

# Samsung Hospitality Display Solutions

Enhance entertainment and information delivery through virtually any hotel IT infrastructure



## Highlights

- Provide enriched hospitality entertainment and information cost-effectively utilizing the current infrastructure.
- Help guests conveniently access services, information and entertainment with a tailored Hotel Home Screen.
- Leverage a customizable UI to present uniquely relevant guest content.
- Integrate content and guest room management with a Property Management System (PMS) to deliver guest-centric service.
- Enhance the guest experience with access to services and information.

## Transform the in-room TV experience for modern travelers with cost-effective innovation

Today's media- and tech-savvy hotel guests want convenient access to a wide variety of entertainment, and to connect with people and content while away from home. Guests want to use hotel room displays as technology hubs to enjoy personal content such as videos, online information, movies and games. Already common in many venues, in-room TV access to guest services, information and checkout processes helps boost guest satisfaction and encourage return visits. A personalized guest experience with integrated technology from the lobby to the guest suite meets modern travelers' expectations with contemporary ease and luxury that keeps them coming back.

Modern hotels want to provide an enriched and comprehensive guest experience while maintaining costs, whether the property uses an IP- or coaxial cable-based infrastructure. While some hotels manage content and deliver entertainment and information from an IPTV, terrestrial satellite and the Web, it is estimated that a large percentage of properties utilize coaxial cables. Each hotel infrastructure type presents unique challenges, thus prompting the need for technology solutions that cater to specific entertainment, information and operational needs while lowering Total Cost of Ownership (TCO).



Figure 1. Modernized Guests and Hotel Environment

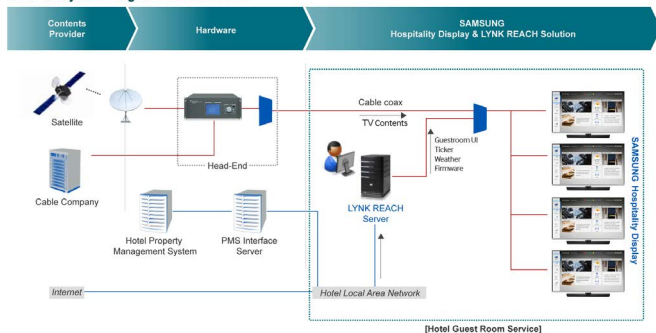
# LYNK™ REACH 3.1

Flexible, easy-to-use and low cost solution for management over coaxial infrastructure

## Manage guest room TV content effectively through coaxial cables with LYNK REACH 3.1

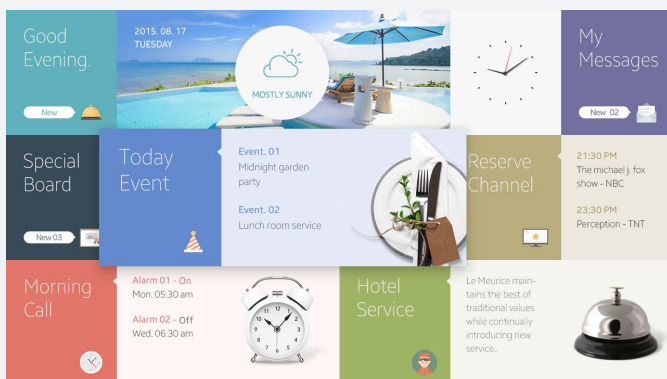
Samsung LYNK REACH 3.1, specialized software for hospitality environments, with the LYNK REACH Server enable managers to provide a variety of content for guests through coaxial cables. Utilizing a simplified UI and editing tool, hotels can customize in-room TVs elevating the property's brand using existing infrastructures. LYNK REACH Server provides cost-efficient, easy management of hundreds hospitality TVs remotely from one location.

Hotel TV System Diagram - LYNK REACH



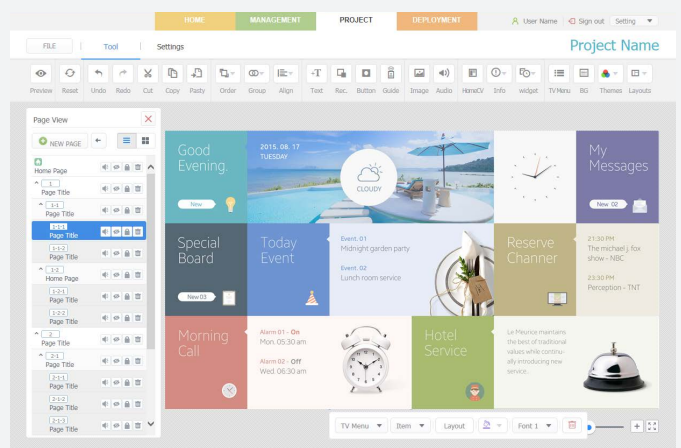
## Offer a wide variety of content with a cost-effective, customizable LYNK REACH 3.1 menu solution

Hotels can deliver a wide array of content to guests with a cost-effective Hotel Home Screen that requires no network infrastructure. Properties can present company logos, videos and images easily by connecting all hotel room TVs to the REACH Server. Through a customizable Hotel Home Screen, guests can access hotel services more easily and with powerful multi-language support, properties can cater to guests from all around the world.



## Easily tailor content presentation with a customizable UI

LYNK REACH 3.1 and LINK SINC 3.0 offer greater freedom with unique content design and creation through a customized UI that is based on a simple “what you see is what you get” (WYSIWYG) interface. This allows property managers to easily create distinctive menus and home screens for specific requirements without assistance. Multiple template types including a blank page, enable unlimited creativity and UI content such as background or text can be easily changed. Menus can even be resized and transferred to any desired screen. The basic TV menu with native features can be integrated into the customized template. And, with the group management feature, a dedicated UI can be deployed for a particular person or group.



## Manage guest rooms conveniently with LYNK REACH 3.1 and boost revenue with paid channels

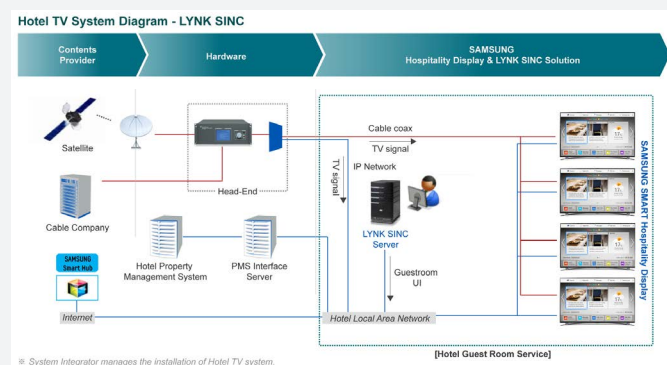
Hotel staff can manage guest rooms more efficiently with the Information Overview feature, available through the LYNK REACH Server. This convenient feature provides managers with overall room status including recent activities, room occupancy, group configuration and channel bank status. Managers can 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.

# LYNK™ SINC 3.0

Optimized content TV management solution for elevated experience over an IP infrastructure

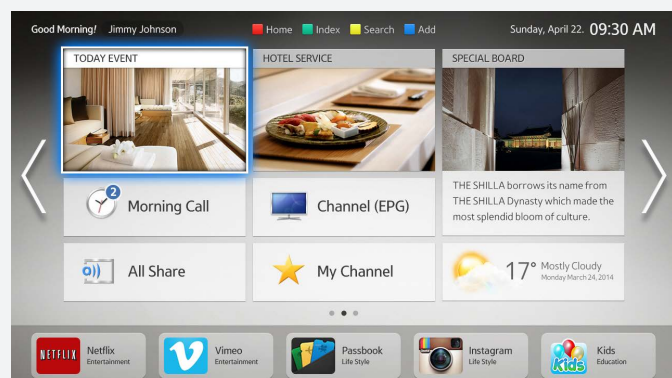
## Deliver advanced and tailored viewing options with lower costs through LYNK SINC 3.0

LYNK SINC 3.0 eliminates the need for a separate set-top box (STB), which helps simplify system configuration, reduce energy consumption and remove the clutter of the STB and related modems and cables. The simplified configuration also decreases the need for employee and external maintenance labor as the components needed to run LYNK SINC 3.0 can easily be managed by hotel personnel.



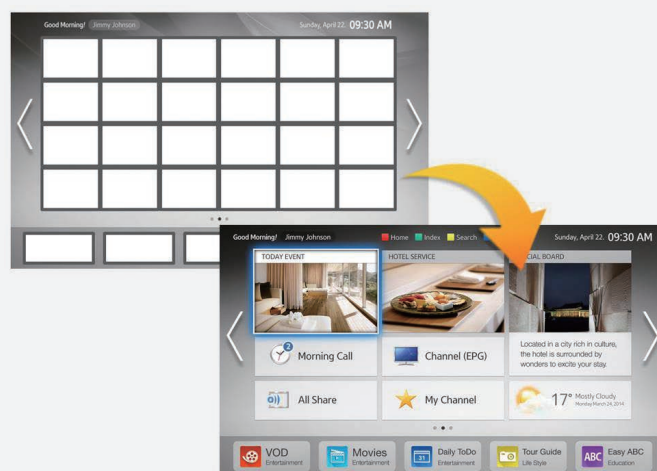
## Enhance guests' viewing experience with the LYNK SINC 3.0 tailored Hotel Home Screen

Hotels can easily standardize the UI of in-room TVs with the Hotel Home Screen function. With a customizable Hotel Home Screen, hotels can conveniently display various information, and provide guests access to frequently used TV features. And because LYNK SINC is an IP-based solution, SINC-enabled TVs can be connected to SMART Hub, enabling managers to add Samsung Apps such as YouTube and Facebook among many others on the Hotel Home Screen. These Home Screens can be pushed to all TVs connected to the LYNK SINC server and can also push hotel branding.



## Configure in-room displays as infotainment hubs with the LYNK SINC 3.0 customizable UI

With LYNK SINC 3.0, hotels can provide guests with a variety of information in a tailored display menu that utilizes a customizable UI with a grid template, in which, individual or conjoining grids can be populated with content. The UI enables hotels to deliver unique content and home screens to promote branding and impress guests. LYNK SINC 3.0 includes four different UI templates that property managers can modify, as well as customizable Hotel Smart TV Widgets, installed on room displays, with media files such as videos, music and images.



## Provide tailored guest room content and advanced services with LYNK SINC 3.0



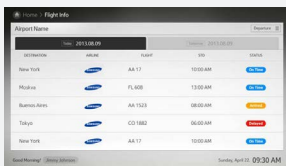
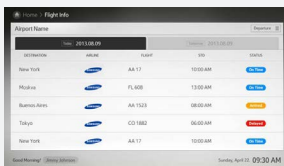
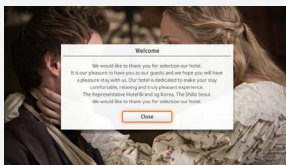
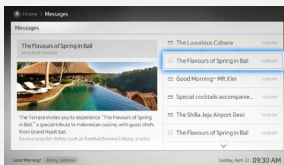
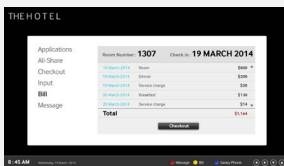
LYNK SINC 3.0 reduces the complexity of TV content management by providing content based on room groups, TV and network management, and channel management. Plus, when combined with a PMS, LYNK SINC 3.0 offers express check-out, billing information, monitoring of room status and remote TV management. LYNK SINC 3.0 also helps property managers and technicians manage TV content, and group guest rooms according to customer and event data. LYNK SINC 3.0 creates and lists different channels by genre, paid versus free or room grade. Customized channel listings can be deployed to individual rooms, and channel mapping is available.

# Elevate guest convenience and comfort with useful information and services

## Enrich the guest experience with access to services and information

- **Useful hotel information.** Using customizable widgets, hoteliers can display information, such as room service, restaurant and spa menus. Guests can access local information, such as traffic data, maps and tourist attractions.
- **Weather information.** Weather information can be delivered free of charge from third-party service providers of the hotel's choice. Weather reports are automatically updated, providing guests with the latest information for planning outdoor activities.
- **Timely flight information.** Hotels can show on-screen airport flight information through separate purchasing license keys from third-party service providers. The availability of up-to-date flight information is highly beneficial to guests who want to coordinate checkout times with flight departures.
- **Convenient messaging services.** Hotels can provide real-time messaging for a guest or a group.
- **Advertisements and events.** Property owners can increase revenue by providing and servicing paid advertisements and information about neighborhood shopping, restaurants and attractions

## Advanced service with PMS integration: REACH & SINC




	LYNK REACH	LYNK SINC
Weather Information		
Flight Schedule Information		
Message	 Hotel Welcome	 Personalized Message
Express Check Out	N/A	
Billing		Express Check Out / Billing

Images above are simulated and subject to change



# Discover seamless display and solution offering customized for in-room entertainment infrastructure

## Samsung Hospitality Display Solution from Standalone TV to bi-directional management over IP network

		<div>1</div> <div>UX/UI Standardization</div> <div></div> <div>Standardize Guests experience &amp; brand image</div>	<div>2</div> <div>Legacy Infra. Integration Central Management</div> <div></div> <div>Centrally manage displays over existing infrastructure</div>	<div>3</div> <div>Bi-directional &amp; Interactive Solution</div> <div></div> <div>Provide SMART entertainment with central management</div>
Benefit				
Infrastructure		Standalone	Coax-based	IP-based
Solution		Home Menu	LYNK REACH	LYNK SYNC
Hospitality Display	Curved UHD	HD890W (Curved Black Metallic Chamfer Design)		
	UHD	HD890U (Black Metallic Chamfer Design), HD690U (Slim Design)		
	FHD / HD	HD790 (Ultra Slim Design), HD690 (Slim Design), HD590 (Basic Design)		
		HD670 (Slim Design), HD470 (Basic Design)		
		HD450 (Basic Design)		

## Samsung Hospitality Display Solution Features: REACH & SYNC

		LYNK SYNC	LYNK REACH
UI	Text Type	●	●
	Gallery Type	●	●
	Content Box Type	●	
	Full Customizable UI		●
	Background Music	●	●
IPTV & App Support	IPTV	●	
	IPTV Standalone	●	
	Smart Hub App Connection	●	▲ (When TV supports)
Message	Welcome Message	●	●
	Personalized Message	●	
	Notice	●	
Information Service	Weather	●	●
	Flight Information	●	●
	Billing	●	●
	Express Check-out	●	
Channel Management	EPG	●	●
	Channel Editor- Swap/Insert/Search	●	●
	Channel Bank Management	IPTV only	RF only
	Channel Bank API		●
Convenience	Advertisement with Live Channel		●
	Alarm / Morning Call	●	●

## Legal and additional information

### About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space through, among others, our Smart Home and Digital Health initiatives. We employ 307,000 people across 84 countries with annual sales of US \$196 billion. To discover more, please visit our official website at [www.samsung.com](http://www.samsung.com) and our official blog at [global.samsungtomorrow.com](http://global.samsungtomorrow.com).

### For more information

For more information about the Samsung Hospitality Display Solutions, visit [www.samsung.com](http://www.samsung.com) or [www.samsung.com/displaysolutions](http://www.samsung.com/displaysolutions).



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