Samsung SMART Hospitality Display

SMART Hospitality Display that Entertain and Inform Guests
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 customised solution to meet each hotel’s unique requirements. Prepare to engage guests in a digitalised experience that seamlessly connects, serves and entertains them.

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 applications while on vacation or business trips and seek hotels that offer convenient services they can access from their mobile devices.

An increasing number of guests now travel with a personal library of entertainment content and would 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.

Guests are no longer satisfied with cumbersome analog or plasma TVs in their rooms. Guests now expect high-quality, Full-High-Definition (FHD) TVs that are on par with what they have at home. Plus, they want the displays to have a sleek, modern designs and offer convenient functions at their fingertips.

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 reliable, and easy to implement and manage using their existing infrastructure.
Enhanced viewing experience

Hospitality Home Menu
Enhance the viewing experience by creating an intuitive and customisable Home Menu screen, even in a no-network environment. This convenient User Interface (UI) gives guests easy access to frequently used display settings. In addition, an informative live channel display on the Home screen provides guests with resources, such as the time, date and hotel information.

Logo and welcome message
Hotels can enhance their brand by greeting travelers when they turn on their guest room TVs with a customised welcome message, complete with hotel logo and video clip. Displayed along with the welcome message is the time, date, information about the hotel’s services and a menu of display features.

Crisp, vivid picture quality

LED backlight technology
Samsung SMART Hospitality Display reduces energy costs and maintenance with power-saving LED backlight technology. These LED displays emit less carbon dioxide (CO$_2$) and contain less mercury, halogen and lead compared with conventional Cold Cathode Fluorescent Lamp (CCFL) displays. They also consume less power and are more efficient to operate.

Picture clarifier
Designed with innovative picture clarifier technology, SMART Hospitality Display will delight guests with crisp, vivid images. The video picture clarifier automatically optimises the picture quality based on its type and origin, regardless of the content source or type, to deliver outstanding picture clarity.

Swivel stand
Samsung SMART Hospitality Display are equipped with a flexible stand that provides a 20-, 60- or 90-degree swivel support that provides guests with an excellent view of the TV from virtually anywhere in the room. The Security screws lock down the display to the media rack, which requires a special tool to unscrew, to prevent theft or guests from knocking the display over.

Micro-Dimming for enhanced appearance
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

**SMARTView**

SMARTView gives guests the ability to share live TV channels on their mobile devices using an easy Personal Identification Number (PIN) connection. Guests can also transfer mobile device content, such as photos, games, videos and music, to the in-room TV through a dedicated, intuitive UI that is specifically designed for this function.

**Screen Mirroring**

Guests can watch a more expansive view of their mobile device screens by replicating the content from their devices onto the SMART Hospitality Display using the easy, one-step Screen Mirroring feature. Screen Mirroring provides guests with a secure and simplified way to view and share personal content.

**Content Sharing**

Samsung SMART Hospitality Displays are equipped with advanced, built-in Wi-Fi, enabling guests to share and play personal content, such as movies, photos and music, from mobile devices to their in-room TVs. Plus, they can share and play their personal content safely and securely without the risk of disclosing it to others.

Solid reliability, security and easy display management

**Rigorous testing for solid reliability**

Samsung SMART Hospitality Displays undergo 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, Meantime Between Failures (MTBF) and drop testing.

**Remote control compatibility with SI STB**

Support for third-party System Integrator (SI) Set Top Boxes (STBs) is provided through an RJ12 connection for a streamlined guest room interface and easier management. A STB remote controller input relay, through the display to the STB input, enables the bulky STB to be hidden from the guest’s view for a less cluttered room interior.

**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.

---

*Compatible devices include Samsung GALAXY S III and later models. Compatible Samsung Hospitality Displays include HB Series and later models. Only Free-to-Air TV channels support is provided for Apple® iPhone 3G and iPad® with iOS v4 and later versions.

**Available for Digital Living Network Alliance (DLNA) compatible devices only.
Tailor content for each group

Hotels can tailor guest room content to a particular group or event. For example, a block of rooms used for a convention can be set up to receive event-related information. Specific content can also be delivered to some rooms, such as child-appropriate content for rooms with families. In addition, 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 applications, 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. SMART HUB also enables guests to use Internet applications the same way they use them on other devices.

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.

Peninsula Hotel Delivers Exceptional In-Room Entertainment (Part 1/3)

Customer

Peninsula Hong Kong is the flagship hotel of the Hong Kong & Shanghai Hotels Limited and has nearly 300 luxury rooms and suites. The hotel chain serves affluent business and leisure guests and builds loyalty through impeccable service, elegant décor, and modern in-room technology. The company also operates prestigious properties in other major cities including New York, Shanghai, Beverly Hills, Manila, Bangkok, Paris, Chicago, Tokyo, and Beijing.

Customer Need

Challenge

The Peninsula Hotel needed to implement an advanced in-room technology for guest entertainment, communications, and comfort. The hospitality displays would be the centerpiece of the state-of-the-art system and had to:

• Deliver an immersive viewing experience
• Harmonise with the “modern elegance” room décor
• Integrate seamlessly with other infotainment and comfort systems
• Provide long-term durability and manageability

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.
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 3.0 is a specialised software specifically designed for hospitality environments that provides a simplified UI and editing tool. The solution organises 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 by remotely transmitting a Radio Frequency (RF) signal through the LYNK REACH 3.0 Server's communication with the hotel’s Property Management System (PMS) and the Internet using LYNK REACH 3.0.

Give guests easy access to real-time information

LYNK REACH 3.0 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.

Peninsula Hotel Delivers Exceptional In-Room Entertainment (Part 2/3)

Seamless Connectivity

Peninsula built a custom app that enabled the Samsung Galaxy tablets to connect with the hospitality displays as well as in-room controls. “We integrated all room functions like lighting, air conditioning, curtains, printer, stereo, broadband and of course television into a custom application that’s intuitive and easy to use,” says Mr. Chan. “So our guests have smart control at their fingertips throughout the room.” Now, a guest can turn off the lights, open curtains, control the television channels, listen to her own music, and order in-room dining – all with the swipe of a touchscreen.

Immersive Viewing

Samsung hospitality displays have full HD resolution, high brightness screens, and with enhanced color contrast and color management that provides an immersive viewing experience. “With Samsung panels, there is just no question about the quality of the product – they always provide good resolution and contrast in nearly any lighting condition,” says Mr. Edward Yu, Audio-Video Engineer.

Sleek, Slim Design

Since in-room design is critical to the guest experience, the displays had to fit the “modern elegance” room décor of the guest rooms. The displays had to be brilliant when turned on, but unobtrusive when turned off. “One of the key features of the Samsung hospitality displays is their thin profile,” says Mr. Christopher Chan, Manager, Research & Development. “The design is sleek and creates a modern and pleasant ambiance.”

Proven Quality

The Peninsula also chose Samsung for operational reasons. Since the displays would be at the heart of the in-room technology platform, they had to be engineered for long-term reliability. “We wanted to partner with a company that makes quality products that are durable, already proven in the market, and will be around for many years,” says Mr. Chan.

Reliable Support

In addition, expert technical support from Samsung was critical during the development phase. “We are always one step ahead of others in terms of our in-room technologies – we go above and beyond,” says Mr. Chan. “Given the complexity of our needs, Samsung was helpful and even sent engineers to help us.” The close planning and development collaboration ensured smooth implementation.

Samsung Solution

The hotel deployed nearly 700 Samsung hospitality displays for their immersive viewing experience, sleek design, and seamless connectivity.

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 3.0 is a specialised software specifically designed for hospitality environments that provides a simplified UI and editing tool. The solution organises and displays content, such as hotel information, images and logos, using existing infrastructures.
Solution overview

Samsung H.Browser is an IP-based specialised partner solution for STVs, which includes an intuitive UI and powerful features. H.Browser provides a true SMART TV experience for hotel guests with both free-to-air 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, whether located on or off the hotel’s premises.

Deliver rich, local content

Built into Samsung SMART Hospitality Display, the H.Browser enables hoteliers to provide guests with region-specific, rich customised 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 customisable templates that help to promote not only the hotel but hotel restaurants and amenities to boost revenue. H.Browser also connects with mobile devices for shared, multi-device entertainment as well as to the Property Management System (PMS) so guest can conveniently order from their rooms.

Peninsula Hotel Delivers Exceptional In-Room Entertainment (Part 3/3)

Results

The feedback from Guests on the Samsung SMART Hospitality Displays and Galaxy tablets have been very positive. “They love the large screens and the ability to manage all of the room functions with a simple swipe,” says Mr. Chan.

The hotel has also been pleased with the deployment. “Samsung is a premium consumer electronics brand, so it fits nicely with Peninsula – a premium hotel brand,” says Mr. Herland. “We are very happy to work with Samsung and the excellent relationship we have with Samsung.”

The Samsung SMART Hospitality Displays and tablets have been such a hit that the Hong Kong & Shanghai Hotels Limited plans to deploy them in other existing and new properties. “We are in the process of upgrading the Peninsula New York with Samsung and will outfit our new Paris hotel with Samsung as well,” says Mr. Chan. “We are also expanding into other markets in the coming years and Samsung will be the standard across the group.”
Lineup (ASIA)

Samsung offers high-performance, 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.

Luxury

Premium

Advanced

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>HC470</td>
<td>Sophisticated design and robust functionality provide an upgraded guest experience</td>
</tr>
<tr>
<td>HC460</td>
<td>Attractive, high performance hospitality displays with a sleek design</td>
</tr>
</tbody>
</table>

Standard

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>HC470</td>
<td>Sophisticated hospitality displays create an enjoyable media experience</td>
</tr>
<tr>
<td>HC460</td>
<td>Stylish hospitality displays create an enjoyable media experience</td>
</tr>
</tbody>
</table>

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.

Copyright © 2015 Samsung Electronics Co., Ltd. All rights reserved. Samsung, AllShare, AllShare Cast Hub and ConnectShare are either trademarks or registered trademarks of Samsung Electronics Co., Ltd. Specifications and designs are subject to change without notice. Nonmetric 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.

Third-party trademarks and tradenames found on this material are the property of their respective owners.

For more Information

Form more information about Samsung SMART Hospitality Displays, visit www.samsung.com/sg/business