

Samsung SMART Hospitality Displays

- HD690

The unrivalled premium SMART hospitality display for premier hospitality environments



Create an enhanced in-room entertainment experience

Premium hotels want to provide the superior quality in-room experience that sophisticated travelers expect, with chic TVs that offer a range of features and content options. In addition to ready access to various personal, digital and On Demand content, today's guests want an interface that is simple to use. Research shows that guests typically carry more than two mobile or smart devices, which signifies that guests are also bringing their own entertainment options to the hotel. This is why properties need new strategies to embrace and support this smart mobile trend.

Samsung SMART Hospitality Displays are integrated, high-performing TVs that include many desirable features and an interface designed for ease of use. The displays create a stylish room ambiance and provide a superior viewing experience in a streamlined design. They deliver myriad entertainment options for guests through smart connectivity features. To enhance the hotel's brand, staff members can customize welcome menus with a straightforward interface. Additionally, hotels can stay on budget with affordable content-streaming options and other cost-saving features.



Figure 1. Samsung SMART hospitality displays upscale hotel suite atmosphere

Combine rich content, interactivity and manageability

Deliver interactivity and rich content to guests with easily managed and customizable solutions

Leverage a bi-directional and interactive solution for IP hotel infrastructures: LYNK™ SINC

LYNK™ SINC provides hotel guests with a luxurious and entertaining stay built around patrons' schedules or purpose of visit, while ensuring interactivity through an IP-based solution. The solution offers a new grid-type template for delivery of richer content to guests. In addition, LYNK SINC serves all provided content through coaxial cables and IP networks, along with two-way interaction through the solution's linkage to a PMS server. Easily customizable by hotel managers, the solution delivers centralized management of hundreds of hotel displays with controls ranging from TV status monitoring and controlling to guest grouping for differentiated content delivery.

LYNK SINC's new function, IPTV Standalone Solution, is available without SINC content through a free license. Through this function, hotel personnel can control content by editing the IPTV channel list and cloning the channel list to a USB device and copying it to individual TVs. This way, managers can efficiently offer guests IP TV without having to purchase any additional solution.

The guest experience is enhanced with access to services and

information, such as local event and tourist information, and available discounts. Useful hotel information such as room service or spa menus can be accessed through customizable widgets, as well as free, automatically updated weather information so guests can plan outdoor activities. LYNK SINC enables hotels to provide up-to-date flight information so guests can coordinate checkout times with flight departures and supports personalized, real-time guest messaging. All of these professional capabilities are provided simply over an IP network without the need for STBs, minimizing maintenance complexity and eliminating the cumbersome presence of STBs in the property's hotel rooms.

Easily manage centrally and remotely with LYNK™ REACH, a flexible and low-cost coaxial infrastructure Hospitality TV solution

Designed exclusively for hospitality businesses to help them manage content and control displays over current RF cables, LYNK™ REACH delivers remote, central and cost-efficient management of in-room displays. LYNK REACH is specialized software provided with LYNK REACH Server for hospitality environments. The software solution provides a simplified UI and editing tool that organizes and displays content, such as hotel information, images and logos, using existing infrastructures. LYNK REACH offers hoteliers advanced advertising functionalities and Channel Bank Management for Pay TV Services. In addition, LYNK REACH improves usability by enabling hotel managers to monitor room status, recent deployment and activity and with a simple, easy and intuitive user interface (UI) through Project Creator.



Figure 2. LYNK SINC offers interactive solution for IP hotel infrastructure



Figure 3. LYNK REACH offers a flexible and low-cost coaxial infrastructure Hospitality TV solution

Increase guests' comfort with simplified audio playing through the TV

Offer the ultimate guest experience with a customizable IP-based hospitality display management solution

As branded hospitality chains delegate hotel entertainment infrastructure maintenance to partners, they need a powerful solution to support the easy development, straightforward deployment and simplified maintenance of partners' solutions. H.Browser delivers the superior in-room entertainment and customized content management services that today's hotel guests expect, along with interactive web services, without need for hotels to purchase, install and maintain additional hardware such as VoD set-top boxes (STBs). As an IP-based open platform, H. Browser enables Systems Integrators (SIs) to provide fully customizable web browser solutions 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.

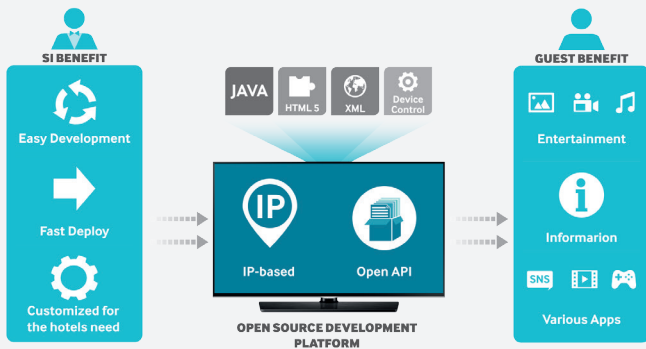


Figure 4. H.Browser offers a customizable IP-based Hospitality TV management solution

Hospitality Partners :



Integrate guests' smart devices into in-room entertainment (HD690)

Bluetooth Music Player, which is included in HD690, provides a cozy, home-like atmosphere by enabling guests to listen to their mobile device audio through an easy connection. The Bluetooth Music Player feature eliminates the need for hotels to purchase additional costly audio docking stations that can easily be broken or stolen.



Figure 5. Bluetooth Music Player (Mobile to TV)

Offer flexible entertainment through convenient wireless connectivity

Samsung SMART hospitality displays transform the guest experience by providing an in-room, multi-device entertainment hub with myriad viewing, sharing and connectivity features.

Smart View

Smart View is an easy TV-mobile interaction feature that enables guests to watch TV channels on a broad range of mobile devices. Smart View TV-to-mobile interaction includes Live Channel Mirroring for all channels using a Samsung GALAXY® device and free-to-air channels (only) using an iPhone®. Mobile-to-TV interaction pushes content such as photos, videos and music files through an intuitive interface available on the mobile device to the TV for easy selection and viewing. Mobile-to-TV interaction is not restrictive of the mobile device platform used. Guests can enjoy their mobile content on the larger in-room TV.

Increase guests' comfort with simplified audio playing through the TV

Screen Mirroring

Screen Mirroring enables guests to share the screen of a mobile device on the TV. This sharing capability includes the screen configuration in addition to content. This means that the TV displays exactly what displays on the mobile device, with no content restrictions.

Digital Living Network Alliance® (DLNA)

Digital Living Network Alliance (DLNA) technology enables guests to play personal content through a wireless connection on their room TVs. Content includes movies, photos and music.

Soft AP

Soft AP provides a software access point (AP) or hotspot. Up to four devices can connect wirelessly to the AP. Hotel managers can change the signal level and channel of the Soft AP to suit the connectivity environment of different rooms.



Figure 6. Wireless connectivity enables wide variety of content sharing

Deliver quicker and higher TV performance with Quad Core and Instant On

With a Quad Core processor, guests can experience smoother navigation and faster access to smart features for enhanced TV viewing and operation. With Instant On, the TV boots in only 2 seconds to reduce waiting time.



Figure 7. Quad Core processor enables smoother and faster TV performance

Enhance content protection with a pure software DRM solution

Samsung LYNK DRM technology provides hoteliers with a protected and cost-effective alternative to traditional hardware-based content protection systems. The solution allows encrypted content to pass safely and to 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 reliability of the system, coverage extends to the enlargement of head-end equipment for cable operators.

Safeguard content with a software-based, reliable and economical DRM solution

Optimize device and resource management to minimize TCO

Samsung SMART Hospitality Displays provide centralized management from a control room. The displays' convenient and efficient management features reduce staff maintenance visits. Because the displays are connected to the hotel's network infrastructure, management can monitor each in-room TV and instantaneously deploy content grouping policies and EPG from a control room. The simplified configuration with only the display delivers the convenience of a set-top box (STB) configuration without the complexity, cost or hassle.

Feature and Benefit

Model	Feature and Benefit
HD690	<ul style="list-style-type: none">- Slim design for an enhanced guest room appearance- Full-HD resolution for a better entertainment experience- Bluetooth Music Player for simplified and convenient personal media enjoyment- Management solutions (REACH, SINC, H.Browser) for straightforward and efficient control

Samsung HD690 Series Hospitality Displays

HD690



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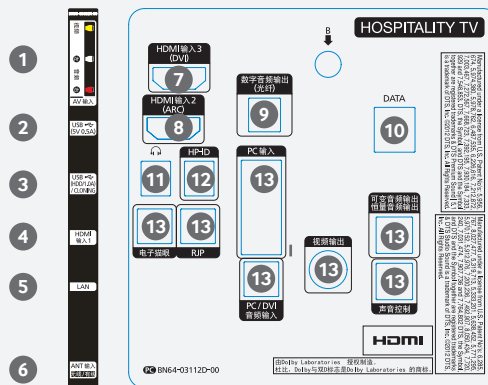
Basic Feature				Hospitality Solution				Convenience Feature		Security		Clock Option	
Screen Size	Resolution	Design	Processor	Home Menu	Lynk™ Reach	Lynk™ SINC	H.Browser	Bluetooth Player	Embedded Wi-Fi	Software DRM	Security Mode	External Clock Compatibility	Software Clock
40" 48"	FHD	Slim	Quad Core	New Home Menu	○	○	○	○	○	○		○	○

40"/ 48"



- HG40AD690DJ
- HG48AD690DJ

Connectors



1. ETHERNET (LAN)
2. USB / CLONING
3. COMMON INTERFACE
4. DIGITAL AUDIO OUT (OPTICAL)
5. HDMI IN 1
6. HDMI IN 2
7. HEADPHONE
8. HEADPHONE-ID
9. ANTENNA IN (SATELLITE, AIR/CABLE)
10. DATA
11. RJP(Remote Jackpack)
12. PC/DVI AUDIO IN
13. PC IN

Samsung HD690 Series Hospitality Displays

Specifications

		40HD690 HG40AD690DJ	48HD690 HG48AD690DJ
Display	Backlight	LED	LED
	Inch	40	48
	HD/FHD/UHD	FHD	FHD
	Resolution	1920 x 1080	1920 x 1080
Video	Picture Engine	HyperReal	HyperReal
	Micro Dimming	N/A	N/A
	Wide Color Enhancer (Plus)	Yes	Yes
	Auto Motion Plus	N/A	N/A
	Film Mode	Yes	Yes
Audio	Dolby® Digital Plus	Yes	Yes
	Virtual Surround	DTS Studio Sound	DTS Studio Sound
	DTS® Codec	DTS Premium sound 5.1	DTS Premium sound 5.1
	3D Sound	N/A	N/A
	Sound Output (RMS)	20W(L:10W, R:10W)	20W(L:10W, R:10W)
	Speaker Type	2CH(Down Firing + Base Reflex)	2CH(Down Firing + Base Reflex)
Feature	Woofer	N/A	N/A
	Smart Hub	Smart	Smart
	Apps	Yes	Yes
	Web Browser	Yes	Yes
	Mobile to TV - Mirroring, DLNA®	Yes	Yes
	Samsung Smart View	Yes	Yes
	Voice Control	Yes	Yes
	Samsung 3D	N/A	N/A
	3D Converter	N/A	N/A
	Digital Clean View	Yes	Yes
	Auto Channel Search	Yes	Yes
	Auto Power Off	Yes	Yes
	BD Wise Plus	N/A	N/A
	Caption (Subtitle)	Yes	Yes
	Channel List USB-Clone	N/A	N/A
	ConnectShare™ (HDD)	Yes	Yes
	ConnectShare™ (USB 2.0)	Yes	Yes
	Sports Mode	Basic	Basic
	EPG	Yes	Yes
	Game Mode	Yes	Yes
	OSD Language	Local Languages	Local Languages
	Picture-In-Picture	Yes	Yes
	BT HID Built-in	Yes	Yes
USB HID Support	Yes	Yes	
Teletext (TTX)	N/A	N/A	

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Specifications

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Samsung LYNK™ SINC Compatibility	Yes	Yes
H.Browser Compatibility	Yes	Yes
Samsung LYNK™ REACH	Yes	Yes
Samsung LYNK™ REACH Server Compatibility	Yes	Yes
Hospitality Home Menu	Yes	Yes
Bluetooth Music Player (Mobile > TV)	Yes	Yes
Hospitality Plug&Play (Easy Set-up)	Yes	Yes
Auto Source Mode	Yes	Yes
Power On Mode	Yes	Yes
Hotel Channel List	Yes	Yes
Channel Setup On/Off	Yes	Yes
Mixed Channel List (ATSC, DVB-T/T2/ C/S2, Analog)	Yes	Yes
My Channel	Yes	Yes
Energy Saving Mode(BLU control)	Yes	Yes
Logo Display with Time Out Setting (BMP/Movie)	Yes	Yes
Welcome Message	Yes	Yes
RJ12 / IR Pass Through	Yes	Yes
External Clock Compatibility	No	No
Clock Back Up Supply	Yes	Yes
External Clock Dimming Control	No	No
Software Clock	Yes	Yes
Multi Code Remote control	Yes	Yes
Screwed Battery Cover	Yes	Yes
Sound Bar Compatibility	Yes	Yes
Music Mode (Input: PC/AV/ Component/HDMI)	Yes	Yes
Music Mode Backlight on/off	Yes	Yes
TTX Clock Update (Analogue)	No	No
USB Cloning	Yes	Yes
Smoovie® Compatibility	Yes	Yes
Soft AP	Yes	Yes
On/Off Timer (Schedule)	Yes	Yes
Wake-up Timer (Alarm)	Yes	Yes
Samsung LYNK™ DRM	No	No
Pro:Idiom®	No	No
bLAN	No	No
Security Mode	No	No
S/W EPG (Solution EPG)	Yes	Yes
IEC 60601-1	No	No
Standby LED Color	Red	Red
Wake on LAN (WOL)	Yes	Yes

Hospitality Feature

Samsung HD690 Series Hospitality Displays

Specifications

	40HD690 HG40AD690DJ	48HD690 HG48AD690DJ	
Input & Output	HDMI® (Side/Rear)	1/2	1/2
	USB (Side/Rear)	2/0	2/0
	Component In (Y/Pb/Pr) (Side/Rear)	No	No
	Composite In (AV) (Side/Rear)	1/0	1/0
	Ethernet (LAN) (Side/Rear)	1/0	1/0
	Headphone (Side/Rear)	0/1	0/1
	Audio Out (Mini Jack / LR) (Side/Rear)	No	No
	Digital Audio Out (Optical) (Side/Rear)	0/1	0/1
	PC In (D-sub)(Side./Rear)	0/1	0/1
	PC/DVI Audio In (Mini Jack)(Side./Rear)	0/1	0/1
	RF In (Terrestrial/Cable input) (Side/Rear)	1/0	1/0
	RS232C	Yes(Common Use for RJ12)	Yes(Common Use for RJ12)
	CI Slot (Side/Rear)	N/A	N/A
	Scart (Side/Rear)	N/A	N/A
	Pillow Speaker Jack (Side/Rear)	No	No
	Variable Audio Out (Side/Rear)	0/1	0/1
	Variable Audio Out Volume Control (Side/Rear)	0/1	0/1
	Video Out (Side/Rear)	0/1	0/1
	RJ12 (Side/Rear)	0/1	0/1
	RJP (Remote Jackpack) (Side/Rear)	0/1	0/1
	Headphone ID (Side/Rear)	0/1	0/1
	Door-Eye Control (Side/Rear)	0/1	0/1
	Door-Eye Video In (Side/Rear)	No	No
System	DTV Tuner	DTMB	DTMB
	Analog Tuner	Yes	Yes
Design	Front Color	Black	Black
	Stand Type	Square	Square
	Swivel (Left/Right)	90/90	90/90
Dimension	Set Dimension with Stand (WxHxD) (mm)	906.6 * 577.6 * 226.5	1075.1 * 673.5 * 226.5
	Set Dimension without Stand - Wall mount Side (WxHxD) (mm)	906.6 * 532.9 * 49.3	1075.1 * 627.6 * 49.7
	Set Dimension without Stand - Speaker Side (WxHxD) (mm)	906.6 * 532.9 * 65.1	1075.1 * 627.6 * 65.5
Weight	Set Weight with Stand (kg)	10.7	14
	Set Weight without Stand (kg)	7.8	11.1
	Package Weight (kg)	12.3	17.5
Accessory	Remote Controller Model	TM1240	TM1240
	Battery (for Remote Control)	Yes	Yes
	Vesa Wall Mount Support	Yes	Yes
	Power Cable	Yes	Yes
	Quick Install Guide	Yes	Yes
	Data Cable	No	No
	Stand Mount Kit	Yes	Yes
	Security Screws	No	No

Legal and additional information

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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 and our official blog at global.samsungtomorrow.com

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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