

# Samsung HC470 Series

Specialized yet economic hospitality  
displays for hotels



## Highlights

- Provide an enjoyable viewing experience with stylish LED displays for hospitality guests
- Streamline content management with Samsung LYNK™ REACH 3.0 solution user interface (UI) and editing tool
- Cut costs and enhance security with Samsung's software-based LYNK Digital Rights Management (DRM) technology
- Elevate the guest experience with an enhanced Home menu
- Reduce operating expenses with energy-saving features
- Reinforce management of in-room displays with Security Mode
- Reduce in-room remote controller for guest's convenience

## Address guest needs and staff requirements with consistent hospitality displays

Successful hoteliers know that travelers expect in-room entertainment similar to what they experience at home. However, hotel owners and managers must control costs when investing in new displays. Finding an affordable in-room display with essential functionality, superior performance and a modern design can be a challenge.

Samsung HC470 Series high-performing displays include many features hoteliers need, at a reasonable cost. The modern, streamlined design of these displays contributes to a pleasant room ambiance and superior viewing experience. The displays include content tools to simplify content management by hotel staff. In addition, the displays help reduce costs with enhanced technology and energy-saving features.

## Create an enhanced in-room entertainment environment

High-quality displays in guest rooms can contribute to an enjoyable hotel stay. With the modern design of Samsung HC470 Series displays, hoteliers can elevate guests' viewing experience. Light and unobtrusive, the displays feature a narrow bezel, providing more viewing area. Such details bring hotel guests a richer viewing experience and improve the hotel brand.



Figure 1. HC470 Series display contributes to a pleasant room ambiance and superior viewing experience with the modern, streamlined design

# Offer an enriching hotel guest experience with a wide range of entertainment options

## Simplify information updates with intuitive tools

LYNK REACH 3.0 is a specialized solution for hospitality environments that provides a simplified UI and editing tool. This tool organizes and displays content, such as hotel information, images, logos and Electronic Program Guides (EPGs) using existing infrastructure. Editable templates are provided for creating a fully customizable UI. Also provided is a new template that supports advertisements with live channels for the hotel lobby and restaurants. The ability to include advertisements on the displays during broadcasts provides an additional revenue stream for hotels.

Weather and flight information can also be made available for the convenience of guests using the REACH UI. Information updates are provided automatically by utilizing various third-party service providers.

The REACH server provides a straightforward way to manage several hundred hospitality displays remotely. This system helps reduce labor costs associated with updating each display individually. The technology also helps reduce total cost of ownership (TCO) because no set-top box (STB) or Internet Protocol (IP) infrastructure is needed.



Figure 2. The REACH server allows hoteliers to manage several hundred hospitality displays remotely

The REACH interface is designed to display content on in-room screens and provide PC-based content management for hotel personnel. In-room screen content includes hotel information and marketing messages for guests. The interface helps content managers readily edit and manage information and the content can be provided from the Internet through the REACH server.

To further customize in-room content for guests, REACH offers additional conveniences for the hotel manager, such as creating content for specific groups of guests. Various guests can be assigned to groups that have similar sets of channels and content needs. Managers can create up to 10 groups of displays with dedicated content for each group, which is ideal for targeting a specific group of guests such as convention attendees.

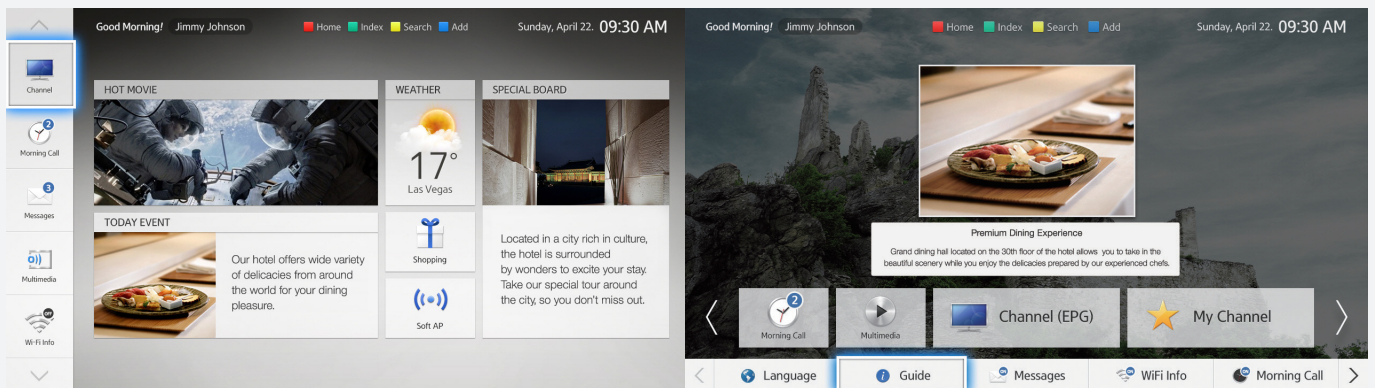


Figure 3. The REACH UI can be customized to provide hotels with a look uniquely their own

# Lower expenditures and save energy using innovative technology

## Provide convenience even in a no-network environment

HC470 Series displays offer an alternative way for hotels to enhance guests' convenience. With the Hospitality Home Menu, hotels can provide guests with a simple home screen that displays a live channel stream. Plus, the home screen shows additional information such as the time and date, a welcome message and hotel information. Easy access to commonly used features is also available from the Hospitality Home Menu. The welcome message, hotel information, and easy access features can be edited from the factory mode. The customizations made to the Home Menu can be easily cloned to a USB, which can then be used to apply the same customization to other Samsung Hospitality Displays.

## Enhance content protection with a pure software DRM solution

Samsung LYNK DRM technology provides hoteliers, facility managers and owners with a safeguarded and cost-effective alternative to traditional hardware-based content protection systems. This technology allows encrypted content to pass safely to display on hospitality screens.

A software-only implementation, Samsung LYNK DRM technology provides quicker recovery for Conditional Access System (CAS) problems. Enhanced functions include support for a video-on-demand (VoD) system. To help ensure reliability, the technology also supports additions to cable head-end equipment.

## Reinforce management over in-room displays with Security Mode

Samsung HC470 Series displays provide the unique and strong

hardware control with Security Mode. With this feature, managers can disable Teletext (TTX), the HDMI® port and the USB port on the displays. By controlling these hardware functions using the Security Mode, managers can prevent guests from viewing non-compliant content or transmitting unwanted TTX on the hotel property. For the customer who requires a high content management level, this Security Mode can help maintain complete in-room control.

## Reduce in-room remote controller for guest's convenience

When HC470 Series displays are used with third-party solutions that require a proprietary set-top box (STB), a single remote controller can be used to control both the HC470 displays and the third-party STB. The openness of HC470 Series displays to support third-party STB-based solutions expands the possibilities of a hotel's in-room entertainment environment. Having just a single remote controller reduces confusion and increases convenience for guests when using the hotel's integrated in-room solution.

## Minimize overall TCO with simplified device management and optimized resource management

Samsung Hospitality Displays provide centralized management from a control room, and the convenient and efficient management features provided default also reduce trips to the rooms for display maintenance. Being connected to the hotel's network infrastructure, each in-room display can be monitored and even have the content grouping policy and EPG deployed instantaneously from the control room. The simplified configuration of having just the display that delivers similar convenience without the complexity of an additional set-top box(STB) provides hotels the benefit of one less device to worry about.

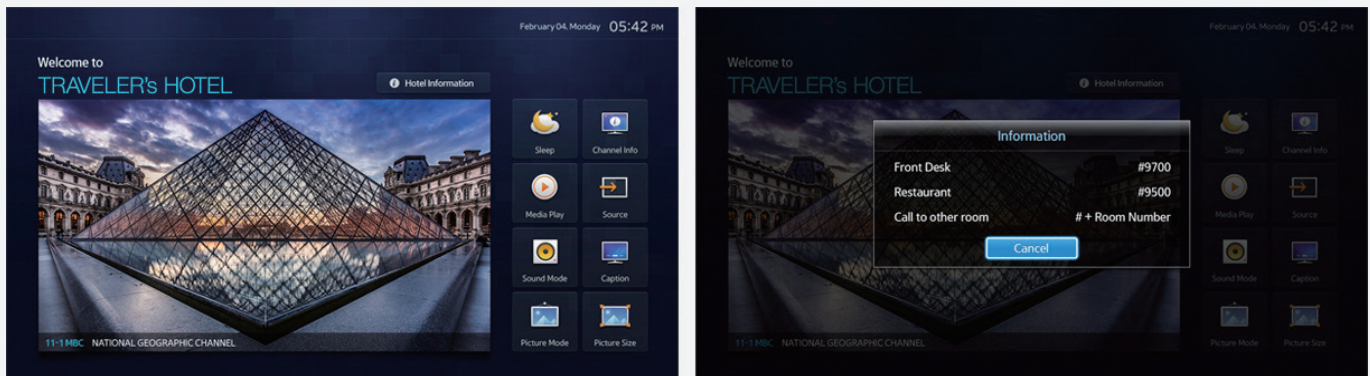


Figure 4. Guests can access the welcome message and hotel information easily through the Hospitality Home Menu

# Samsung HC470 Series

## HC470

32"

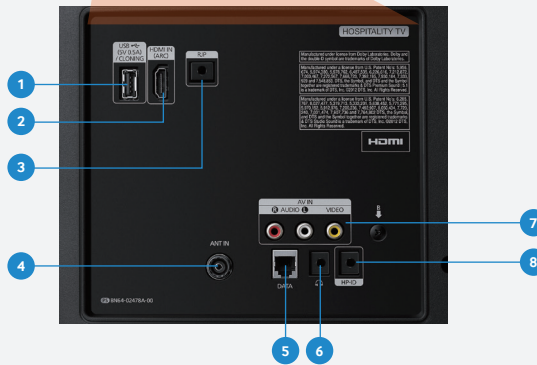


- HG32AC470GW

### Connectors



1. USB
2. HDMI IN (DVD)
3. RJP
4. ANT IN (AIR/CABLE)
5. DATA
6. HEADPHONE OUT
7. COMPONENT / AV IN
8. HEADPHONE ID



# Samsung HC470 Series

## Specifications

		32HC470
<b>Display</b>	Backlight	LED
	Inch	32
	HD/FHD	HD
	Resolution	1,366 x 768
<b>Video</b>	Picture Engine	HyperReal Engine
	Static Contrast Ratio	1200:1
	Response Time	8ms
	Viewing angle (Horizontal/ Vertical)	178/178
	Brightness	280 cd/m <sup>2</sup>
	Micro Dimming	N/A
	Wide Color Enhancer Plus	Yes
	Auto Motion Plus	N/A
	Film Mode	Yes
<b>Audio</b>	Dolby	Dolby Digital Plus / Dolby Pulse
	DTS Studio Sound / DNSe+	DTS Studio Sound
	DTS Premium Sound / DTS Premium Sound 5.1	DTS Premium Sound 5.1
	3D Sound	N/A
	Auto Volume Leveler	Yes
	Speaker Type	Down Firing + Full Range
	Sound Output (RMS)	5W x 2
	Woofer	N/A
	Variable Speaker Output	N/A
<b>Feature</b>	Smart Hub	N/A
	Apps	N/A
	Web Browser	N/A
	Samsung Smart View	N/A
	Voice Control	N/A
	Samsung 3D	N/A
	3D Converter	N/A
	Wireless LAN Built-in	No
	AllShare - Contents Sharing	N/A
	AllShare - Screen Mirroring	N/A
	ConnectShare™ (USB 2.0)	Movie
	Wake On LAN	N/A
	Soft AP	No
BT HID Built-in	N/A	



# Samsung HC470 Series

## Specifications

	32HC470
USB HID Support	N/A
TV SoundConnect	N/A
OSD Language	Local Language
Digital Clean View	Yes
HDMI 1.4 3D Auto Setting	N/A
HDMI 1.4 A / Return Ch. Support (ARC)	Yes
Anynet+ (HDMI-CEC)	Yes
BD Wise Plus	N/A
Auto Channel Search	Yes
Auto Power Off	Yes
EPG	Yes
Teletext (TTX)	Yes
Caption (Subtitle)	Yes
Wake-up Timer	Yes
Sports Mode 2.0	Basic
Game Mode	Yes
Picture-In-Picture	Yes
Sleep Timer	Yes
Hospitality Home Menu	Yes
Samsung LYNK™ REACH	Yes
Samsung LYNK™ REACH Server Compatibility	Yes
Samsung LYNK™ SINC Compatibility	No
H.Browser Compatibility	No
Hospitality Plug&Play (Easy Set-up)	Yes
RJ 12 / IR Pass Through	Yes
Power on Mode	Yes
USB Cloning	Yes
Hotel Channel List	Yes
Mixed Channel List (ATSC, DVB-T/T2/C/S2, Analog)	Yes
Logo Display with Time Out Setting (BMP/Movie)	Yes
Welcome Message	Yes
Music Mode (Input : PC/AV/ Component/HDMI)	Yes

# Samsung HC470 Series

## Specifications

		32HC470
<b>Hospitality Feature</b>	Music Mode BackLight on/off	Yes
	Auto Source Mode	Yes
	Energy Saving Mode(BLU control)	Yes
	External Clock Compatibility	No
	Clock Back Up Supply	Yes
	External Clock Dimming Control	No
	Software Clock	Yes
	My Channel	Yes
	Multi Code Remote Control	Yes
	Screwed Remote Battery Cover	Yes
	Security Mode	Yes
	Smooovie Compatibility	Yes
	Sound bar compatibility	Yes
	Samsung LYNK DRM	Yes
<b>Input &amp; Output</b>	HDMI (Side/Rear)	0/1
	USB (Side/Rear)	0/1
	Component In (Y/Pb/Pr) (Side/Rear)	No
	Composite In (AV) (Side/Rear)	0/1
	Ethernet (LAN) (Side/Rear)	N/A
	Headphone (Side/Rear)	0/1
	Headphone ID (Side/Rear)	0/1
	Digital Audio Out (Optical) (Side/Rear)	No
	Audio Out (Mini Jack) (Side/Rear)	No
	PC In (D-sub) (Side/Rear)	No
	PC/DVI Audio In (Mini Jack) (Side/Rear)	No
	RF In (Terrestrial/Cable input) (Side/Rear)	0/1
	RS232C	Yes (Common Use for RJ12)
	Variable Audio Out (Side/Rear)	No
	Variable Audio Out Volume Control (Side/Rear)	No
	RJ12 for External Control (Side/Rear)	0/1
RJP Jack (Remote Jack Pack) (Side/Rear)	0/1	

# Samsung HC470 Series

## Specifications

		32HC470
<b>System</b>	DTV Tuner	DVB-T/C
	Analog Tuner	Yes
<b>Design</b>	Front Color	Black
	Stand Type	Square
	Swivel (Left/Right)	No
<b>Dimension</b>	Set Dimension with Stand (W x H x D) (mm)	738.4 x 497.7 x 191.7
	Set Dimension without Stand (W x H x D) (mm)	738.4 x 444.0 x 93.2
	Package Dimension (W x H x D) (mm)	918 x 555 x 167
<b>Weight</b>	Set Weight with Stand (kg)	6
	Set Weight without Stand (kg)	5.4
	Package Weight (kg)	7.7
<b>VESA</b>	VESA Mount (mm)	200 x 200
	VESA Screw Size	M6
<b>Power</b>	Power Supply (V)	AC100-240V 50/60Hz
	Power Consumption (Rated) (Watts)	56
	Power Consumption (Stand-by) (Watts)	0.3
<b>Eco</b>	Eco Sensor	No
<b>Accessory</b>	Remote Controller Model	TM1240
	Battery (for Remote Control)	Yes
	Mini Wall Mount Support	Yes
	Vesa Wall Mount Support	Yes
	Power Cable	Yes
	Data Cable	Yes
	Slim Gender Cable	N/A
	Quick Install Guide	Yes
	Stand Mount Kit	No



# Legal and additional information

## 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. To discover more, please visit [www.samsung.com](http://www.samsung.com).

## For more information

For more information about Samsung HC470 Series displays, visit [www.samsung.com/business](http://www.samsung.com/business) or [www.samsung.com/displaysolutions](http://www.samsung.com/displaysolutions)

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# Note

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