LEGAL AND ADDITIONAL INFORMATION

About Samsung

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales of US$216.7 billion. To discover more, please visit www.samsung.com.

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

Copyright © 2015 Samsung Electronics Co. Ltd. All rights reserved. Samsung and Magicleo are registered trademarks of Samsung Electronics Co. Ltd. Specifications and designs are subject to change without notice. Non-metric weights and measurements are approximate. All data were deemed correct at time of creation. Samsung is not liable for errors or omissions. All brand, product, service names and logos are trademarks and/or registered trademarks of their respective owners and are hereby recognized and acknowledged.

Samsung Electronics Co., Ltd.
416, Maetan 3-dong,
Yeonjung-gu,
Suwon-si, Gyeonggi-do 443-772,
Korea
www.samsung.com

SMART HOSPITALITY DISPLAYS
THAT ENTERTAIN AND INFORM GUESTS
SMART HOSPITALITY DISPLAYS THAT MEET THE 21ST CENTURY’S 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 DISPLAYS WITH A MYRIAD OF CONVENIENT FUNCTIONS

No longer are guests satisfied with cumbersome analog or plasma TVs in their rooms. Guests now expect high-quality, ultra-high-definition (UHD) and even Curved TVs that provide a superior visual experience. 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

BEAUTIFUL DESIGN FEATURES FOR ALL TYPES OF VIEWERS
Delight guests with Samsung’s beautiful design features from the most favored consumer TV brand. Samsung SMART Hospitality Displays are made with LED backlight technology which allows the Displays to have slim bezels and ultra slim depth. Hotel Managers can select from Samsung’s wide range of products, which includes flat and curved displays from 24 to 75 inches in size, to please all their customers.

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) allows Hotel Managers to display the hotel logo on the Home Menu to promote the hotel brand as well as show a welcome image or video when guests turn on the TV. In addition, an informative live channel display on the Home screen provides guests with resources, such as the time, date and hotel information.

PERSONALIZED SOLUTION
Upgrade guests’ viewing experience from visual to an entertaining visual experience. Samsung SMART Hospitality Displays are able to connect with guests’ mobile devices allowing them to view their own content. Also, the fully customizable solution allows guests to easily view contents from the internet as well as Video-on-Demand providing them with a personalized viewing experience.

CRISP, VIVID PICTURE QUALITY

UHD RESOLUTION DELIVERS BRILLIANT LIFELIKE PICTURE QUALITY
Samsung’s UHD Series delivers an enhanced viewing experience by providing premium and luxury hotel guests exceptionally vivid and detailed images. Featuring UHD resolution (3840 x 2160) that delivers four times the pixels of FHD formats, the UHD Series showcases each image’s most intricate details for a brilliant and realistic picture. Also, Samsung’s innovative UHD Picture Engine technology transforms non-UHD content into a viewing experience near UHD levels of image detail and picture quality. Guests can now enjoy their TV shows, movies and video on demand offered in FHD formats into ones comparable with standard UHD content.

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 OPTIMIZES COLOR AND PICTURE CLARITY
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.

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) allows Hotel Managers to display the hotel logo on the Home Menu to promote the hotel brand as well as show a welcome image or video when guests turn on the TV. In addition, an informative live channel display on the Home screen provides guests with resources, such as the time, date and hotel information.

PERSONALIZED SOLUTION
Upgrade guests’ viewing experience from visual to an entertaining visual experience. Samsung SMART Hospitality Displays are able to connect with guests’ mobile devices allowing them to view their own content. Also, the fully customizable solution allows guests to easily view contents from the internet as well as Video-on-Demand providing them with a personalized viewing experience.

CRISP, VIVID PICTURE QUALITY

UHD RESOLUTION DELIVERS BRILLIANT LIFELIKE PICTURE QUALITY
Samsung’s UHD Series delivers an enhanced viewing experience by providing premium and luxury hotel guests exceptionally vivid and detailed images. Featuring UHD resolution (3840 x 2160) that delivers four times the pixels of FHD formats, the UHD Series showcases each image’s most intricate details for a brilliant and realistic picture. Also, Samsung’s innovative UHD Picture Engine technology transforms non-UHD content into a viewing experience near UHD levels of image detail and picture quality. Guests can now enjoy their TV shows, movies and video on demand offered in FHD formats into ones comparable with standard UHD content.

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 OPTIMIZES COLOR AND PICTURE CLARITY
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

CONTENT SHARING
Provide guests the ultimate in-room entertainment with the advanced content sharing functions of Samsung SMART Hospitality Displays. Smart View gives guests the ability to share live TV channels on their mobile devices using an easy Personal Identification Number (PIN) connection. Also with Screen Mirroring Guests can watch a more expansive view of their mobile device screens by replicating the content on their devices onto the Display. Guests can also transfer mobile device content, such as photos, videos, and music to the in-room TV through a dedicated, intuitive UI that is specifically designed for this function as well as through the DLNA technology.

BLUETOOTH MUSIC PLAYER
Enable guests to listen to their mobile device audio through an easy connection. The Bluetooth Music Player feature eliminates the need for hotels to purchase additional costly audio docking stations that can easily be broken or stolen.

HEADPHONE ID COMPATIBILITY
Give guests the luxury of listening to the TV in bed without the cumbersome to extend the headphone cable. Simply plug headphones to listen to the TV without disturbing others in the room with simple Headphone ID connection.

*Headphone ID compatibility availability may vary by region / country.

SOLID RELIABILITY, SECURITY AND EASY DISPLAY MANAGEMENT

RIGOROUS TESTING FOR SOLID RELIABILITY
Samsung SMART Hospitality Display undergoes 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, mean-time between failures (MTBF) and drop testing.

PROTECT CONTENT WITH ADVANCED DRM TECHNOLOGY
Samsung LYNK™ DRM technology provides a safe and cost-effective alternative to traditional hardware-based content protection systems. The solution allows encrypted live channel and VoD content to pass securely and display on hotel TVs. A software-only implementation, LYNK™ DRM technology reduces the need for additional equipment and provides quicker recovery for Conditional Access System (CAS) problems. To help ensure system reliability, coverage extends to the enlargement of head-end equipment for cable operators.

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.
LYNK™ SINC 3.0

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. Specific contents can be delivered to the specific rooms depending on groups or events. 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.

CONVENIENTLY MANAGE GUEST ROOM TVs AND CONTENT WITH AN IP-BASED SOLUTION
The upgraded LYNK™ SINC solution makes it easy to confirm each room’s check-in, checkout or network status and even create a welcome message that displays on the screen when a guest checks in. Hotel staff can choose a TV or group of TVs and remotely program on and off times, as well as, update firmware and even reboot the system.

ENHANCE GUESTS’ INTERACTIVE ENTERTAINMENT EXPERIENCE THROUGH A WIDE VARIETY OF EMBEDDED APPLICATIONS
With LYNK™ SINC 3.0, hotel managers can design the specific content they need to enhance the guest experience. Guests can enjoy the same interactive entertainment from their personal devices onto in-room displays. And, also, hotels can provide up-to-date flight information so guests can coordinate checkout times with flight departures and send personalized, real-time messages.

IPTV STANDALONE
For users that only need the IPTV feature without the other LYNK™ SINC contents, IPTV Standalone Solution is available through a free license. Through this function, hotel personnel can control content by editing the IPTV channel list and cloning the channel list to a USB device and copying it to individual TVs. This way, managers can efficiently offer guests IPTV without having to purchase any additional solution.
LYNK™ REACH 3.1

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 3.1 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 remotely by transmitting a radio frequency (RF) signal from the LYNK™ REACH 3.1 Server’s communication with the hotel’s Property Management System (PMS) and the Internet using LYNK™ REACH 3.1.

MANAGE GUEST ROOMS CONVENIENTLY WITH LYNK™ REACH 3.1 AND BOOST REVENUE WITH PAID CHANNELS
Hotel staff can manage guest rooms more efficiently with the Information Overview feature, available through the LYNK™ REACH Server. This convenient feature provides managers with overall room status including recent activities, room occupancy, group configuration, and channel group status. Managers can easily edit, delete and add channel listings with Channel Editor, and enhance revenue with Channel Bank, a feature that can distribute different channel groupings, including paid channels to specific guest groups.

PROVIDE GUESTS WITH AN ENHANCED, USER-FRIENDLY UI FOR GREATER CONVENIENCE
Deliver a richer in-room guest experience with LYNK™ REACH 3.1, which features an enhanced UI design. Hotel managers can choose from a wide variety of UI templates when creating room-specific content so they can deliver a differentiated in-room experience. Using the Content Authoring tool supported by the enhanced UI, content development is simpler and easier.

GIVE GUESTS EASY ACCESS TO REAL-TIME INFORMATION
LYNK™ REACH 3.1 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.
H. BROWSER

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.

SIMPLIFY CONTENT MANAGEMENT AND DELIVER A SUPERIOR GUEST EXPERIENCE

H.Browser delivers the superior in-room entertainment and customized content management services that today’s hotel guests expect, along with interactive web services. With H.Browser, hotels do not need to purchase, install and maintain additional hardware such as VOD set-top boxes (STBs). This simplifies the setup process while lowering total costs of ownership.

LEVERAGE H. BROWSER WITH POWERFUL SAMSUNG SUPPORT FOR CUSTOMIZED, INTERACTIVE SOLUTIONS

As an IP-based open platform, H.Browser enables Systems Integrators (SIs) to provide fully customizable web browser solutions that deliver premium interactive services and features for both free and VoD content. Because H.Browser is based on Internet programming languages such as HTML5 and JavaScript®, SIs can easily develop and quickly deploy robust, customized hotel solutions.

*Solution development is made possible by Samsung technical support, Samsung’s advance display hardware, and Samsung’s collaboration with SIs.

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.

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.
Samsung SMART Hospitality Display

UHD AND CURVED HOSPITALITY DISPLAYS

EMERGING POPULARITY OF UHD IN HOSPITALITY ENVIRONMENTS

With the continuous growth of the consumer UHD market and the emergence of UHD content providers across the globe, UHD is becoming increasingly popular among hospitality businesses. This industry-wide acceptance is expected to increase, with UHD becoming a standard room entertainment environment in the foreseeable future.

UPSCALE HOTEL WITH STUNNINGLY CLEAR, EASILY MANAGED DISPLAYS THAT DELIVER RICH CONTENT

With Samsung UHD TVs, premium and luxury hotel guests experience amazing picture quality and clarity, along with interactive enriched content. A remarkably immersive viewing experience through the HD890W SMART Hospitality Display curved screen provides guests with an unrivalled premium hotel stay. Meanwhile, hotel managers appreciate the efficiency of easy management and content differentiation.

PROVIDE EXCEPTIONALLY VIVID AND DETAILED IMAGES WITH UHD UPSCALING TECHNOLOGY

Samsung UHD TVs deliver Full-HD (FHD) content with an embedded 4-step UHD Upscaling process to provide viewers with exceptionally detailed images and ultimate picture quality. Viewers enjoy consistent UHD-like clarity, even when they’re watching content with FHD and lower resolution. UHD Dimming precisely scans an extraordinary number of zones across an entire image and adjusts brightness to deliver deeper darks and brighter whites. This feature virtually eliminates the “halo” effect and image distortion, so viewers enjoy a crystal-clear picture. Precision Black Local Dimming produces sharper contrast and darker black hues by dimming the LEDs behind the darkest area of the picture while leaving the brighter elements fully illuminated. With Wide Color Enhancer Plus, viewers witness a wider spectrum of colors on the TV screen, with enriched colors even for older, non-HD content.
UHD AND CURVED HOSPITALITY DISPLAYS

ULTRA-HIGH DEFINITION DISPLAYS THAT BOAST A PREMIUM DESIGN ALONG WITH FULL FUNCTIONALITY

Samsung UHD Series Hospitality Displays deliver an Ultra-High Definition viewing experience that not only enhances the guest room entertainment experience with detailed, life-like picture quality, but a hotel’s premium brand image as well. The Black Metallic Chamfer Design along with frame-structured bezel designs offers an immersive visual experience while creating a luxurious room decor. An array of convenient, embedded management features and guest-pleasing functionality ensure an exceptional TV experience for guests. With recently updated value-added features such as upgraded IP-based LYNK™ SINC and a convenient Bluetooth music player, UHD Series displays combine premier entertainment with ultimate efficiency.

IMMERSIVE REALISM, SUPERIOR ENTERTAINMENT THROUGH CURVED DISPLAY

Samsung’s advanced curved display technology elevates standard in-room TV viewing into a realistic and captivating experience. Designed to match the natural curve of the human eye, the HD890W Curved Series enables guests to watch on-screen entertainment from an optimal viewing distance for a uniform and balanced presentation from all areas of the screen. The display’s edge-to-edge curve creates a panoramic effect that extends realism and immersion across a wider and fuller field of view. Furthermore, the display’s natural curvature enhances viewer’s eye comfort for guests to enjoy for a longer periods of time.
LINEUP EU/CIS

Samsung offers high-performing, cost-efficient displays in a selection of screen sizes, external form factor styles and dimensions that range from simple to premium to fit every Hospitality environment.

### CURVED UHD/UHD

<table>
<thead>
<tr>
<th>Model</th>
<th>Display Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD850W</td>
<td>Ultra HD resolution for stunning and enjoyable TV viewing</td>
</tr>
<tr>
<td>HD850U</td>
<td>Luxury UHD</td>
</tr>
<tr>
<td>HD650U</td>
<td>Ultra HD resolution for enhanced TV viewing</td>
</tr>
</tbody>
</table>

- **Curved UHD Display for the ultimate entertainment experience**
- **Curved UHD**
- **Quad Core**
- **New Home Menu**
- **Hospitality Solution (LYNK™ REACH/SINC/DRM)**
- **H. Browser (HTML5)**
- **Bluetooth (Embedded WiFi)**
- **Software Clock**

- 55", 65"
- 40", 48", 50", 55"

### SMART HOSPITALITY

<table>
<thead>
<tr>
<th>Model</th>
<th>Display Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD790</td>
<td>Ultra slim design for enhancing the premium hotel environment</td>
</tr>
<tr>
<td>HD690</td>
<td>Slim design for enhanced guest room appearance</td>
</tr>
<tr>
<td>HD590</td>
<td>Full HD resolution for enhanced TV viewing</td>
</tr>
</tbody>
</table>

- **Ultra Slim FHD**
- **Quad Core**
- **New Home Menu**
- **Hospitality Solution (LYNK™ REACH/SINC/DRM)**
- **H. Browser (HTML5)**
- **Bluetooth (Embedded WiFi)**
- **Software Clock**

- 40", 48", 50", 55"

### MANAGEMENT

<table>
<thead>
<tr>
<th>Model</th>
<th>Display Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD670</td>
<td>Slim design to enhance the guest room environment</td>
</tr>
<tr>
<td>HD673</td>
<td>Ultra slim bezel design to enhance the guest room environment</td>
</tr>
<tr>
<td>HD700G</td>
<td>Full HD for enhanced TV viewing</td>
</tr>
</tbody>
</table>

- **Slim HD (32")**
- **Slim FHD (40", 48", 55")**
- **Regular FHD (40")**

- **New Home Menu**
- **Hospitality Solution (LYNK™ REACH/SINC/DRM)**
- **Multi-Code Remote Control**
- **Security Mode**
- **Software Clock**

- 32", 40", 48", 55"
- 40"

### STANDARD

<table>
<thead>
<tr>
<th>Model</th>
<th>Display Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD450S</td>
<td>Slim design for an enhanced guest room appearance</td>
</tr>
</tbody>
</table>

- **Slim HD (32")**
- **Regular FHD (40")**

- **New Home Menu**
- **Hospitality Solution (LYNK™ REACH/SINC/DRM)**
- **Multi-Code Remote Control**
- **Basic Home Menu**

- 24", 28", 32", 40"