

Five IT Considerations for the Media-Centric Hotel Room



The New Focal Point

The TV is the design and media center of the hotel room. It's the first thing your guests see and has the greatest impact on the overall impression of an establishment. Hoteliers must meet or exceed the technology that their guests already have in their living rooms.

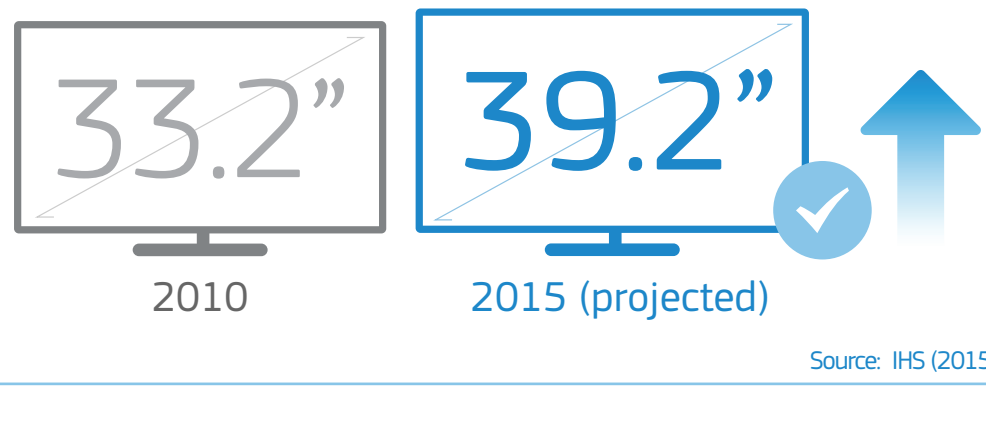
1 Design

TV design for hoteliers comes down to maximizing the experience and providing a living room environment within the constraints of room size and setup.

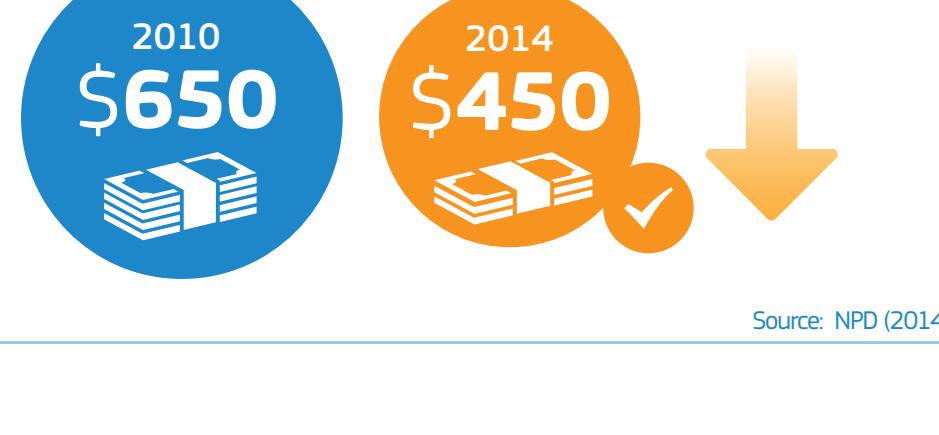


Design & Industry Trends

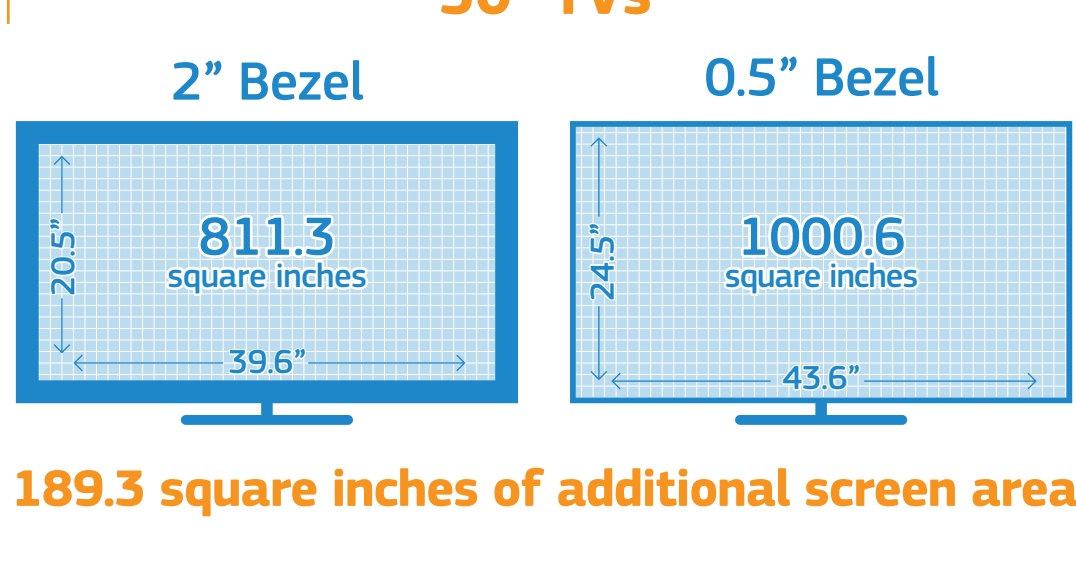
Average Unit Screen Size



Average Unit Pricing Costs



More Visible Image, Same Footprint



The Consumer Electronics Association provides simple guidelines to easily determine the ideal screen size for a given room:

- 1 Viewing distance in feet
- 2 $10' \times 12' = 120''$
Convert to inches
- 3 $120'' / 3 = 40''$ minimum
Divide by three for minimum size
- 4 $120'' / 2 = 60''$ maximum
Divide by two for maximum size

Optimum TV screen size is between 40 and 60 inches.

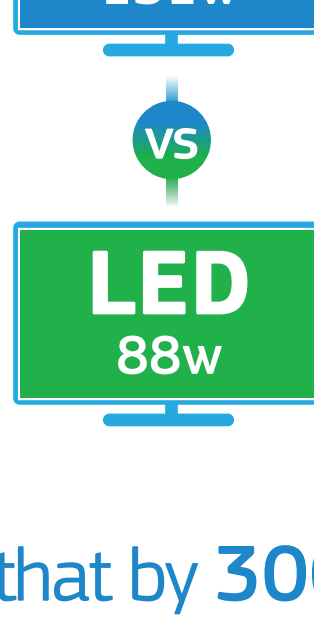
2 Technology

Implementing the latest display technologies helps reduce energy consumption, providing cost savings that can add up.



Quantifying the Savings:

45" TV running for 5 Hours



LED TVs TCO Savings up to 30%

300x Now multiply that by 300 rooms...

LCD Annual Electricity Cost of CCFL-backlit LCDs: **\$6,264.00**

LED Annual Electricity Cost of LED-backlit LCDs: **\$4,518.00**

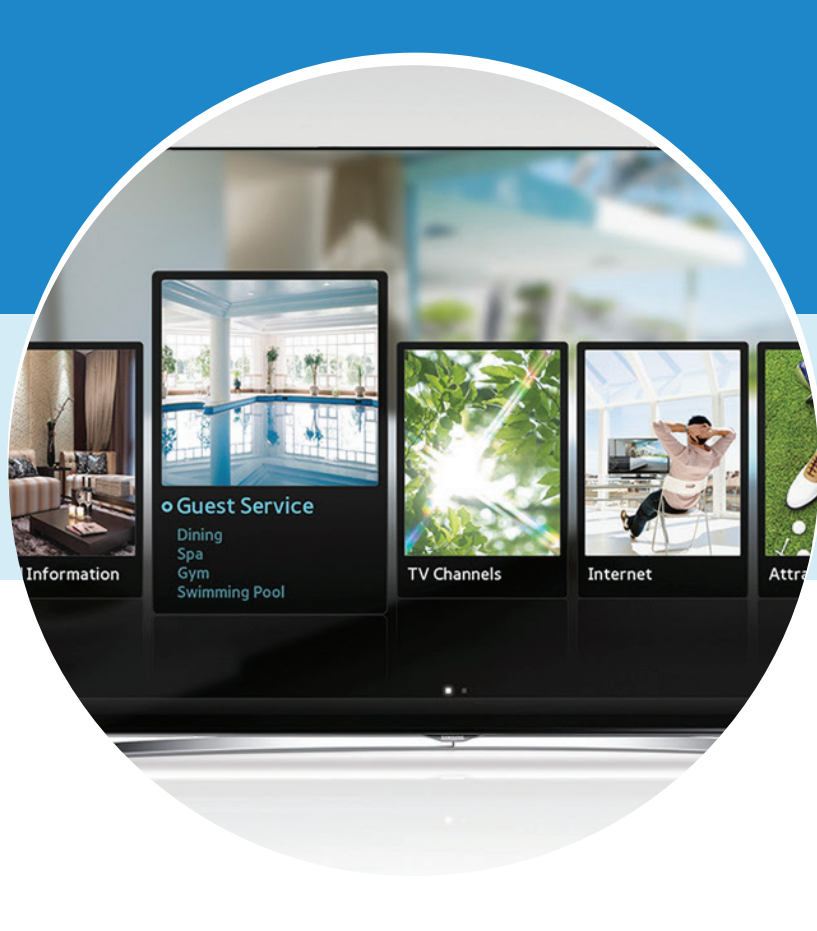
LED-Backlit Saves **\$1,746**

(Average simulated hotel environment)

Based on comparison between Samsung LED and previous generation LCD models.

3 Smart/Internet Connected TV

Keeping up with consumer expectations for a Smart TV experience is critical to guest satisfaction.



54% of Americans projected to have Internet-connected TVs in their homes in 2015

16% of hotels have Smart or IPTVs in guest rooms

VS.

40% of Americans homes subscribe to streaming video services

VS.

In-room bandwidth and video-on-demand are top two areas of dissatisfaction for hoteliers

Source: Nielsen (2015)

Hospitality Technology Magazine (2015)

4 Content Management

Unleashing the best content available requires the proper digital rights management (DRM) and infrastructure.



Effective **DRM** solutions are necessary to provide the latest content. Utilize DRM to save money, increase reliability, enhance quality, simplify administration/remediation.

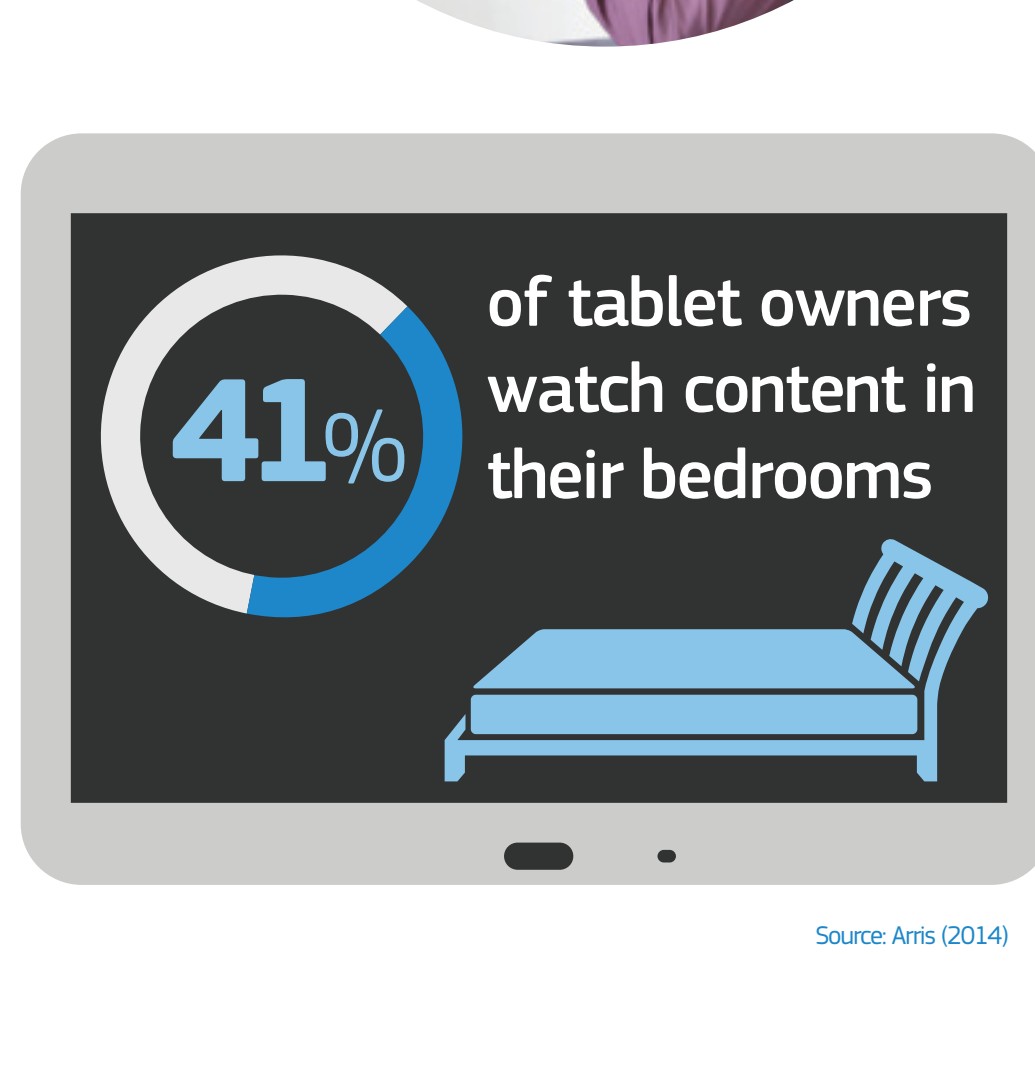
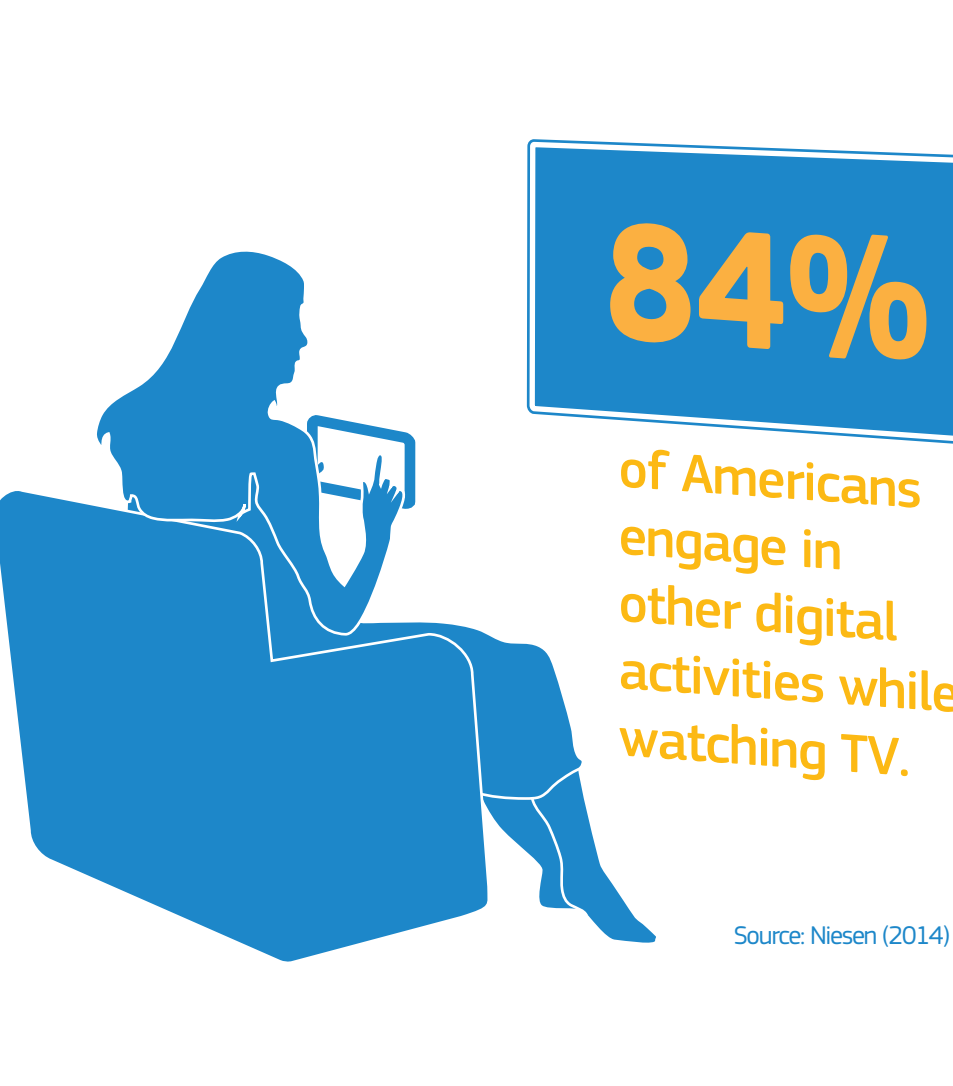
Benefits of IP vs. Coax

- ✓ Eliminates Set-Top Boxes
- ✓ Cost Effective
- ✓ Simplifies Install
- ✓ Future-Proof
- ✓ Centralized Management/Updates

unlocking content options

5 Mobile Device Support and Screen Sharing

Growth of the "Second Screen" Built-in screen sharing technologies allow users to bring their own media and eliminate the need for hotels to supply in-room speakers and docks for mobile devices.



1 Web Surfing

2 Social Media

3 Shopping

Top 'Second Screen' Activities



Source: Nielsen (2014)

To learn about Samsung's line up of Smart Hospitality TVs with energy-efficient LED technology and interactive content management solutions, visit samsung.com/hospitality