

SAMSUNG

Pro Display

# Entertain. Engage. Inform.

Create an incredible guest experience,  
from check-in to check-out.



Professional Displays for Hospitality





# SMART Hospitality Displays

## Exciting new ways to engage your guests

Samsung SMART Hospitality Displays and Solutions will create an integrated guest experience throughout your hotel, providing entertainment, information, activities, services and more. Best of all, our solutions make it simple to manage your devices and data.

## Premium personalised in-room entertainment

In-room TVs, powered by Samsung hospitality solutions, can serve as a gateway to hotel information. Your guests will enjoy personalised interactivity including ordering room service, viewing menus and checking out.<sup>1</sup>

## Scalable and remote management capabilities

This is a centralised solution that helps you seamlessly manage your ecosystem of displays. We can deliver a wide range of hardware and software solutions throughout your venue.



<sup>1</sup>3rd party PMS (Property Management System) integrated POS systems and compatible software required. Suitable Internet bandwidth required to support streaming capabilities.

# Software solutions

## Manage multiple in-room displays

Through the versatile plug-and-play functionality, hotel managers can easily activate and oversee hundreds of on-site displays at the same time.

## Streamlined and impactful

Manage content throughout your business with one easy-to-use platform. We have a range of software solutions to bring your content to life, making it simple to manage your devices and data. Speak to us to find out the best solution for your needs.

## Interactive guest room TV content

SAMSUNG LYNK REACH® is a content management solution<sup>1</sup> that gives you the power to create personalised, interactive content for your guest room TVs. REACH broadcasts beautiful content throughout your premises via an onsite server.

## Informed insights for increased revenue

SAMSUNG LYNK CLOUD® gives you the power to deliver real-time content and reach your guests at multiple touchpoints.<sup>2</sup> Seamlessly integrating with many Property Management Systems, LYNK Cloud lets your guests book services, order from the menu, check out and see a summary of their charges.<sup>3</sup>

## Samsung MagicINFO™

Bring your display content to life with intuitive, powerful functionality. MagicINFO™ is a powerful content and device management solution that enables you to create, schedule and play content across your signage network.<sup>4</sup>



<sup>1</sup>Compatible with AT690 <sup>2</sup>Compatible with RU750 and Frame Hotel Series <sup>3</sup>3rd party PMS (Property Management System) integrated POS systems and compatible software required. Suitable Internet bandwidth required. <sup>4</sup>Large Format Display Solution only.



# Seamless streaming

## Chromecast compatibility<sup>1</sup>

With Google Chromecast, guests can access thousands of apps. It's a seamless in-room technology experience that's just like being at home. There are no credentials needed and disconnection is automatic at check-out. It's smart and simple for your guests and hassle-free for you.

## Entertainment at your fingertips with Airtime

Let your guests enjoy movies and TV shows streamed instantly to their hotel TV, giving you a five-star video on demand service with no ongoing costs. Your guests can even watch titles before they're available on other consumer services. With no PMS interface licenses, no capital costs on servers or set-top boxes, this is a value-added service available in your hotel, today.<sup>2</sup>

<sup>1</sup>3rd party dongle required. Google Chromecast is a trademark of Google LLC.

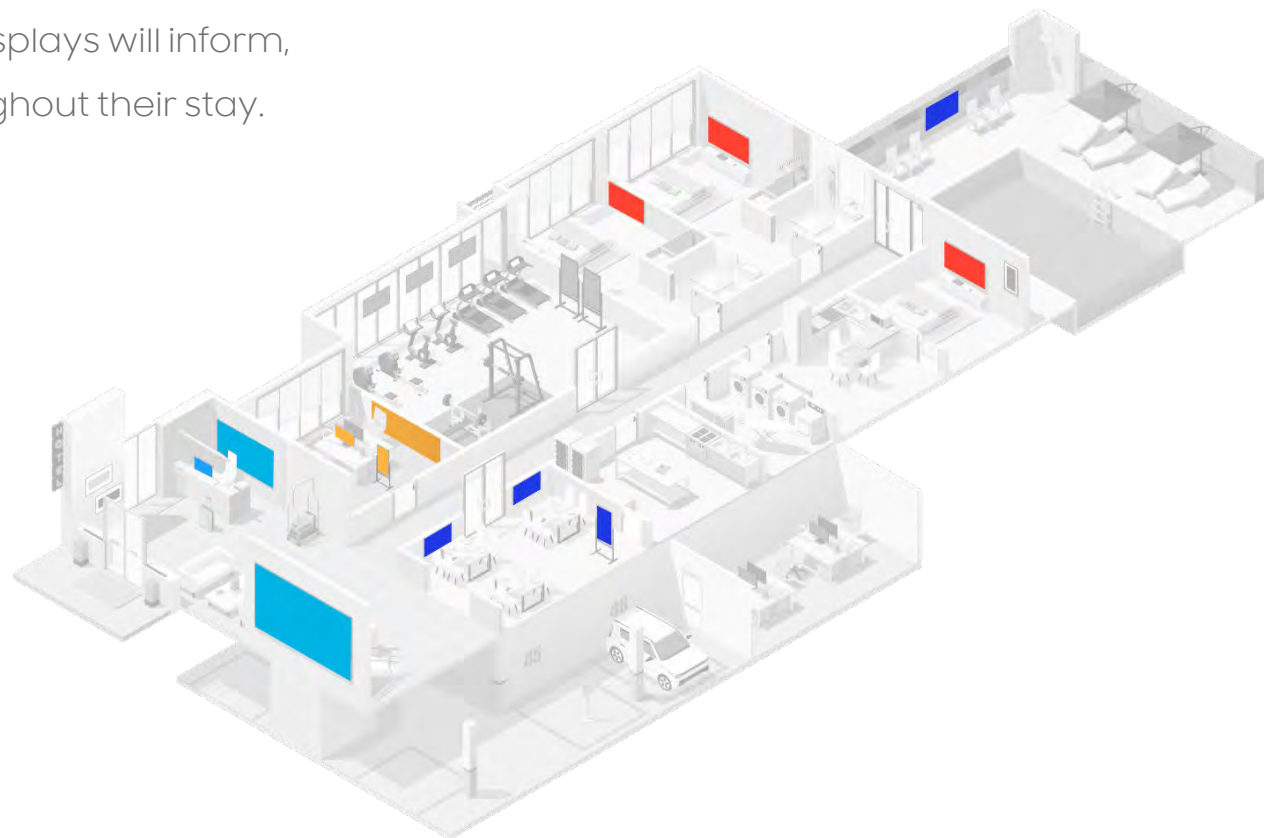
<sup>2</sup>Suitable Internet bandwidth required to support streaming capabilities.



# What Samsung offers



From check-in to check-out, Samsung displays will inform, entertain and impress your guests throughout their stay.





# Entrance and Lobby



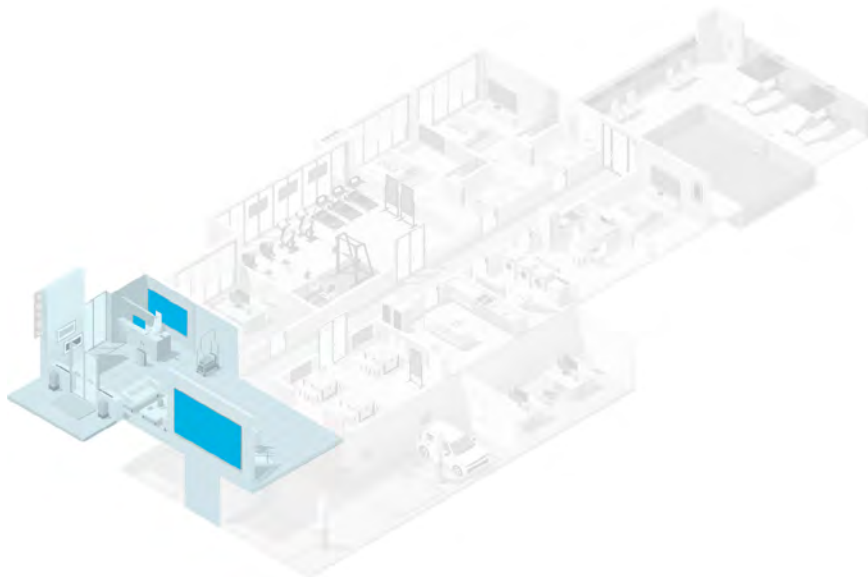
First impressions last. Welcome your guests from the very beginning with our vibrant displays.

## Exterior

Maximise the performance of outdoor displays. Dazzle your guests with vibrant large-scale LED displays and leave a lasting impression.

## Reception

Set the tone at check-in with captivating and vibrant displays in lobbies and registration areas. Power staff productivity at reception with wide-screen, ergonomic, high resolution business monitors. Our interactive displays will effortlessly guide your guests around your premises.



# Food and Beverage



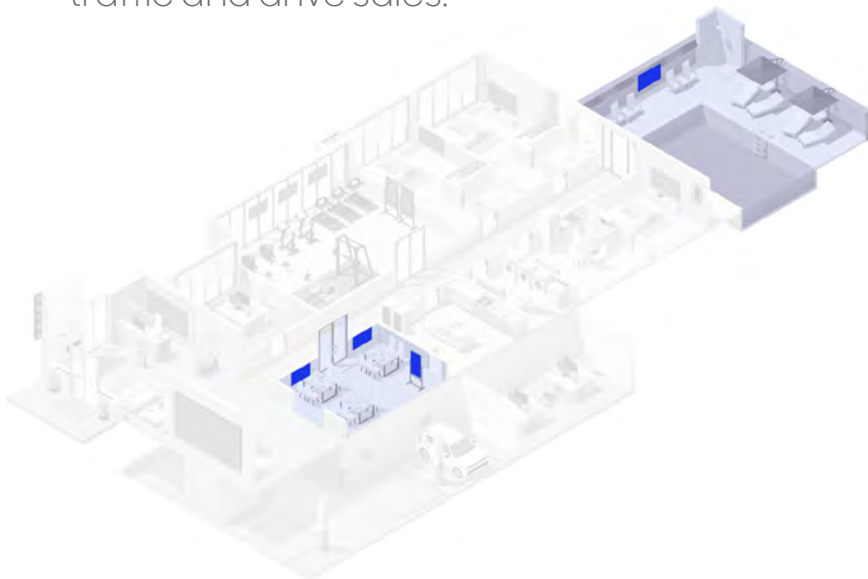
Drive engagement and entertainment. Enrich your entertainment areas with displays that are designed to increase traffic and drive sales.

## Services and retail

Enrich and promote your retail and dining areas with video walls, indoor and interactive displays designed to increase foot traffic.

## Bars and restaurants

Promote incremental revenue opportunities like happy hour and dining menus on customisable displays in bars and restaurants.



## Outdoor areas and beer gardens

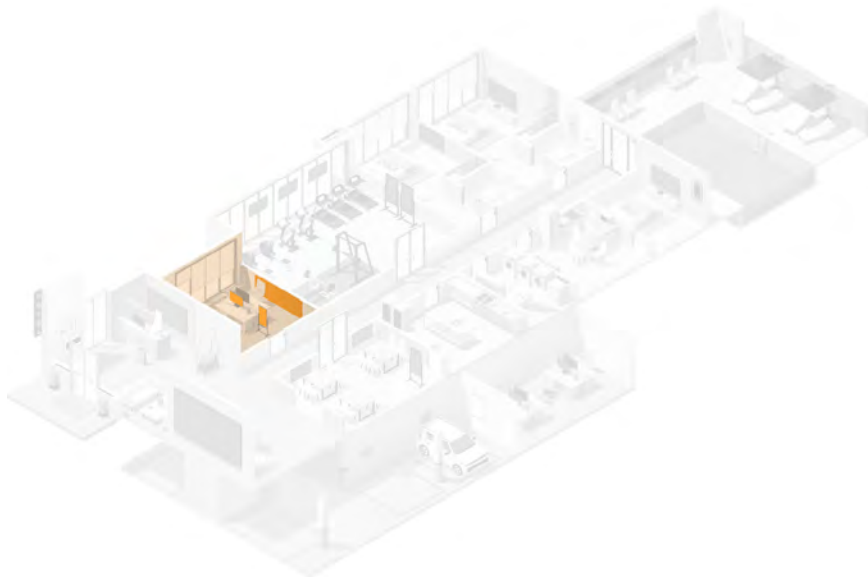
Deliver bright, creative messages on outdoor displays, such as The Terrace.





# Meeting spaces

Collaboration meets creativity with innovative large displays and video conferencing for your business guests.



## Meeting rooms

Innovative large displays and video conferencing tools give business guests the power to collaborate and be productive from anywhere.



## Conference rooms

Transform any space with high impact, immersive Video Wall and video conferencing tools. This will make sure that all participants see every crucial detail.



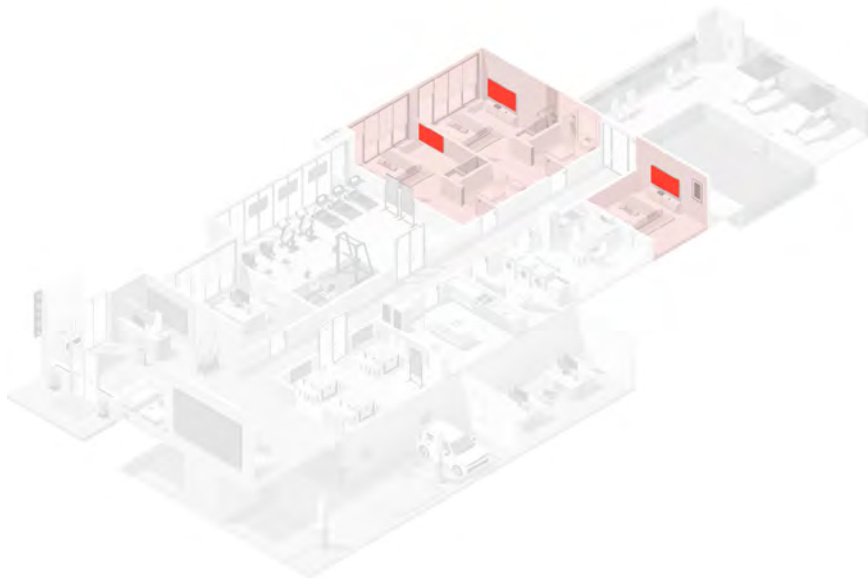
## Boardrooms

Enjoy a viewing experience like no other. The Wall is the definitive centerpiece for any boardroom. This display's advanced LED technology delivers jaw-dropping picture quality in an awe-inspiring scale, in a seamless sophisticated design.



# Hotel Rooms

Inform and entertain. Create new in-room experiences for your guests.



<sup>1</sup>3rd party PMS (Property Management System) integrated POS systems and compatible software required. Suitable Internet bandwidth required to support streaming capabilities.

<sup>2</sup> Samsung will provide a collection quote for non-metro areas. Available to those replacing Samsung TVs with new Samsung Hospitality TVs.

## Standard rooms

Powered by Samsung hospitality solutions, in-room TVs can provide personalised hotel info, activities and services – including room service, menus and check-out, from a centralised remote management system.<sup>1</sup>



## Suites

TV when it's on. Art when it's off. The Frame is a TV with an elegant, customisable frame that seamlessly blends into the décor of any guest room, and switches into Art Mode when not in use.



## Connect rooms

In-room Samsung Tablets provide an exciting, interactive hospitality solution. The software is easily customised to your brand, delivering unique content, increased revenue opportunities and a seamless technology experience for your guests.<sup>1</sup>

**Sustainability:** When you upgrade to Samsung Hotel TVs, you'll benefit from our TV recycling service. We also provide free collection for Brisbane, Sydney, and Melbourne metro areas.<sup>2</sup>





# Contact us for all your Hospitality needs

Enquire now and we'll be in touch soon:

[samsung.com/au/business/display-opt-in](https://samsung.com/au/business/display-opt-in)

Alternatively, contact us on:

T: 1800 31 32 33

E: [businessdesk@samsung.com](mailto:businessdesk@samsung.com)