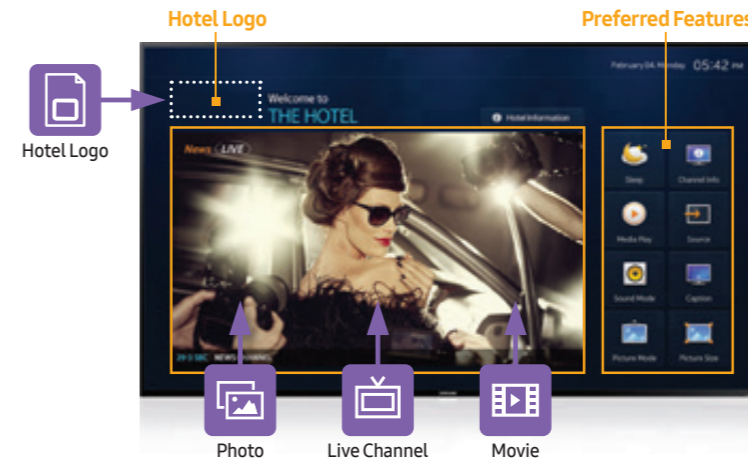
## All IP (IP Over Coax)



## COAX-BASED IPTV DELIVERY

As an all-IP solution equipped with a CMTS server\*, the HE694 Series displays convert IP signals to coax signals and transmit them through existing coaxial cables. Upon receiving satellite, internet and hotel server signals, the CMTS server transfers information to the embedded DOCSIS 3.0 cable modem for eventual delivery to the in-room display. Through this all-in-one process, hotels can offer high-quality IPTV without requiring a significant equipment investment, while simultaneously providing a more complete and premium guest experience. \* Samsung's hospitality displays do not include a CMTS server.

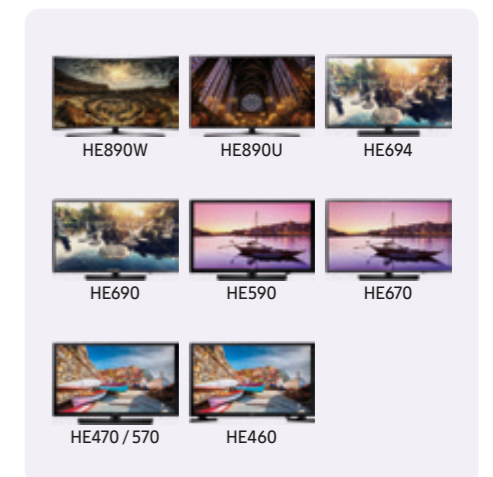
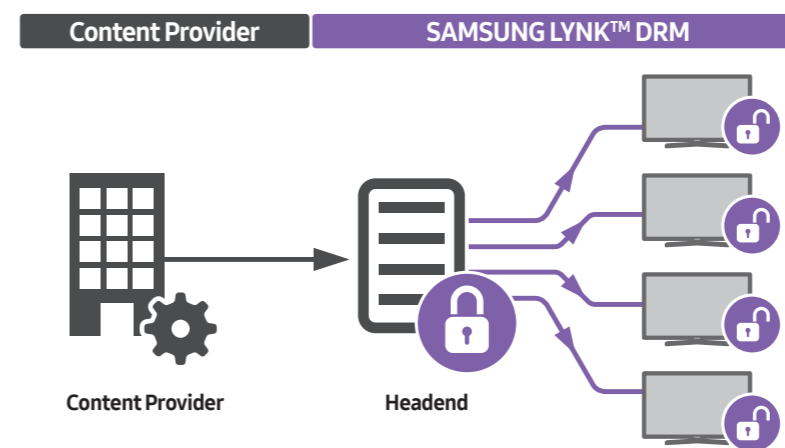
## Home Menu



## ALL-IN-ONE CONTENT NAVIGATION

The HE694 Series includes a dedicated home menu for seamless content delivery without requiring external devices or network infrastructure installation. As guests arrive, hotels can create and share a brief welcome message and other relevant stay information before switching to live programming. This convenient offering not only allows hotels to reinforce their brand, but also enables guests to quickly view and navigate through frequently-used display features.

## LYNK™ DRM



## EFFICIENT AND SECURE CONTENT ACCESS

Each HE694 display is equipped with Samsung's LYNK DRM technology, a safe and cost-effective alternative to hardware-based protection systems. A software-only implementation, LYNK DRM filters and authorizes encrypted live channel and VoD content to appear on the hotel display. This efficient review process minimizes equipment needs while driving faster recovery from Conditional Access System (CAS) problems. To further ensure system reliability, security coverage extends to cable operators' head-end equipment enlargement needs.



# Lineup

## Luxury



	HE890W	HE890U
	Immersive Viewing Experience Through Curved Hospitality Displays	UHD Hospitality Display with Life-like Picture Quality
Resolution	3,840 x 2,160	3,840 x 2,160
Inch*	55", 65"	40", 49", 55", 65"
LYNK™ HMS Compatibility	O	O
LYNK™ REACH (IP) Compatibility	O	O
LYNK™ REACH (RF) Compatibility	O	O
H.Browser	O	O
History Clearance	O	O
Home Menu	O	O
LYNK DRM	O	O
Improved Plug and Play	O	O
Ethernet Bridge	X	X
Bluetooth Music Play	O	O
IP Over Coax	X	X
Wirelees (Screen Mirroring, SMART View)	O	O
SI Compatibility	O	O
Headphone Management by Headphone ID	O	O
Security Mode	O	O
Variable Speaker Out	O	O
Sound Bar Compatibility	O	O
Multi-Code Remote	O	O
My Channel	O	O
Software Clock	O	O
Connect Share	O	O
Sports Mode	O	O

\* Product design/ inch may vary by region/country

## Premium



	HE694	HE690	HE670
	All-IP Hospitality Display	Premium Slim Hospitality Display with IP-Based Service	Premium Slim Hospitality Display with Coax-Based Service
Resolution	1,920 x 1,080	24", 28" : 1,366 x 768 Others : 1,920 x 1,080	1,920 x 1,080
Inch*	32", 40", 49"	22", 24", 28", 32", 40", 48", 49", 50", 55", 60", 65"	32", 40", 49", 55"
LYNK™ HMS Compatibility	X	O (Except 22", 24", 28")	X
LYNK™ REACH (IP) Compatibility	X	O	X
LYNK™ REACH (RF) Compatibility	O	O	O
H.Browser	O	O	O
History Clearance	O	O	O
Home Menu	O	O	O
LYNK DRM	O	O	O
Improved Plug and Play	O	O	O
Ethernet Bridge	X	O (Except 22", 24", 28")	X
Bluetooth Music Play	O	O (Except 22", 24", 28")	X
IP Over Coax	X	X	X
Wirelees (Screen Mirroring, SMART View)	O	O (Except 22")	X
SI Compatibility	O	O	O
Headphone Management by Headphone ID	O	O (Except all US Models)	O
Security Mode	O	O	O
Variable Speaker Out	O	O (Except 22", 24")	O
Sound Bar Compatibility	O	O	O
Multi-Code Remote	O	O	O
My Channel	O	O	O
Software Clock	O	O	O
Connect Share	O	O	O
Sports Mode	O	O	O

\* Product design/ inch may vary by region/country

# Lineup

## Standard



	HE590	HE570
	Versatile Hospitality Display with IP-Based Content Service	Versatile Hospitality Display with Coax-Based Content Service
Resolution	32": 1,366 x 768 40",43": 1,920 x 1,080	32": 1,366 x 768 Others: 1,920 x 1,080
Inch*	32", 40", 43"	32", 40", 43", 48"
LYNK™ HMS Compatibility	X	X
LYNK™ REACH (IP) Compatibility	O	X
LYNK™ REACH (RF) Compatibility	O	O
H.Browser	O	X
History Clearance	O	X
Home Menu	O	O
LYNK DRM	O	O
Improved Plug and Play	O	O
Ethernet Bridge	X	X
Bluetooth Music Play	X	X
IP Over Coax	X	X
Wireless (Screen Mirroring, SMART View)	O	X
SI Compatibility	O	O
Headphone Management by Headphone ID	O (Except all US Models)	O
Security Mode	O	O
Variable Speaker Out	X	X
Sound Bar Compatibility	O	O
Multi-Code Remote	O	O
My Channel	O	O
Software Clock	O	O
Connect Share	O	O
Sports Mode	O	O

\* Product design/ inch may vary by region/country



	HE470	HE460
	Versatile Hospitality Display with Coax-Based Content Service	Smart Hospitality Display with Customizable Home Menu
Resolution	24",28",32": 1,366 x 768 Others: 1,920 x 1,080	24", 28", 32": 1,366 x 768 Others: 1,920x 1,080
Inch*	24",28",32",40",43", 50",55",60"	24",28",32",40",43",50"
LYNK™ HMS Compatibility	X	X
LYNK™ REACH (IP) Compatibility	X	X
LYNK™ REACH (RF) Compatibility	O	O
H.Browser	X	X
History Clearance	X	X
Home Menu	O	O
LYNK DRM	O	O
Improved Plug and Play	O	O
Ethernet Bridge	X	X
Bluetooth Music Play	X	X
IP Over Coax	X	X
Wireless (Screen Mirroring, SMART View)	X	X
SI Compatibility	O	O
Headphone Management by Headphone ID	O (Except all US Models)	O (Except all US Models)
Security Mode	O	O
Variable Speaker Out	X	X
Sound Bar Compatibility	O	O
Multi-Code Remote	O	O
My Channel	O	O
Software Clock	O	O
Connect Share	O	O
Sports Mode	O	O

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