

# Samsung Content Management Solution 2.0

Helping hospitality management control guest room TV viewing options



## Property managers can tailor TV content by guest room.

### Control costs while catering to patrons' viewing needs

Hospitality property managers, system integrators and technicians need a cost-effective way to control guest room TV content. Samsung Content Management Solution (CMS) 2.0 helps reduce operating costs with efficient management of guest TV viewing options. Users can control content from a central location versus visiting each guest room, especially if the rooms are spread among multiple properties. CMS 2.0 provides specialized content, such as special events and local advertisements. It can also be tailored to specific guests needs; for example, blocking certain content for traveling families.

CMS 2.0 works with an existing property management server (PMS). CMS 2.0 enables the delivery of customized viewing options to an unlimited number of guest rooms and works with the Samsung LED 79/69/59 Series Hospitality Displays. The functions needed to enable premium interactive services and remote TV control are integrated with the televisions' units. The integration eliminates the need to install and maintain external set-top boxes (STBs), further reducing costs.

Property managers, system integrators or technicians can select templates and edit text, images and video clips to compose the content provided to guest rooms. A flexible user interface (UI) enables the delivery of hotel-specific or customized guest room content. TV firmware can be updated and multicast channels edited with CMS 2.0. Additionally, guests can access a wide variety of web-based applications, such as social networking and entertainment packages, through the Samsung Smart Hub TV widget.

The CMS 2.0 solution provides customized hotel content and Smart Hub applications through the property's Internet Protocol (IP) network to the guest room TV. CMS 2.0 acts as an authoring tool for content control and management. The CMS server includes property-specific content, such as hotel-specific welcome messages, and is connected directly to the PMS. Broadcast channels can be distributed through traditional radio frequency or the IP network.

With Samsung CMS 2.0, commands can be performed from a central location, which helps property managers reduce operating costs.

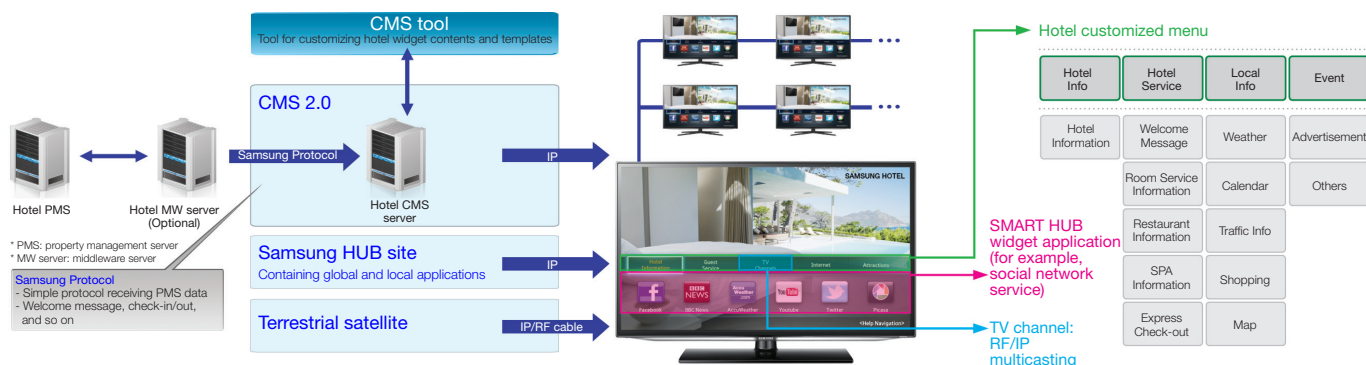


Figure 1. How CMS 2.0 works

Users can select the UI that best meets the property's brand.

## Use CMS 2.0 to assist with controlling guest room TV content

CMS 2.0 helps property managers or technicians manage TV content by grouping guest rooms. For example, a block of rooms used for conventions can receive a pop-up message alerting guests of a meeting time and location. Another example is blocking specific content in rooms occupied by families. CMS 2.0 optimizes content management by also providing:

- **Customizable UI.** Users can select an interface that best suits the property's brand and image.
- **Content based on room groups.** Groups of guest rooms can be targeted to receive, or not receive, specific content.
- **TV and network management.** Property managers or technicians can perform specific actions remotely, such as updating TV firmware.
- **Channel management.** Channel lists can be created and edited by genre, paid or free channels, and room grade.

Use CMS 2.0 to customize TV viewing options based on groups, such as conventions, or by individual guest room for business travelers or families.

## Select a UI to meet the property's need

CMS 2.0 provides users a selection of two UIs when setting up a property's portal.

The following widget and gallery UIs are examples of transparent images, which are widgets or icons layered on top of a background image. Guests click the menu bar item or widget to view selected content. With the content UI, guests can scroll down a lefthand menu to view selected content.

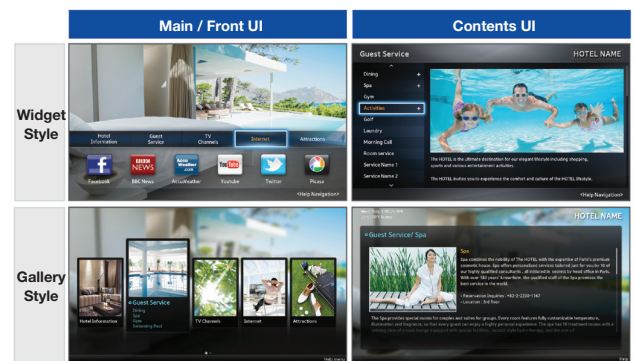


Figure 2. CMS 2.0 user interface choice of options

Background images and messages are editable. For example, users can program a UI and menus specifically tailored to a group staying at the property. Special events messages can also be customized based on events occurring on or off property.

## Property managers can remotely control groups of guest rooms TVs.

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### Group guest rooms to create specialized content

Guest rooms can be grouped based on the room occupants. For example, guest rooms can be categorized as “Convention” or “Family.” Hospitality managers or technicians can use CMS 2.0 to customize content based on how the guest rooms are grouped. CMS 2.0 works with the Hotel Smart TV widget installed on the Samsung 79/69/59 Series Hospitality Displays. Tools and widgets can be used together to generate instant messages for guest rooms in a certain group and control channels for other groups. Also, web-based application access can be controlled by room group.

Users can create and manage the following types of groups:

- **Project deploy groups.** A project deploy group is a group of guest rooms that have been categorized based on occupants; for example, Convention Group A, Convention Group B, and so on. Custom UIs and menus can be deployed for each group.
- **TV management groups.** TV management groups allow guest rooms to be grouped based on when the TV needs the firmware updated or other remote maintenance.
- **Internet Protocol television (IPTV) channel list groups.** IPTV channel list groups let the property manager or technician include or exclude channels from TVs in a bank of rooms.

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Grouping rooms saves property managers or technicians time by enabling them to perform remote maintenance on several TVs at once.

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## Channel listings can be customized for one or many guest rooms.

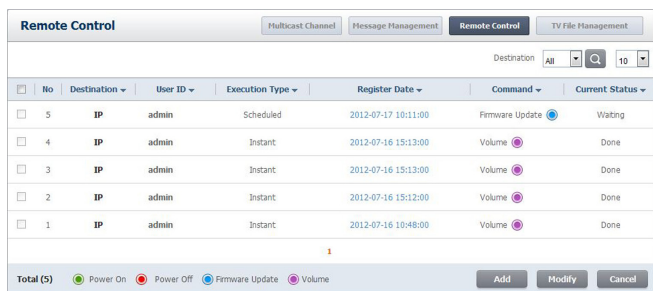
### Remotely control TV network management

Through the CMS 2.0 Remote Control menu, the property's TV network can be remotely controlled and managed.

Various tasks can be performed on individual TVs or groups of TVs based on user selection on the Remote Control menu. Remote tasks include:

- Power-On
- Power-Off
- Firmware update
- Volume

Multiple tasks can be set up to run together; for example, Power-On and Power-Off can be used in conjunction with a firmware update.



No	Destination	User ID	Execution Type	Register Date	Command	Current Status
5	IP	admin	Scheduled	2012-07-17 10:11:00	Firmware Update	Waiting
4	IP	admin	Instant	2012-07-16 15:13:00	Volume	Done
3	IP	admin	Instant	2012-07-16 15:13:00	Volume	Done
2	IP	admin	Instant	2012-07-16 15:12:00	Volume	Done
1	IP	admin	Instant	2012-07-16 10:48:00	Volume	Done

Total (5) Power On Power Off Firmware Update Volume Add Modify Cancel

Figure 3. CMS 2.0 Remote Control menu

A disconnected IP network line can be detected when the signal for line displays as red on the monitor, indicating a disconnection. When a guest checks into a room, the IP network line signal displays as green on the central control unit. TV firmware is uploaded to the CMS server, which can also be the property management server, for remote firmware updates.

Tasks can be set up to be performed immediately or, in the case of a firmware update, at a specified time. Additionally, tasks can be edited or deleted as needed.

### Create and manage TV channel listings

Custom channel listings with live multicast can be created and managed for deployment to different rooms. For example, custom channel lists can be created for families that feature only family-oriented channels. A channel list can be created based on a convention group, such as a sports-related group viewing a channel listing featuring more sports-related programming.

Channel mapping is also available, which enables property managers to map channels based on the channel number. Hotel information can be mapped to channel 1, local weather mapped to channel 2, special events to channel 3 and so on.

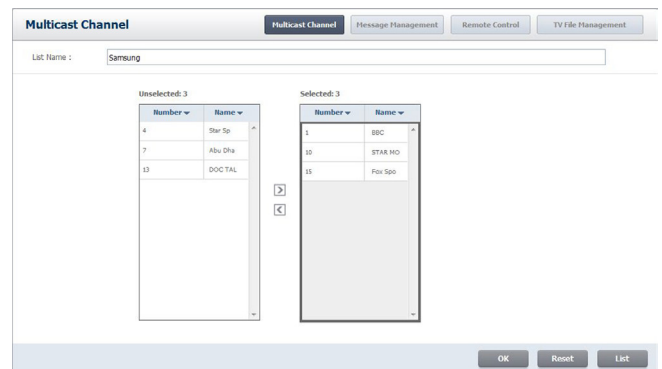


Figure 4. CMS 2.0 TV Management menu

Channel lists and channel maps are created using the CMS 2.0 TV Management > Multicast Channel menu.

# CMS 2.0 optimizes TV content management for hospitality properties.

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## Features and benefits

Features	Benefits
Customizable UI	Select the UI that best suits the property's brand and theme.
Room groups	Guest rooms can be grouped together based on either the room occupant or room type. For example, grouping rooms based on those used for business travelers and conventions.
Remote TV and network management	TVs can be remotely controlled for powering on and off, as well as updating TV firmware.
Customized channel lists	Channel lists can be created and edited by genre, paid or free channels and room grade.

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Guests have a more enjoyable experience at a property that is aware of their TV viewing needs.

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## Enhance the guests' visit with specialized TV viewing options

The CMS 2.0 solution provides remote management of a hospitality property's TV network. Property managers or technicians can provide custom messages for guests and determine the content in each guest room or group of rooms. Also, all TVs on the property's network can be controlled from one central location, helping businesses reduce costs.

Guests receive an enhanced experience with content based on the guest. Guest rooms for conventioners can be programmed with a custom UI and menu specific to the convention. Families can be assured that the TV content available is appropriate for their needs. Additionally, the Samsung Smart Hub widget provides access to social networking sites and other specialized programming.



## Samsung Content Management Solution 2.0

### Minimum CMS 2.0 server specifications

Item	System requirements	Remarks
Hardware	Central Processing Unit (CPU)	2 GHz dual core processor
	Random Access Memory (RAM)	3 GB 1 GB of available disk space to install the CMS tool and default project 7.2 K RPM
	HDD	Extra space is required for custom projects. For example, if 30 projects of 1 GB each, including video and image, need to be created, 30 GB of extra disk space is needed.
	Ethernet	100 BASE-T per 50 rooms
	Network configuration	100 M switch
Software	Operating system	Operating system: Microsoft® Windows® Server 2008 (32/64 bit) Demo or test system: Microsoft Windows 7 Enterprise (32/64 bit)

### Recommended CMS 2.0 server specifications

Item	System requirements	Remarks
Hardware	Central Processing Unit (CPU)	2.8 GHz quad core processor
	Random Access Memory (RAM)	6 GB 1 GB of available disk space to install the CMS tool and default project 7.2 K RPM
	HDD	Extra space is required for custom projects. For example, if 30 projects of 1 GB each, including video and image, need to be created, 30 GB of extra disk space is needed.
	RAID	RAID1 controlling (mirroring)
	Ethernet	1,000 BASE-T 500 rooms: One 1,000 BASE-T Ethernet card 501 – 1,000 rooms: Dual BASE-T Ethernet card
	Network configuration	100 M switch
	ODD	Super multi-drive
Software	Operating system	Operating system: Microsoft Windows Server 2008 (32/64 bit)

## Legal and additional information

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### About Samsung Electronics Co., Ltd.

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Also, refer to the Contact List in your country for additional technical details and features by visiting [www.samsunghtv.com](http://www.samsunghtv.com) > Order.

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