2020 Samsung
SMART Hospitality Displays

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 the Samsung Newsroom at news.samsung.com.

Samsung SMART Hospitality Displays

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

SAMSUNG

SAMSUNG

Samsung maintains
No.1 TV market leadership position for 14 years

There are many TV brands in the world. However, there are only a few that have been loved and consistently chosen by consumers for 14 consecutive years. Samsung TV has constantly been paving the path forward for technological innovations by offering consumers new TV experiences, defining the future of the global TV industry. This is the core driving force that has made Samsung number one for 14 consecutive years. When developing business solutions, Samsung applies the same innovation to stay ahead of the market, providing a familiar but truly impactful experience without limits.

Since its release four years ago, Samsung QLED has seen steady and continuous improvements with cutting-edge technologies. In 2020, it is now equipped with innovative 8K features such as Infinity Screen which creates an immersive viewing experience with no boundaries, in addition to AI 8K Upscale functionality which has also been enhanced with neural networking.

The technological innovation process is only one part of the equation. Being the number one global TV brand is clear evidence of our consumer loyalty, as each and every user continues to trust and be satisfied with what a Samsung TV enables them to achieve.

Going forward, Samsung is committed to continuing its leadership of the industry with innovative and intelligent solutions.

* Source – Omdia, Jan-2020. Ranking in terms of shipments. Results are not an endorsement of Samsung. Any reliance on these results is at the third-party's own risk.

14
YEARS
GLOBAL No.1
Signage

Explore our hospitality displays,
built to transform your guest experience

Engineered using leading display technology expertise and the latest TV innovations, Samsung's hospitality displays can help any hotel or hospitality setting deliver the right experience. Premium and personalized in-room entertainment options ensure a memorable and immersive experience for guests, while scalable and remote management capabilities provide managers with a centralized solution to seamlessly manage their ecosystem of displays for maximum impact and efficiency.

Deliver premium in-room entertainment

With Samsung hospitality TVs, guests can enjoy crisp and clear picture quality with the latest display technology, such as 8K. From streaming to social sharing, guests can easily access their favorite digital services for the same enjoyable and comfortable entertainment experience as being at home.

Personalize every experience for increased engagement

In-room TVs, powered by Samsung hospitality solutions, can do more than ever by serving as a gateway to hotel information, services and activities on offer. This enables new levels of interactivity, such as ordering room service, viewing menus and checking out, while providing guests with the opportunities and access to new experiences in a personalized and authentic way.

Maximize performance with centralized management

Samsung Hospitality displays with LYNK solution, provide powerful content and device management tools, even enabling analysis of content use and providing detailed business intelligence for managers. From content creation to device control and data analytics, LYNK solution puts managers in complete control with insights, for increased revenue opportunities.

Comprehensive lineup
to meet any hospitality needs

As a global leader in the visual display technology market, Samsung has applied its expertise to the full hospitality lineup, providing a suite of solutions that meet the demands of any business.

Samsung's luxury and lifestyle displays, including QLED 8K, The Frame and The Serif, provide perfect QLED picture quality in size specifications up to 75". From a four-sided boundless design, to bespoke frame options, each display blends in seamlessly and enhances any luxury environment. The HRU750 and HT690/670U series displays give viewers a crystal clear UHD viewing experience, with a three-sided bezel-less design available in 43- to 75" models for a variety of spatial and aesthetic needs. Samsung's crisp FHD displays also provide an impactful solution, including the HF693 dedicated for use in hospitals. Samsung's hospitality display lineup is supported by professional solutions, offering on-premise and cloud management capabilities for intuitive maintenance and increased efficiency. These smart solutions also provide business intelligence which can be used to optimize display use when communicating any message, in any scenario, at any time.

Display

Advanced → Essential

Category	Series	32"	40"	43"	50"	55"	65"	75"	Resolution	Keywords			
Luxury	QLED 8K							75"	7,680 X 4,320	QLED	SMART	4-side boundless design	–
Lifestyle	The Frame			43"	50"	55"	65"	75"	3,840 X 2,160	QLED	SMART	Frame-look design	–
Lifestyle	The Serif					55"				QLED	SMART	360 all round design	–
Crystal UHD	HRU750			43"	50"	55"	65"	75"	3,840 X 2,160	–	SMART	3-side bezel-less design	Netflix certified
Crystal UHD	HT690U			43"	50"	55"	65"	75"		–	SMART	3-side bezel-less design	–
Crystal UHD	HT670U			43"	50"	55"	65"			–	–	3-side bezel-less design	–
FHD	HF690	32"	40"						1,920 X 1,080	–	SMART	–	–
FHD	HF693	32"	40"	43"						–	SMART	–	Hospital-specific model
FHD	HJ570	32"	40"	43"						–	–	–	–
FHD	HJ470	32"	40"	43"						–	–	–	–

Solution

Category	Solution	Supporting Products				Infrastructure			Keywords	
Cloud	LYNK Cloud	QLED 8K	The Frame	The Serif	HRU750	LAN	Wifi		High Expandability	Business Intelligence
On-premise	LYNK REACH	HT670U	HT690U	HF690/693	HJ570/470	LAN	Wifi	Coax	High Compatibility	High Reliability

QLED 8K HTQ800

Ready for today and tomorrow

The TV that changes, changes everything. Experience a world where a variety of content comes to life with complete clarity and depth. Samsung QLED 8K perfectly balances inspirational picture quality with innovative technologies to deliver a viewing experience more immersive than ever.

Highlights

- Real 8K resolution
- Quantum Processor 8K
- Direct Full Array 24x
- Object Tracking Sound+ (OTS+)
- Quantum HDR 16x
- 8K AI Upscaling
- Boundless design (4-Side)
- Ultra viewing angle
- 100% Color Volume with Quantum Dot
- Adaptive Picture

Real 8K resolution

Feel the power of every frame with 33 million pixels in ultimate clarity. Real 8K Resolution brings a new dimension of reality on large screens.

* Real 8K Resolution is defined as having 7,680 x 4,320 pixels.
* Native 8K content based on current 8K streaming, connectivity and decoding standard.
* Future and certain party standards not guaranteed or may require additional device/adapter purchase.
* Complimentary HDMI 8K 60A upgrade included (contact customer support).
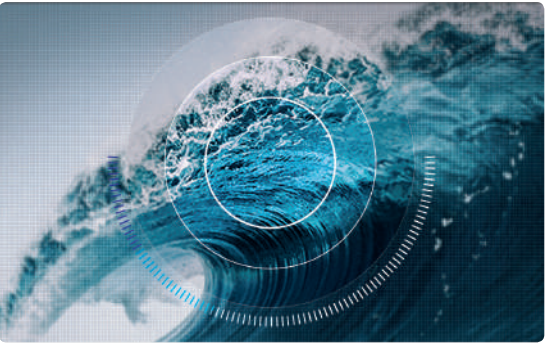
8K AI Upscaling

The powerful intelligence of the Quantum Processor 8K upscales various source types and resolutions into 8K through the on-device deep learning algorithm.

* Viewing experience may vary according to types of content and format. '8K AI Upscaling' may not apply to PC connection and Game Mode.
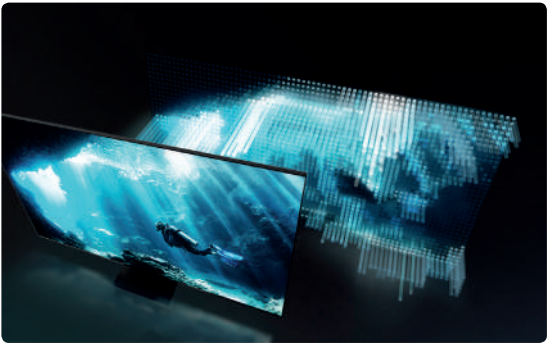
Direct Full Array 24X

Densely concentrated zones of LEDs automatically adjust scene by scene for the fullest range of pure bright colors and inky blacks. Experience illuminating details with impressive contrast.

* Direct Full Array Numerical Index based on backlighting, antireflection and contrast enhancement technologies.

4-side boundless design

A sleek and elegant design draws the viewer into the purest picture. Crafted with an effortless minimalistic style from every angle and a boundless design that sets new standards. Guests will see only our most immersive cinematic experience ever.

The Frame HTS030

TV when it's on. Art when it's off.

Amazing things happen when you think outside of the black box. When switched on, The Frame delivers brilliant QLED picture quality and when it's off, The Frame can display a variety of beautiful art to add a sense of luxury to any hospitality space, from a luxury hotel room to the lobby.

Highlights

- Art Mode
- 100% Color Volume with Quantum Dot
- Dual LED
- Quantum Processor 4K
- Quantum HDR
- Adaptive Picture
- Ambient Mode
- Multi View
- Tap View (Android)
- Home menu
- No gap wall-mount
- One Invisible Connection (included)

Frame-look design

The Frame is a TV with an elegant and modern frame that seamlessly blends into the décor of any guest room. It not only enhances the space as a TV, it elevates ambiance of the room as a work of art.

Customizable Bezel

The Frame offers a choice of customizable bezels in a variety of colors. Pick the ideal frame for each guest room or even to match a specific hotel design aesthetic — magnets make it simple to attach and detach for a different style.

* Customizable bezels sold separately. Available colors may vary by region.

Art Mode

Experience the modern way to create an unmatched guest experience with great works of art – from the works of the masters to your hotel's unique imagery.

No gap wall-mount

The no gap wall-mount allows The Frame to lay flush against a wall, looking as beautiful as framed art in museums. Gorgeous from all sides, it fits perfectly in any space.

The Serif HTS010

Unconditionally beautiful for any hospitality space

A beautiful piece of décor, powered by advanced QLED technology, The Serif delivers rich imagery on an equally stunning TV. Created by world renowned designers Ronan and Erwan Bouroullec, The Serif fits effortlessly and beautifully in any guest room, creating a memorable stay for guests.

Highlights

- 360 All round design
- Ambient Mode
- 100% Color Volume with Quantum Dot
- Quantum Processor 4K
- Quantum HDR
- Adaptive Picture
- NFC on TV (Bluetooth Sound Streaming)
- Multi View
- Tap View (Android)
- Home menu

360 All-round design

The Serif fits flawlessly into any space, be it on a shelf or on a floor stand. Courtesy of minimalistic lines, the unique I-shape and rounded edges, The Serif looks beautiful from any angle.

Color Volume 100% with Quantum Dot

Samsung's Quantum Dot technology uses nano-sized quantum dots to produce 100% color volume, so even if the scene is too bright or dark, guests only see realistic visuals.

* 100% color volume measured to DCI-P3 standard, certified by Verband Deutscher Elektrotechniker (VDE)

Ambient Mode

Ambient mode allows The Serif to enhance any guest room, matching the surrounding wall's color and pattern to virtually blend in.

* Ambient Mode service may vary by region.
* Background feature accuracy may vary based on TV location, dependent on wall designs, patterns, and/or colors.

Tap View

To stream content from a smartphone, simply tap it on The Serif. Streaming favorite music and videos has never been easier.

* Only available on Samsung mobile devices, running Android 8.1 or higher.
* Tap View is only active when the SmartThings app is installed and activated.

Crystal UHD HRU750 | HT690U | HT670U

Make guests feel at home

Samsung's Crystal UHD hospitality display creates a memorable, feel at home stay, providing exceptional picture quality and easy access to guests' favorite entertainment during the stay.

Highlights

- Crystal display
- UHD upscaling
- UHD dimming
- HDR10+
- Home menu

Crystal display

Crystal Display ensures optimized color expression so guests can experience every subtle detail, immersing themselves in any content with a wider range of colors.

4K resolution

Samsung's hospitality displays offer guests the vivid picture quality of home entertainment systems, using upscaling technology to display content in UHD resolution (3,840 x 2,160), four times the pixels of standard FHD.

High Dynamic Range picture refinement

Using dynamic metadata that fine-tunes each frame within a given program, Samsung's High Dynamic Range (HDR10+) technology delivers an optimal, detail-rich and memorable viewing experience.

Mobile mirroring

Guests can enjoy content from their personal mobile devices with just a click. By mirroring their mobile device on screen, guests can view their favorite content safely and seamlessly.

* Actual user experience may vary.
* Some features and functions provided by connected devices may not be supported or limited to use.

Let guests enjoy their favorite content anytime, anywhere

Travelers have come to expect a personalized experience, anytime, anywhere. To provide this experience, hotels are looking to improve their technology. Samsung, the best-selling and industry leading TV brand, has launched the HRU750 series hospitality display to make guests feel at home. Offering access to their own custom content in premium UHD quality, the HRU750 gives guests the same personal experience as being at home, all from the comfort of their hotel room.
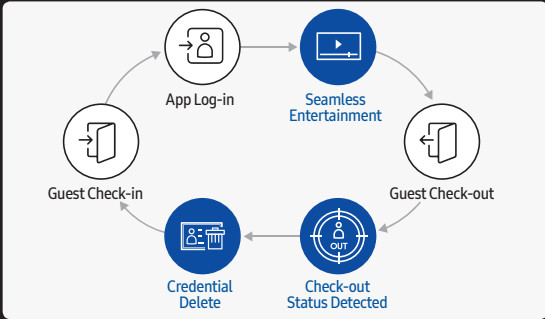

HRU750

Personalized content experience with familiar UI

With Samsung's HRU750 series hospitality display, guests are not only familiar with the popular Samsung TV user experience, but seamless and intuitive access to well-known, embedded entertainment applications including Netflix and YouTube means guests have a comfortable experience.

App Log-in · Seamless Entertainment · Guest Check-in · Guest Check-out · Credential Delete · Check-out Status Detected

Safe access with automatic credential removal

Once login credentials have been entered, guests will remain logged-in for the duration of their stay and after check-out, credentials are cleared automatically due to synchronization between Samsung LYNK Cloud and hotels' Property Management System, allowing guests to check out with complete peace of mind.

* Netflix streaming is not supported without Samsung LYNK Cloud. Solution must be purchased separately.
* Netflix streaming membership required.
* Entertainment app availability varies by location and available providers.

FHD HF690 | HF693 | HJ570 | HJ470

Clear picture and customizable control

Samsung's FHD hospitality displays ensure all guests enjoy their favorite content in crystal clear picture quality, refined for the most immersive experience possible. The viewing angle can also be customized by guests to enjoy content wherever they are in the room, at any time.
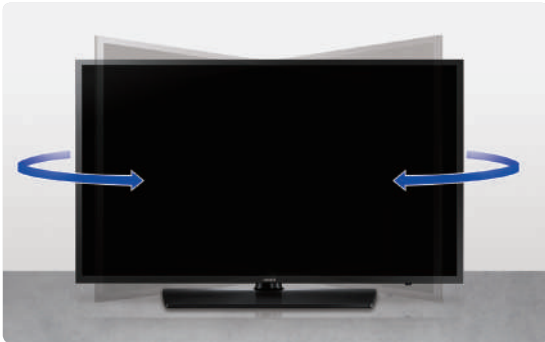
Highlights

- Clean View
- Home menu
- Improved Plug and Play
- SI compatibility
- My Channel
- Swivel stand

Clean View

Clean View reduces noise and distortion around an image, enhancing color and contrast to ensure fully refined, crystal clear picture quality for optimized guest viewing enjoyment.

Swivel stand

Samsung's standard hospitality displays add flexibility and convenience to any room, including a swivel stand for guests to customize the viewing angle to enjoy a clear, brilliant picture from anywhere.

LYNK Cloud

Uncover hospitality insights with all-in-one cloud platform

Samsung LYNK Cloud is a comprehensive hospitality cloud solution. More than a powerful content and device management system, LYNK Cloud can analyze guests' content use to uncover marketing insights.
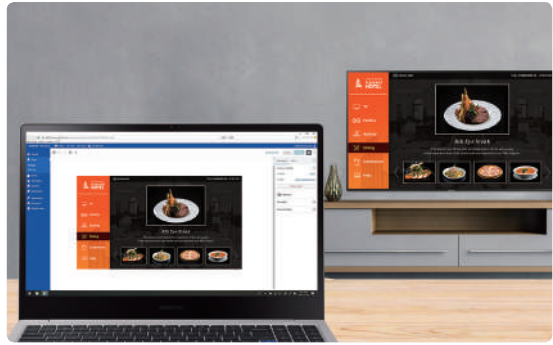
Line up

QLED 8K	The Frame	The Serif	HRU750

Multiple properties management

Accessible online and supporting multiple users, Samsung LYNK Cloud is ideal for global hospitality operations with centralized management giving users control of hotel displays located across the globe.
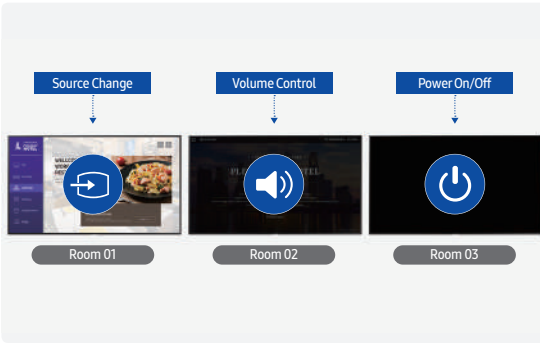
* LYNK Cloud does not support management of properties within China.


Simple content deployment

LYNK Cloud supports web-based content creation, deployment and multimedia hosting. In-room TV's also support interactive requests such as dining orders, facility bookings or a digital concierge.

* Some features may not be compatible with hotel's current platforms.

Integrated device management

Samsung LYNK Cloud supports monitoring and remote access for in-room TVs to adjust channel map and program guide as well as controlling basic functions such as power and volume settings.
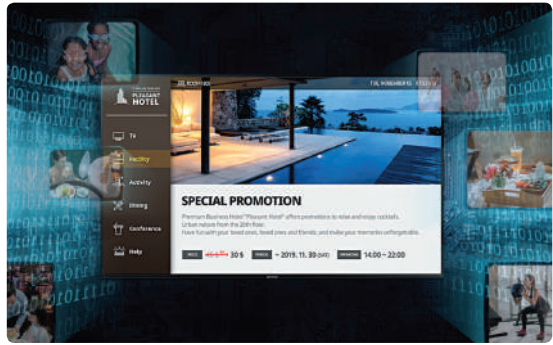
Data-driven promotion analysis

Samsung LYNK Cloud enables optimized promotional content delivery based on integrated guest data available through the hotel PMS, helping managers to uncover business insights.

LYNK REACH

Increase efficiency and engagement with comprehensive control

Samsung's LYNK REACH solution gives hotels greater visibility into and control over hundreds of on-site displays through a central remote server, increasing efficiency and guest engagement. 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.

Centralized content management

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

Versatile customer engagement

LYNK REACH fosters new opportunities to inform and entertain guests, allowing hotel content managers to upload and embed video clips, URL links and other content formats to produce an interactive welcome channel which notifies guests of services and attractions.

All Channel
Ch.1 Welcome Video | Ch.2 Hotel Info
Ch.3 Promotion/Event | Ch.4 Local Attraction
Welcome Channel by Hotel

Line up

HT690U	HT670U	HF690/693	HJ570	HJ470

Personalized full-stay service

LYNK REACH's two-way communication gives guests personalized attention, enabling hotel managers to tailor and share messages. At check out, the in-room display provides a complete view of accumulated charges and conveniently offers guests express checkout.

User-friendly application

Hotels can leverage LYNK REACH to deliver a customized package of social media, entertainment and viewing applications to individual displays so guests can enjoy content as they would on their personal devices, which can be all activated or deactivated as needed.

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

H.Browser

Simple, compatible web app development

Beyond its advanced graphics capabilities, Samsung's H.Browser empowers smooth application development. All apps can be stored within the TIZEN OS and are supported by Web Simulator and Remote Web Inspector tools that further refine app performance and security.
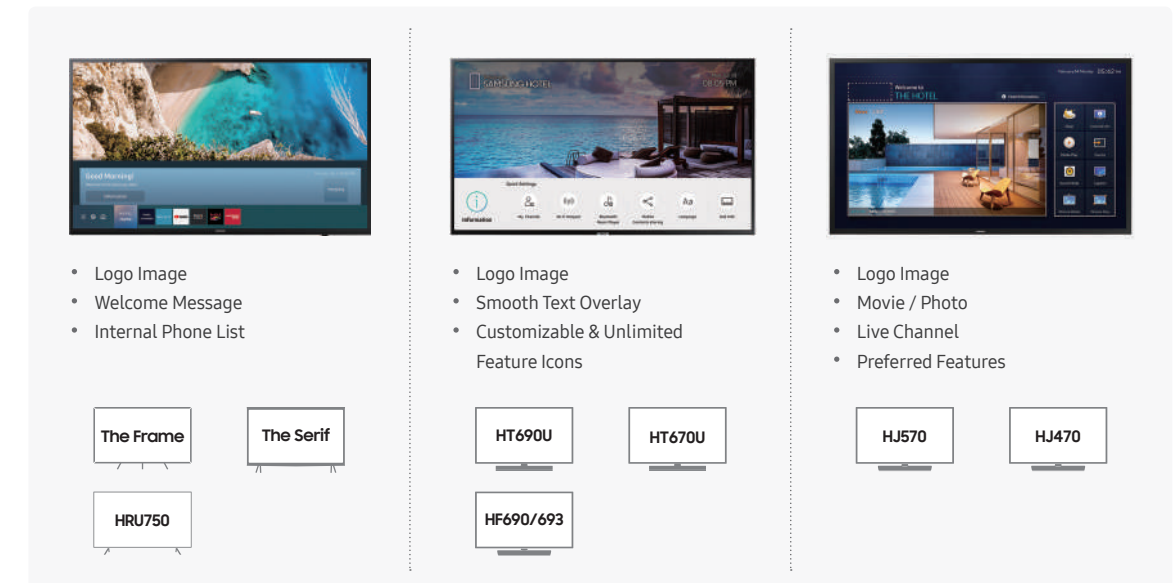
Line up   * Scheduled availability of H.Browser varies by models. These may be supported in a future update.

QLED 8K	The Frame	The Serif	HT690U	HF690/693

Home menu

Tailored home menu for enhanced hotel brand affinity

Each Samsung hospitality display includes an intuitive, customizable home menu that enables content managers to seamlessly incorporate images, logos, feature icons and welcome messages specific to guest needs while reinforcing special offers and hotel branding.

- Logo Image
- Welcome Message
- Internal Phone List

The Frame	The Serif

HRU750

- Logo Image
- Smooth Text Overlay
- Customizable & Unlimited Feature Icons

HT690U	HT670U

HF690/693

- Logo Image
- Movie / Photo
- Live Channel
- Preferred Features

HJ570	HJ470

Specifications

	Luxury		Lifestyle		Crystal UHD			FHD			
	QLED 8K (HTQ800)		**The Frame (HTS030)**	**The Serif (HTS010)**	**HRU750**	**HT690U**	**HT670U**	**HF690**	**HF693**	**HJ570**	**HJ470**
Display	75" 7,680 X 4,320		43", 50", 55", 65", 75" 3,840 X 2,160	55" 3,840 X 2,160	43", 50", 55", 65", 75" 3,840 X 2,160	43", 50", 55", 65", 75" 3,840 X 2,160	43", 50", 55", 65" 3,840 X 2,160	32", 40" 1,920 X 1,080	32", 40", 43" 1,920 X 1,080	32", 40", 43" 1,920 X 1,080	32", 40", 43" 1,920 X 1,080
Video	Real 8K Resolution 8K AI Upscaling Quantum Processor 8K Quantum HDR 16x 100% Color Volume with Quantum Dot Direct Full Array 24x		Quantum Processor 4K Quantum HDR Color Volume 100% with Quantum Dot Adaptive Picture	Quantum Processor 4K Quantum HDR Color Volume 100% with Quantum Dot Adaptive Picture	UHD Upscaling UHD Dimming HDR10+ Digital Clean View	Crystal Processor 4K UHD Upscaling UHD Dimming HDR10+	Crystal Processor 4K UHD Upscaling UHD Dimming HDR10+	Micro Dimming Digital Clean View	Digital Clean View	Digital Clean View	Digital Clean View
Features	4-side Boundless Design Ultra Viewing Angle Q-Symphony Active Voice Amplifier (AVA) Adaptive Picture Object Tracking Sound+ (OTS+) Real Game Enhancer+ Ambient Mode+ Multi View Tap View (Android) One Remote Control		Frame-look Design Art Mode (Brightness Sensor, Motion Sensor) No Gap Wall-Mount Ambient Mode Multi View One Invisible Connection (included) Active Voice Amplifier (AVA) Multi View Tap View (Android) One Remote Control New Home Menu	360 All Round Design Design by Ronan & Erwan Bouroullec Detachable Floor Stand (Included) Ambient Mode NFC on TV (Bluetooth Sound Streaming) Active Voice Amplifier (AVA) Multi View Tap View (Android) One Remote Control New Home Menu	3-side Bezel-less Design Mobile Mirroring One Remote Control New Home Menu	3-side Bezel-less Design Mobile Mirroring Home Menu Swivel Stand (excluding 65", 75")	3-side Bezel-less Design Home Menu Swivel Stand (excluding 65", 75")	Mobile Mirroring Home Menu Swivel Stand	Mobile Mirroring Home Menu	Home Menu Swivel Stand	Home Menu Swivel Stand
Connectivity	WiFi 5 Bluetooth v4.2 4 x HDMI 2 x USB		WiFi 5 Bluetooth v4.2 4 x HDMI 2 x USB	WiFi 5 Bluetooth v4.2 4 x HDMI 2 x USB	WiFi Bluetooth 3 x HDMI 2 x USB Component In	WiFi Bluetooth 3 x HDMI 2 x USB Component In	3 x HDMI 2 x USB Component In	WiFi Bluetooth 3 x HDMI 2 x USB Component In	WiFi Bluetooth 1 x USB Component In	2 x HDMI 1 x USB Component In	2 x HDMI 1 x USB Component In
Solution	Samsung LYNK Cloud Support Samsung H.Browser Support		Samsung LYNK Cloud Support Samsung H.Browser Support	Samsung LYNK Cloud Support Samsung H.Browser Support	Samsung LYNK Cloud Support	Samsung LYNK REACH Support Samsung H.Browser Support	Samsung LYNK REACH RF Support	Samsung LYNK REACH Support Samsung H.Browser Support	Samsung LYNK REACH Support	Samsung LYNK REACH RF Support	Samsung LYNK REACH RF Support

* Tap View is only available on Samsung mobile devices, running Android 8.1 or higher.
* Scheduled availability of H.Browser varies by models. These may be supported in a future software update.