



SAMSUNG HOSPITALITY DISPLAYS HE690 / HE590

Deliver Premium Interactive Guest Services through
Samsung HE690 and HE590 Hospitality Displays

HIGHLIGHTS

- Slim, stylish design adds ambience to the hotel room while maintaining guests' focus on on-screen content
- Simplified management of hundreds of in-room displays through the LYNK REACH 4.0 solution's centralized server
- Deliver in-room content with heightened security through integrated LYNK DRM functionality
- Display and enjoy content from compatible personal devices through wireless content sharing
- Expanded connectivity and program access through a connected Ethernet bridge and Bluetooth music player

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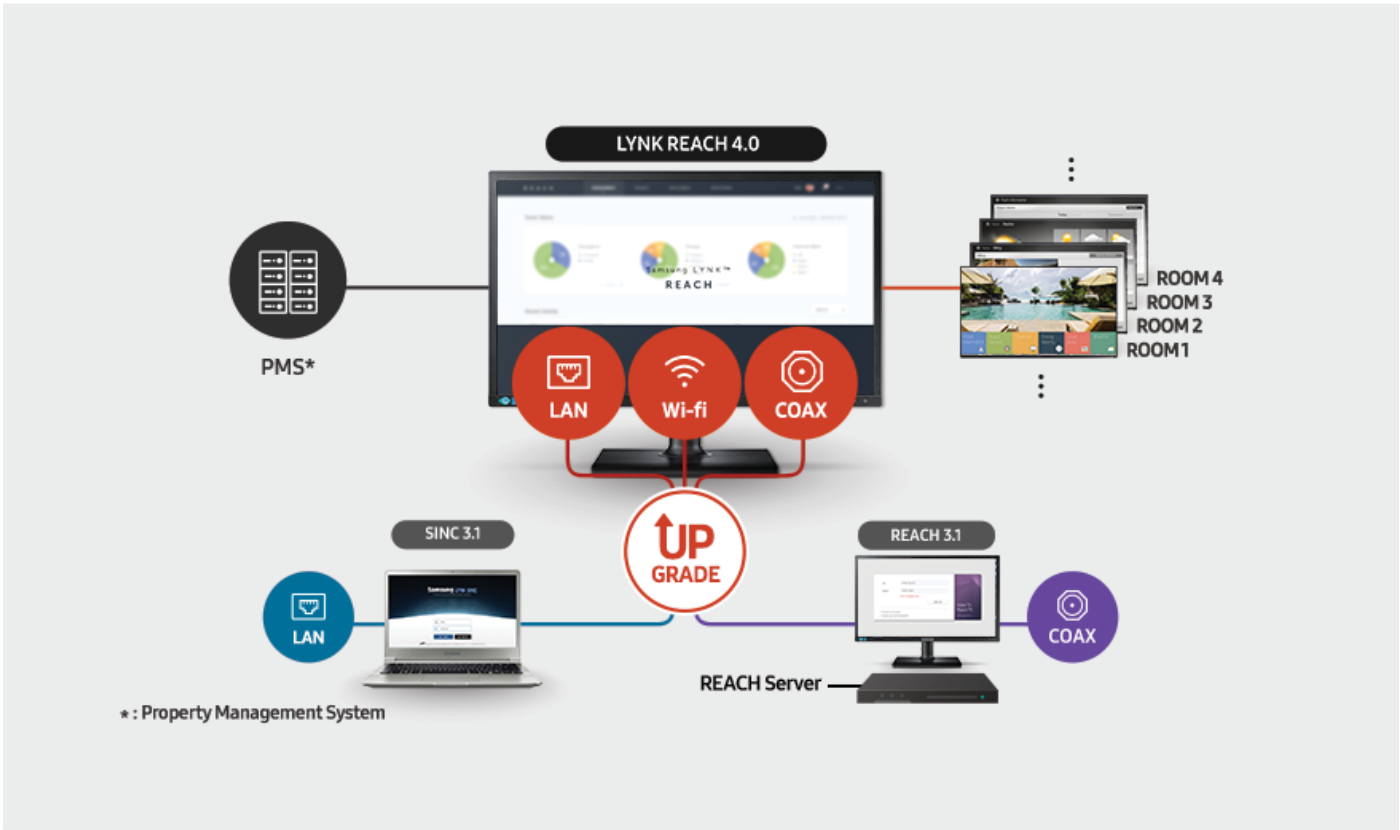


Transform the In-Room Display into a Multi-Functional Content Center

Today's hotel guests expect a lavish in-room experience that includes many of the comforts of home, including the ability to stay connected and view multi-source content. Samsung's slim-designed HE690 and HE590 hospitality displays create this memorable and differentiated environment by elevating the in-room television into a versatile content hub. Featuring Samsung's LYNK REACH 4.0 communications solution, the HE690 and HE590 displays allow hotels to manage and share content across multiple rooms from a centralized server. This includes equipping the displays with a range of IP- and RF-based channels to offer guests more content options. The HE690 and HE590 also add ambience to the hotel environment through a stylish design that includes a swivel stand* for customized, comfortable guest enjoyment. These wide-ranging benefits make Samsung's hospitality displays the ideal enhancement to transform guests' stays while driving more efficient operations.

*The swivel stand feature is not available for the 24- and 28-inch HE690 Series displays.

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Easily Prepare and Share Content through Centralized Display Management

As guests demand greater access to wide-ranging programming and real-time information, Samsung’s integrated LYNK REACH 4.0 solution transforms the HE690 and HE590 displays into convenient, easy-to-manage content hubs. The solution’s welcome channel feature enables customize a channel list of clips showing hotel facilities or advertising special offers, local events or attractions, in a single outlet. LYNK REACH 4.0 also grants hotel managers access to a mix of IP (IPTV) and RF channels, creating a hybrid channel map that offers guests more entertainment options. Through this extensive lineup, hotels can create a customized channel bank that delivers personalized content while also inviting guests to enjoy paid content channels. With LYNK REACH 4.0, hotels can leverage the HE690 and HE590 displays to delight guests while simultaneously opening new revenue channels.

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Promote In-Room Convenience through Personalized Services

Through LYNK REACH 4.0’s two-way communication, guests can receive the personalized attention and convenient access to on-site services. When guests check in, the hotel’s proprietary management server (PMS) transfers guest data to the LYNK REACH server. In turn, hotel managers can use this data to send tailored messages ranging from restaurant reservation lists to event information. As guests prepare to leave, the in-room display provides a complete view of accumulated charges and conveniently supplies express checkout options. The LYNK REACH server can then finalize the pay approval process, preventing guests from having to visit the lobby to close out their stay. With the addition of LYNK REACH, guests can leverage the HE690 and HE590 displays to stay informed and take advantage of special offers throughout the duration of their visit.

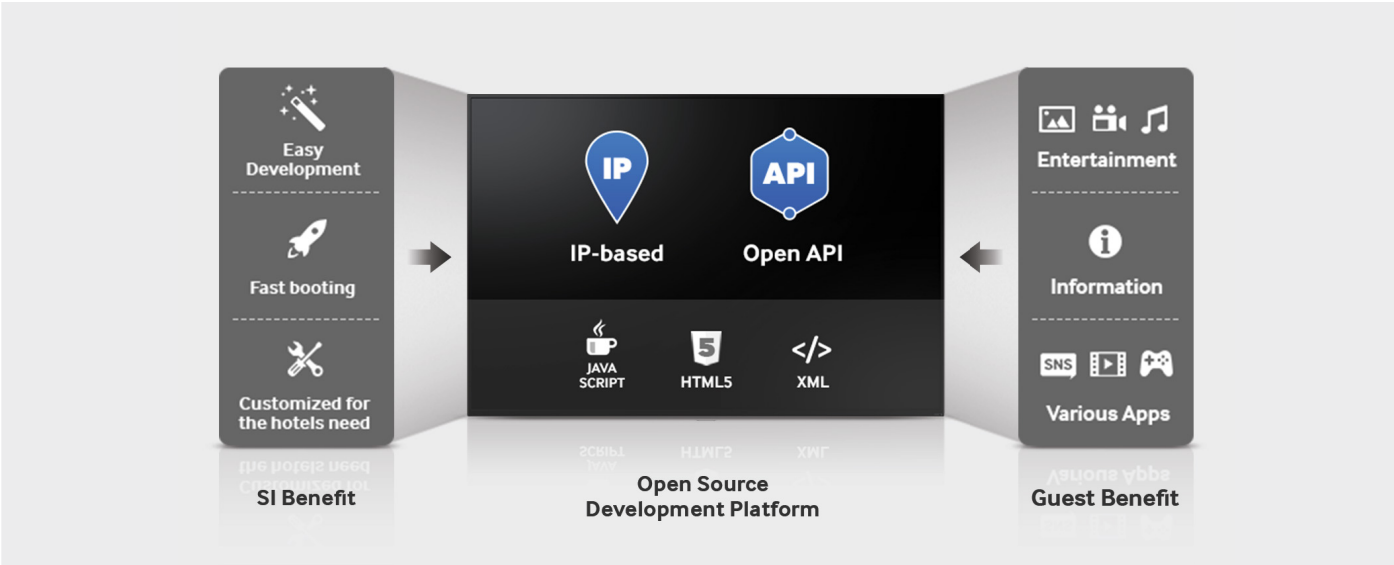
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Keep Guests Connected at Reduced Maintenance

Through a range of innovative, low-cost features, the HE690 and HE590 displays offer guests more avenues to achieve fully-functional connectivity – for both work and entertainment needs – with less hassle required. Guests can use an integrated Ethernet bridge to create an in-room work station, complete with a VoIP phone access point and connectivity to IP devices for continued content access. After a long day, guests can access online TV streaming platforms through the displays to ensure they don’t miss their favorite program while on the road. The HE690 and HE590 additionally expand in-room entertainment options through Bluetooth connectivity*, which allows guests to stream music from their personal devices through the displays’ speakers. This seamless streaming provides a cost-efficient alternative to frequently stolen or broken docking stations, and helps hotels further transform rooms into versatile entertainment hubs.

*The Bluetooth connectivity feature is not available for the 24- and 28-inch HE 590 and HE690 Series displays.



Expand Service and Content Delivery Options with IP-Based Web Solutions

The embedded H.Browser open platform delivers the superior in-room entertainment and customized content management services that today’s hotel guests expect, along with interactive web services. An IP-based solution, H. Browser enables Systems Integrators (SIs) to provide fully customizable web browsers 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 Java Script®, SIs can easily develop and quickly deploy robust, customized hotel solutions. As a result, hotels do not need to purchase, install and maintain VoD set-top boxes (STBs) or additional hardware with their HE690 or HE590 display, further simplifying operations and reducing costs.

Deliver Secure Content with Integrated Network Protection

Samsung’s HE690 and HE590 displays utilize LYNK DRM technology as a safe and cost-effective alternative to traditional hardware-based content protection systems. The solution allows encrypted live channel and VoD content to securely pass through the network 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. With LYNK DRM, hotel operators can feel more comfortable in their system’s security and ensure content reaches guests without interruption or tampering.

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Extend Content Viewing Arenas through Wireless Device-to-Display Connectivity

Samsung's HE690/590 displays elevate the guest experience by serving as an in-room, multi-device entertainment hub equipped with a host of customized viewing features. The displays' integrated Software Access Point (Soft AP) functionality provides secure private wireless connections between TV and up to 4 mobile devices in room. Once connected, guests can transfer personal content, including music, movies and photos, from their mobile devices for viewing on the larger display screen with DLNA™. They can also transfer the screen of a mobile device onto the TV with Screen Mirroring without restriction of content type. When Samsung Smart View application is used in the mobile device, guests can transfer their multimedia content to TV more easily. The HE690/590's DLNA, Screen Mirroring and Smart View capabilities ensure that mobile content configures smoothly to the display without distortion or restriction. The HE890U's wireless design offers guests greater content interaction flexibility without reducing picture quality or access parameters, giving hotels an extra edge.

Accommodate Guests' Unique Viewing Preferences with Greater Security

Samsung's HE690 and HE590 displays further customize the in-room viewing experience through a host of supplemental features that make on-screen programming easier and safer to navigate:

- **My Channel**

A user-friendly menu lets guests easily search for specific programs of interest without having to scroll through a lengthy channel menu. The My Channel functionality organizes available options by categories such as genre and country of origin for more streamlined navigation.

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- **Sports Mode**

Beneficial for content management in maximum security environments, the HE690 and HE590 feature a Security Mode setting that prevents unauthorized changes to content creation and delivery protocols. Hotel managers can disable USB cloning, Teletext and HDMI port access to prevent external adjustments and non-compliant messaging.

- **System Integrator Capability**

The HE690 and HE590 further improve on-site network integration through compatibility with a range of System Integrator protocols, saving hotel managers time and effort when connecting the display with complementary set-top boxes.

- **Sound Bar Compatibility**

Hospitality environments can further amplify the guest viewing experience with the addition of a compatible sound bar. Controllable through a unified TV and audio remote, the sound bar connects the displays' high-quality picture with powerful audio to create a realistic, at-home presentation.

Successful hoteliers understand the importance of balance in maintaining successful operations. While eager to meet guest demands for access to a wider range of on-site content services, these managers must create an exceptional in-room environment without exceeding their budget.

Samsung's new HE690 and HE590 hospitality displays enable hotels to deliver personalized content and a deep programming library, keeping guests entertained and informed while simultaneously driving more responsible operations. The versatile displays offer guests improved connectivity and compatibility with personal devices, making more content channels available to mirror the comforts of home. The HE690 and HE590 displays additionally incorporate a host of features and streamlined framework to simplify the management of hundreds of on-site displays and related content. By elevating the standard in-room display into a multi-functional content center, hospitality users can delight and engage guests while likewise enjoying improved operational efficiency.

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Samsung Hospitality Display - HE690

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- Expanded connectivity and program access through a connected Ethernet bridge and Bluetooth music player
- Display and enjoy content from compatible personal devices through wireless content sharing

Basic Feature		Hospitality Solution			Convenience Feature		Security		Clock Option	
Screen Size	Resolution	Home Menu	LYNK™ REACH 4.0	LYNK™ HMS	Multi-code remote control	Improve Plug and Play	LYNK™ DRM	Security Mode	External Clock Compatibility	Software Clock
22", 24", 28", 32", 40", 43", 48", 49", 50", 55", 60", 65"	24" & 28" : 1,366X768 Others: 1,920x1,080	● (Except 478 Series)	●	● (Except 22", 24", 28")	●	●	●	●	●	●



Samsung Hospitality Display - HE590

Deliver Premium Interactive Guest Services through Samsung HE690 and HE590 Hospitality Displays

- Stylish design that includes a swivel stand for customized, comfortable guest enjoyment
- Simplified management of hundreds of in-room displays through the LYNK REACH 4.0 solution’s centralized server
- Access to a wider range of available channels for improved guest interactivity
- Deliver in-room content with heightened security through integrated LYNK DRM functionality

Basic Feature		Hospitality Solution			Convenience Feature		Security		Clock Option	
Screen Size	Resolution	Home Menu	LYNK™ REACH 4.0	LYNK™ HMS	Multi-code remote control	Improve Plug and Play	LYNK™ DRM	Security Mode	External Clock Compatibility	Software Clock
32", 40", 43", 49"	24" : 1,366X768 Others: 1,920x1,080	●	●	●	●	●	●	●	●	●

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ABOUT SAMSUNG ELECTRONICS CO., LTD.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit Samsung Newsroom at <http://news.samsung.com>

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

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