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For more information

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

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2018 Samsung SMART Hospitality Displays



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Connect, serve and entertain guests with Samsung's state-of-the-art hospitality displays

Today's tech-savvy hotel guests expect cutting-edge in-room enhancements as part of their stay. These customers seek a differentiated environment that still provides a comfortable, at-home feel through access to a variety of professional and personal content, applications and programs.

Samsung's innovative hospitality displays offer new and exciting avenues for hotels to delight and engage guests while improving their own operational efficiency. An intuitive interface gives guests complete control of their in-room settings while unlocking unlimited opportunities to stay informed and entertained through a range of customized content. Hotels likewise benefit from more efficient communication and personalized customer service delivery without requiring a significant infrastructure overhaul.

Through a six-step innovation road map, Samsung is redefining the hospitality experience and helping hotel customers identify and implement the best display solutions for their brand, business model and customer base. Take a look at how modern hospitality displays can create a memorable and unique guest experience.

Solution innovation roadmap

Six Components:







		1	2	3	4	5	6
Innovation step		Reinforce hotel branding	Centralized content management over coax network	Upgraded, IP-based content management	Mobile device integration for added in-room entertainment	Extensive room management technologies	High-end solutions for a superior guest experience
Related solution		Home Menu	LYNKREACH 4.0 (Coax Mode)	LYNKREACH 4.0 (IP Mode)	Bluetooth Music Player & Screen Mirroring	HMS Solution	UHD Resolution
Compatible product	Premium	HJ690U	○	○	○	○	○
		HJ670U	○	○			○
		HF690	○	○	○	○	○
	Standard	HF693	○	○	○	○	
		HE590	○	○	○		
		HJ570	○	○			
	HJ470	○	○				
	HE460	○	○				

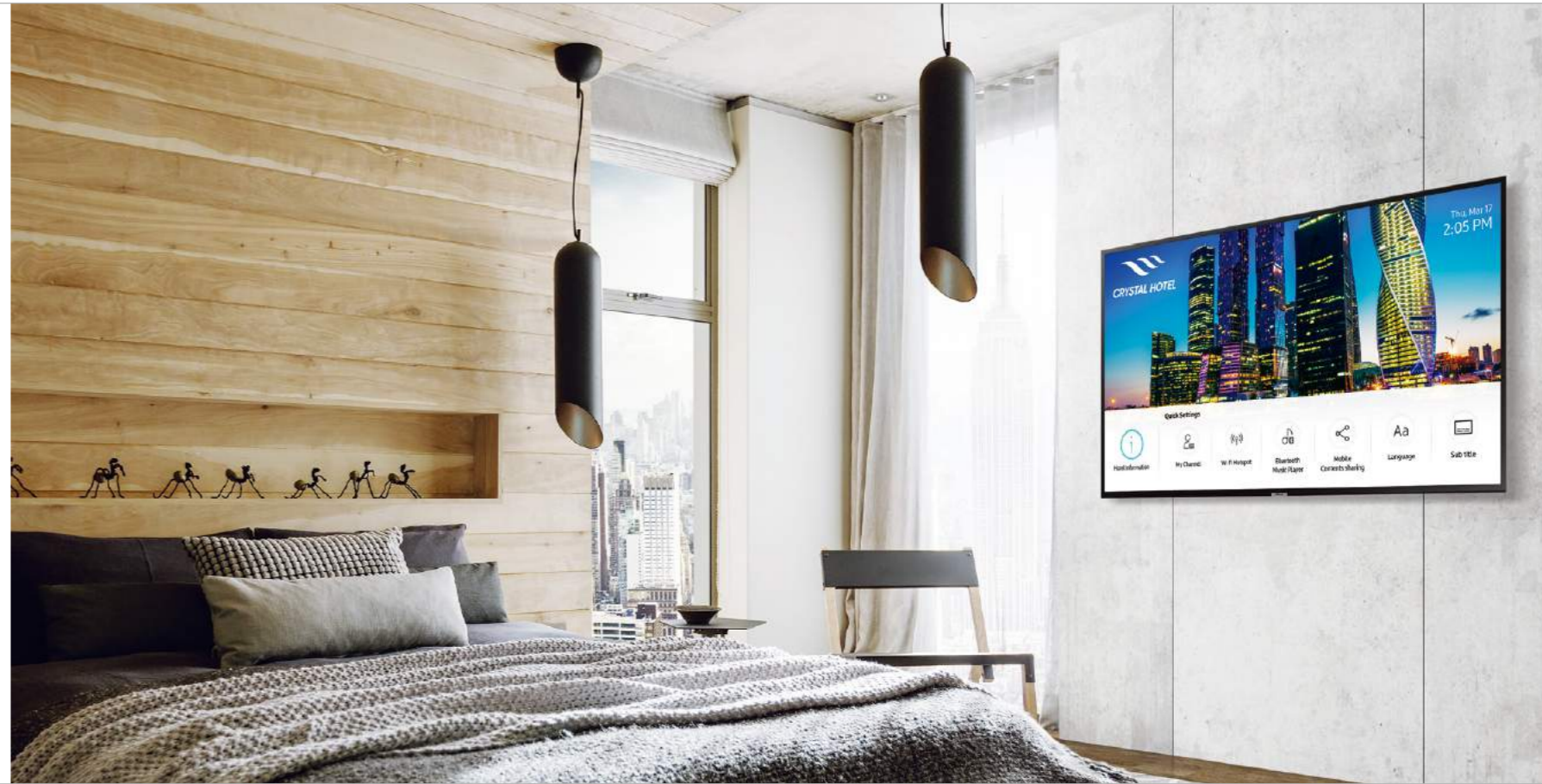
Premium

HJ690U / HJ670U / HF690 / HF693

Samsung's slim-designed, all-in-one premium hospitality displays enable hotel operators to deliver a memorable, personalized guest experience while improving their own efficiency. Through brilliant picture quality and convenient room management, guests can enjoy the comforts of home and seamless communication through their display.



-  Plug and Play
-  LYNK DRM
-  Security Mode
-  Sound Bar Compatibility
-  SI Compatibility
-  Swivel Stand



UHD-quality content delivery

Samsung's HJ690U / 670U series hospitality displays offer hotel guests the vivid picture quality of home entertainment systems on their in-room screens. Through UHD upscaling technology, these refined displays showcase all content at UHD resolution (3,840 x 2,160), and with four times the pixels of the FHD standard.



Powerful Performance

Backed by a powerful quad-core processor, Samsung's series 6 premium hospitality displays enable guests to access content faster. The quad-core processor reduces boot-up times to less than two seconds, and the display automatically updates itself even when powered off.



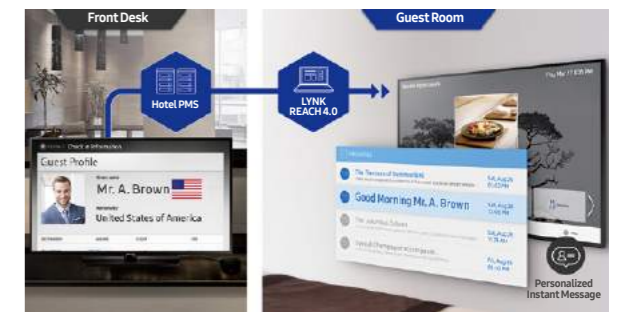
Refined picture quality

Beyond consistent UHD quality, the HJ690U / 670U displays bring the power of High Dynamic Range (HDR10+) picture refinement to any hotel room. Using dynamic metadata that fine-tunes each frame within a given program, HDR10+ technology delivers an optimal, detail-rich and memorable viewing experience.



Personalized and proactive guest engagement

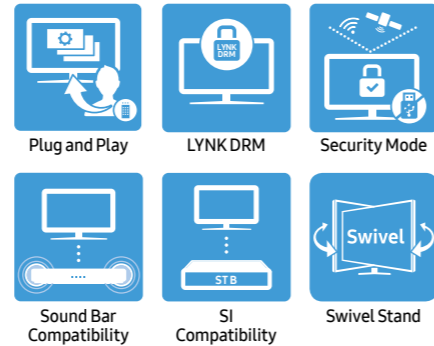
Hotels additionally can use LYNK REACH 4.0 to deliver customized guest messaging. As guests arrive, hotel operators can greet them with a personalized welcome message while also promoting on-site amenities and promotions. Hotels can also provide the express check-out service for added convenience through LYNK REACH 4.0 on HJ690U and HF690 / 693 displays.



Standard

HE590 / HJ570 / HJ470 / HE460

Samsung's standard hospitality displays elevate traditional in-room screens into multifunctional content centers that hotels can use to delight and engage guests while simultaneously boosting their own operational efficiency. A streamlined operational framework and embedded connectivity features simplify the deployment and management of an extensive content library across multiple on-site displays simultaneously.



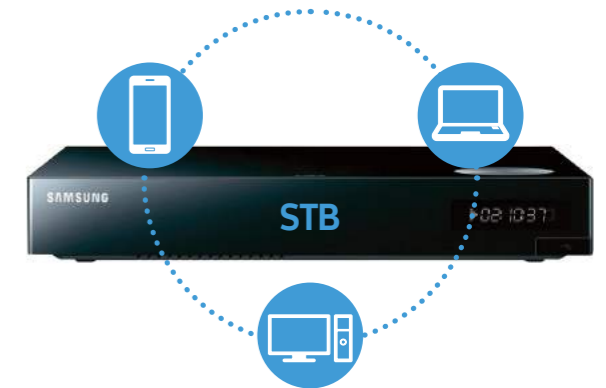
Centralized room management

Samsung's standard hospitality displays leverage the LYNK REACH 4.0 platform to streamline overall hotel maintenance. As a unified content management solution, LYNK REACH 4.0 platform amplifies service processes and allows hotel manager to maintain consistent interaction with guests.



Hassle-free integration through STB communication

Compatible with a range of System Integrator protocols Samsung's standard series hospitality displays (except HE460) make on-site network integration significantly easier for busy hotel managers. The displays align control of the display and set top box (STB) into a single remote control to simplify management and get multiple displays up and running in less time.



Engaging welcome channels

Samsung's HJ / HE series standard hospitality displays allow hotels to use up to four simultaneous Welcome Video Channels that deliver guest details about the facility and promotions. Targeting specific displays in the hotel, such as display in lobbies and restaurants, hotels create an opportunity to increase revenue.



Comfortable viewing through a swivel stand design

Samsung's standard hospitality displays add both flexibility and convenience to the in-room environment. Each of the displays includes a swivel stand for guests to customize their preferred viewing angle and enjoy a clear, brilliant picture anywhere in the room.



Samsung Hospitality display solution

H. Browser powered by TIZEN

Samsung Hospitality Displays secured by Knox

Application | Platform | System

Higher Graphic Performance Tizen (42 Fps) vs **Low Graphic Performance Conventional** (11 Fps)

Models: HJ690U, HJ670U, HF690 (W/W), HF690/693 (North America)

Powerful graphic performance with enhanced security

Backed by the powerful TIZEN operating system, Samsung's hospitality displays ensure secure, seamless delivery of vital hospitality content. The TIZEN OS arms each display with a rigid, three-layer protective structure that provides added defense across the application, platform and system layers. This reinforced security also enables TIZEN's integrated H.Browser technology to successfully render 2D and 3D content and achieve faster upload and response times.

Home menu

Logo Image | Smooth Text overlay | Customizable & Unlimited Feature icons

Models: HJ690U, HJ670U, HF690 (W/W), HF690/693 (North America)

A tailored Home Menu

Through the embedded TIZEN platform, each Samsung premium hospitality display includes an intuitive, customizable home menu that streamlines content exchange between hotels and guests. This includes unlimited icons in the bottom scroll bar and the addition of customized imagery and logo placement in the background. As a result, content managers can easily incorporate images, logos and feature icons specific to guest needs, and which reinforce special offers and hotel branding.

Web App SDK

- HTML5 and Standards Based
- TV Extended Web API
- Light Weight Web Simulator
- Extensive Tool suite

Utility Tools & Support

- Live Debugging
- Real TV Connection
- Debugging & Profiling
- Tizen Community

Models: HJ690U, HJ670U, HF690 (W/W), HF690/693 (North America)

Simple, compatible web app development

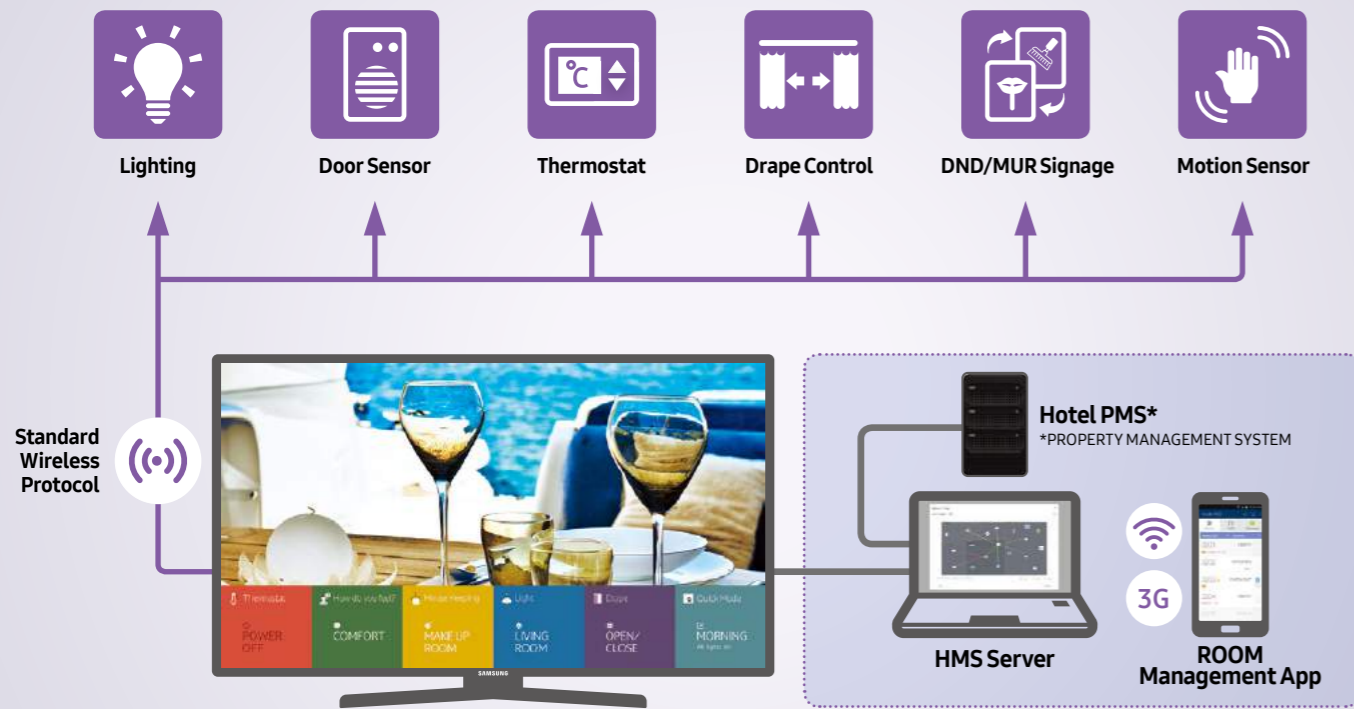
Beyond its advanced graphics capabilities, Samsung's H.Browser technology empowers fast and accurate application development from any location. All applications are compatible with, and can be developed and stored within, the TIZEN OS, and are backed by an advanced Software Development Kit (SDK). The platform's Web Simulator and Remote Web Inspector (RWI) tools further refine applications through real-time performance and security testing.

Logo Image | movie/photo | Live Channel | Preferred Features

Models: HE590, HJ570/470, HE460

All-in-one content navigation

Samsung's standard hospitality displays include a dedicated home menu for seamless content delivery without requiring external devices or network infrastructure installation. As guests arrive, hotels can create and share a brief welcome message and other relevant stay information before switching to live programming. This convenient offering not only allows hotels to reinforce their brand, but also enables guests to quickly view and navigate through frequently-used display features.



Samsung LYNK HMS solution

Samsung's LYNK Hospitality Management Solution (LYNK HMS) elevates in-room displays into single-source content control and management hubs capable of communicating with multiple on-site platforms and servers. This integrated management platform fosters more efficient hospitality operations by granting guests complete control over all aspects of the in-room environment, ranging from lighting and energy use to equipment performance. By consolidating a variety of services and communication needs to a single system, LYNK HMS helps hotels remedy guests' needs faster and promote a more enjoyable stay.



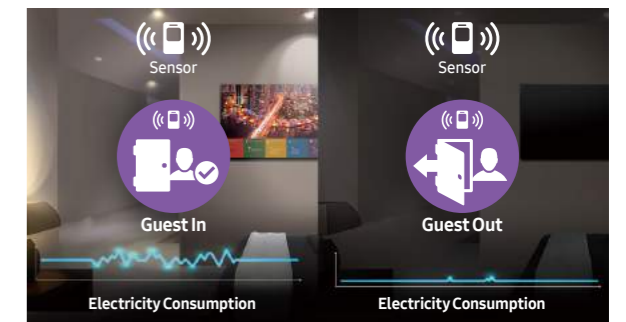
Automated communication through responsive room management

Through the Room Management Solution's (RMS) intelligence features, hotel staff receive greater visibility to monitor room device performance issues and address guests' service requests while simultaneously streamlining their own staffing and operations procedures. This consolidation helps hospitality teams boost productivity and accountability, and better serve guests.



Comfortable, energy-efficient programming

The LYNK HMS' Energy Management Solution (EMS) enables luxury hotels to optimize in-room settings for efficient consumption. As guests check in, hotels can program the EMS to set and adjust temperatures for guests' movement patterns based on collected sensor-based monitoring data. In turn, hotels can reduce or turn off heating and cooling systems when rooms are vacant.



Streamlined, single-source settings control

Guests can conveniently customize their ideal room environment through LYNK HMS' In-Room Control (IRC) service. Each IRC-enabled Samsung hospitality display features an intuitive user interface that allows guests to adjust temperature, lighting and drapes positioning conditions in a single location. Additionally, guests can request privacy through the IRC's do-not-disturb/make-up-room (DND/MUR) setting.



Personalized, real-time content sharing

Hotel can design and deliver custom guest content through LYNK HMS' Content Management Solution (CMS). As guests arrive, hotel staff can program individual displays or groups of displays to showcase personalized welcome messages. During their guests' stay, hotels additionally can share vital real-time information, including flight schedules, weather conditions and local attractions summaries, directly on the screen.





Samsung LYNK REACH 4.0

Samsung’s LYNK 4.0 solution gives hotels greater visibility into and control over hundreds of on-site displays through a central remote server. This all-in-one access elevates hospitality displays into full-service hubs – compatible with new or existing LAN, WiFi and Coax infrastructures – for access to a range of custom content, applications and channels. By eliminating laborious maintenance tasks and promoting effective two-way communication, LYNK REACH 4.0 enhances guests’ stays at reduced cost for hotels.



Centralized content management

LYNK REACH 4.0 transforms hospitality displays into two-way, centrally controlled communication hubs that drive efficient personalized content delivery. Compatible with all Samsung hospitality displays and existing hotel infrastructures, LYNK REACH 4.0 empowers the creation and sharing of tailored content across single screens or screen blocks.

Versatile customer engagement

Compatible with a range of content formats, LYNK REACH 4.0 fosters new opportunities for hotels to inform and entertain visitors. Hotel content managers can upload and embed video clips and URL links to produce an interactive welcome channel. As guests settle in, hotels can direct them to this channel to promote on-site services and notify them about area attractions – both on- and off-site.



Personalized full-stay service

LYNK REACH 4.0’s two-way communication ensures guests receive the personalized attention they’ve come to expect at luxury hotels. During check-in, the hotel’s servers transfer guest data to LYNK REACH and enable hotel managers to tailor and share messages – ranging from restaurant reservation lists to event information – with each guest. As guests check out, the in-room display provides a complete view of accumulated charges and conveniently offers express checkout, including synchronized pay approval.



User-friendly application and settings access

Hotels can leverage LYNK REACH 4.0 to deliver a customized package of social media, entertainment and content viewing applications* to individual displays relative to guests’ stay durations and interests. As a result, guests can enjoy programs on the central display as they would on their personal devices. These customized applications and settings can be activated or deactivated as needed.

* The application customization feature is available only for IPTV and IP network infrastructures



Lineup

Premium



	HJ690U	HJ670U
Resolution	3,840 x 2,160	3,840 x 2,160
Inch*	43", 49", 50", 55", 65", 75"	43", 49", 50", 55", 65"
LYNK HMS	O	X
LYNK REACH(IP)	O	X
LYNK REACH(RF)	O	O
Tizen OS	O	O
H.Browser	O	X
Home Menu	O	O
LYNK DRM	O	O
Improved Plug and Play	O	O
Swivel Stand	O	O
Bluetooth Music Player	O	X
Wireless (Screen Mirroring, SMART View)	O	X
SI Compatibility	O	O
Ethernet Bridge	X	X
Security Mode	O	O
Variable Speaker Out	O	X
Sound bar Compatibility	O	O
Multi-Code Remote	O	O
My Channel	O	O
Software Clock	X	X
Connect Share	O	O
Soft AP	O	X

* Product design/ inch may vary by region/country



	HF690 (W/W)	HF690/693 (North America)
Resolution	1,920 x 1,080	1,920 x 1,080
Inch*	32", 43", 49", 55"	32", 40", 43", 49", 55"
LYNK HMS	O	O
LYNK REACH(IP)	O	O
LYNK REACH(RF)	O	O
Tizen OS	O	O
H.Browser	O	O
Home Menu	O	O
LYNK DRM	O	O
Improved Plug and Play	O	O
Swivel Stand	O	O
Bluetooth Music Player	O	O
Wireless (Screen Mirroring, SMART View)	O	O
SI Compatibility	O	O
Ethernet Bridge	O	X
Security Mode	O	O
Variable Speaker Out	O	O
Sound bar Compatibility	O	O
Multi-Code Remote	O	O
My Channel	O	O
Software Clock	X	X
Connect Share	O	O
Soft AP	O	O

* Product design/ inch may vary by region/country

Lineup

Standard



	HE590	HJ570
Resolution	1,920 x 1,080	1,920 x 1,080
Inch*	32", 40", 49"	32", 40", 43", 49"
LYNK HMS	X	X
LYNK REACH(IP)	O	X
LYNK REACH(RF)	O	O
Tizen OS	X	X
H.Browser	O	X
Home Menu	O	O
LYNK DRM	O	O
Improved Plug and Play	O	O
Swivel Stand	O	O
Bluetooth Music Player	X	X
Wireless (Screen Mirroring, SMART View)	O	X
SI Compatibility	O	O
Ethernet Bridge	X	X
Security Mode	O	O
Variable Speaker Out	X	X
Sound bar Compatibility	O	O
Multi-Code Remote	O	O
My Channel	O	O
Software Clock	O	O
Connect Share	O	O
Soft AP	O	X

* Product design/ inch may vary by region/country

	HJ470	HE460
Resolution	1,920 x 1,080	1,920 x 1,080
Inch*	32", 40", 43", 49"	32"
LYNK HMS	X	X
LYNK REACH(IP)	X	X
LYNK REACH(RF)	O	O
Tizen OS	X	X
H.Browser	X	X
Home Menu	O	O
LYNK DRM	O	O
Improved Plug and Play	O	O
Swivel Stand	O	O
Bluetooth Music Player	X	X
Wireless (Screen Mirroring, SMART View)	X	X
SI Compatibility	O	O
Ethernet Bridge	X	X
Security Mode	O	O
Variable Speaker Out	X	X
Sound bar Compatibility	O	O
Multi-Code Remote	O	O
My Channel	O	O
Software Clock	O	O
Connect Share	O	O
Soft AP	X	X

* Product design/ inch may vary by region/country



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