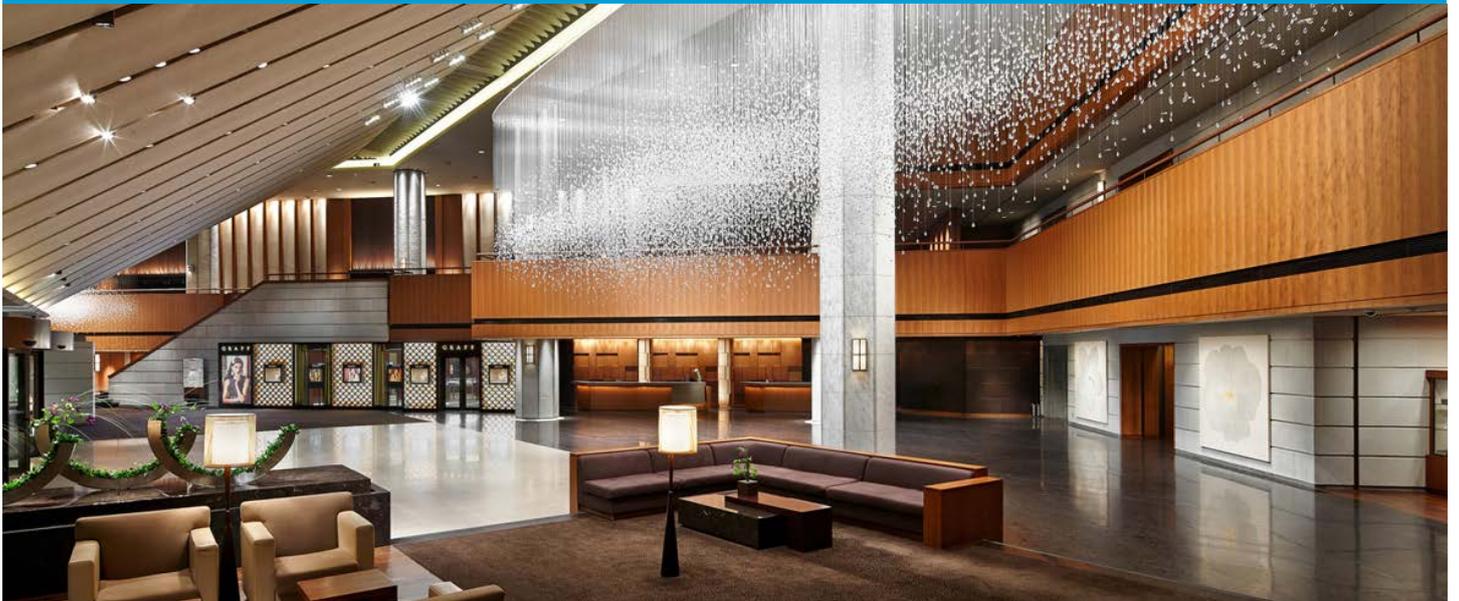


# The Shilla Seoul

Samsung SMART Hospitality Displays complement a world-class hotel's premium guest experience



## Overview

### Customer needs

The Shilla Seoul, a highly esteemed hotelier in South Korea, sought a world-class partner to help them fulfill the company's vision of being the #1 hotel brand in Asia. The hotel needed innovative technology and modern design capability to help them provide a differentiated in-room experience for every guest. The Shilla Seoul looked for display solutions that could facilitate easy access to hotel information, while maintaining high compatibility with guests' mobile and other electronic devices to serve their increasing need for in-room entertainment.

### Samsung solution

The Shilla Seoul partnered with Samsung to enhance the guest experience. The solution included 500 Samsung 890 Series SMART Hospitality Displays that were installed throughout the facility and the Samsung LYNK™ SINC solution to help the staff remotely manage and deploy display content.

### Results

The Shilla Seoul heightened the hotel's modern and luxurious brand image with innovative technology and a sleek, slim display design. Guests enjoy a higher quality, personalized and convenient experience, and receive valuable hotel information directly on in-room displays through an intuitive user interface (UI). Meanwhile, the use of Samsung's SMART Hospitality Displays enabled the hotel to streamline infrastructure costs and improve operational efficiency.

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"Samsung SMART Hospitality Display's clear picture quality and modern, sleek design was the perfect match with hotel's premium atmosphere."

- Randy Lee, Director of Rooms, The Shilla Seoul

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# Provide a distinctive, modern and luxurious in-room guest experience

## About the customer

The name, The Shilla originated from the ancient Shilla dynasty in Korea. The Shilla Seoul opened in March 1979, following the intention of the late Mr. ByungChul Lee, founder of the Samsung Group. Located by the N Seoul Tower, a famous Seoul landmark, The Shilla Seoul is designed as a contemporary lifestyle hotel that combines traditional Korean elegance with modern sensitivity, providing all the necessities for an enchanting lifestyle, including relaxation, fine dining, the arts, spa treatments, shopping, and wedding and entertainment services. The hotel hosts numerous international events, and is visited by heads of state from all over the world, spearheading the evolution of the service industry in Korea with pride and a sense of responsibility. The Shilla Seoul, an iconic landmark, is known as "the face representing the Samsung Group" and "the hotel representing Korea."

Globally renowned as a leading hotel, The Shilla Seoul was selected as the best hotel in South Korea, winning the highest accolades in all ratings during a recent Travel & Leisure Magazine 'World Best Hotels' survey.

- Soojin Yang, Director of Marketing, The Shilla Seoul

The Shilla Seoul maintains an air of elegance and a longstanding tradition of winning guests' hearts with a warm touch, while blending seamless and exemplary service with legendary South Korean hospitality.



## Customer needs

In The Shilla Seoul's quest to become the #1 hotel in Asia by evolving a differentiated, modern and luxurious brand image, the hotelier wanted a closely matched, world-class partner with innovative technology and modern designs. To support an extensive recent guest room renewal venture while solidifying its brand identity, The Shilla Seoul sought to immerse guests in a high-class and premium living experience, which included sleek, slim displays that complemented the luxurious interior. "As a world-leading electronics company in TV, mobile and home appliances, we agreed that Samsung's brand best matches with The Shilla Seoul, which aims to leap forward as the best hotel in Asia," said Soojin Yang, the hotel's Director of Marketing.

Key to The Shilla Seoul's exquisite guest experience was the ability for guests to conveniently and securely connect their mobile devices to the in-room display, easily access various content and enjoy various entertainment features. The hotel wanted to increase guests' comfort by giving them access to a variety of familiar, web-based applications, and to enjoy viewing content such as videos, photos and social media sites on their in-room displays. And, they knew that guests needed instant, easy access to hotel, travel and leisure information. "We wanted to configure the UI so that guests can easily access information of their personal needs, among hotel-provided information including the in-house restaurant, swimming pool, convention center, meeting rooms and tourist locations," said Gabyong Lee, Director of IT Engineering.

To help their elite global guest access personal and hotel information, The Shilla Seoul's staff needed an easy-to-use Home UI that allowed them to configure guests' displays as infotainment hubs. Plus, they wanted to boost the hotel's brand image and guest enjoyment with customized home screens and menus.

Along with enhancing the guest experience and impression, The Shilla Seoul management sought a cost-efficient in-room display solution that simplified setup, lowered energy consumption and reduced labor costs for maintenance. "We needed an advanced IP-based solution so that we can promptly update firmware and deliver the most up-to-date information to guest rooms," said Lee.

In addition to the need to upgrade guest-room TVs, The Shilla Seoul wanted to enhance guests' experience in the Executive Lounge with an expansive and stunning display.

## Exceed guests' expectations with premium displays, myriad content and mobile device connectivity

### Samsung solution

Samsung helped The Shilla Seoul achieve its objectives with 500 55- and 65-inch 890 Series SMART Hospitality Displays, the most luxurious model that Samsung offers. Samsung 890 Series displays are integrated, high-performing TVs with an interface designed for ease of use and a slim, streamlined design with full metal frame and ultra-thin bezels. In addition to the in-room displays, a 75" TV was installed in the Executive Lounge to enrich the guests' viewing experience.

### Provide enhanced functionality through Samsung SMART Hub

Along with access to terrestrial satellite content, LYNK SINC solution delivers a wide variety of Samsung SMART Hub-enabled web-based content. LYNK SINC solution's connection to Samsung SMART Hub provides a gateway to a variety of web-based applications utilizing the Smart Hotel TV's SMART Hub apps. The hotel safely installs and controls these apps with the ability to control guests' access. Hotel IT managers can create and upload applications, such as Twitter, Facebook or YouTube, on Samsung SMART Hub to provide customized hotel information and services.

### Enhance guest's viewing experience with Screen Mirroring

With 890 Series displays, guests can enjoy more expansive view of their mobile device screens by replicating the content from devices onto the SMART Hospitality Display using the simple and easy-to-use Screen Mirroring feature. Screen Mirroring provides guests with a secure and simplified way to view and share personal content.



### Deliver cost-efficient custom viewing options

Through LYNK SINC solution, guests can receive a specialized experience built around their schedule or purpose of visit. Event locations, meeting alerts and entertainment options can be set up with little time or effort. Displays can provide guests with immediate access to local event and tourist information, available discounts and more. Multiple languages are supported, providing the ability to cater to and communicate with global visitors. With LYNK SINC solution, The Shilla Seoul can offer useful information, such as room service, restaurant and spa menus as well as local information.

### Results

Samsung SMART Hospitality Displays' clear and crisp picture quality, and sleek, modern design are perfectly suited to The Shilla Seoul's luxurious image. Through Samsung's SMART Hospitality Displays, the hotel highlighted the refined in-room interior design and enabled guests to easily connect their mobile devices with the TVs. Many of the hotel's guests enjoy watching movies and photos by connecting their personal devices with the TV.

The Samsung LYNK SINC solution helped the hotel to configure a customized UI to facilitate guests' easy access to channels and menus. The Shilla Seoul configured the UI so that guests can easily access information about the hotel, including in-house restaurants, the swimming pool, convention center, meeting rooms and tourist locations. The information can be accessed in different languages, and, with the system's easy usability, The Shilla Seoul has received positive guest feedback.

With the LYNK SINC solution, which is highly compatible with the hotel's system, hotel staff can easily deliver various broadcasting channels and content to guest rooms. The hotel can easily monitor and manage display malfunctions in remote locations through real-time, continuous monitoring of system errors and auto-diagnosis. The customer support center operates 24/7, 365 days per year, to quickly respond to client issues.

"With the IP-based LYNK SINC solution, we can promptly update firmware and deliver the most up-to-date information to guest rooms."

- Gabyong Lee, Director of IT Engineering, The Shilla Seoul

## Legal and additional information

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### For more information

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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