Are You Delivering on Guest Demands for Smart TV?

New Samsung 694 HTV Series Enables Coax-Wired Hotel Properties to Get Smart

For today's digitally savvy consumers, a Smart TV is no longer simply "nice to have" in a hotel room – it is a must-have. However, there's been a roadblock to offering Smart TV for the large majority of existing hotel properties—until now. With the release of Samsung's 694 Series of Smart Hospitality TVs, which operate over coaxial networks, hoteliers can install Smart TVs without the cost (and headache) of IP/Ethernet rewiring.

Digitally Savvy Hotel Guests Not Only Want, But Expect Smart TV

Smart hoteliers recognize this:
43% of hoteliers say keeping pace with rapidly escalating guest expectations is their top challenge.*
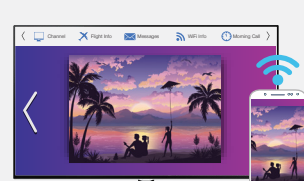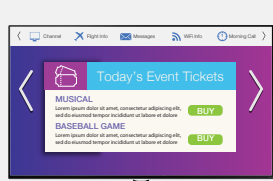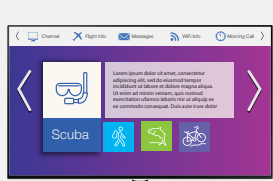
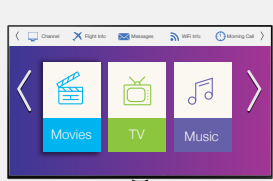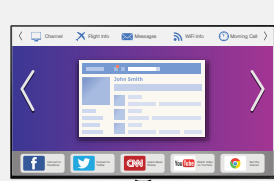### Top Smart Hospitality TV Benefits

Check social media	Stream music, movies, or TV shows	Research activities or places to visit	Make show reservations	Display photos and videos from their own devices

Smart TVs: The Go-To Tool for Personalizing the In-Room Experience

Using centralized property management software, hoteliers can serve up personalized content, such as upcoming dinner or spa reservations, or allow guests to review their folios and check out directly from their TV. Smart TVs can even let guests control the lights, room temperature, and drapes via their remote control.
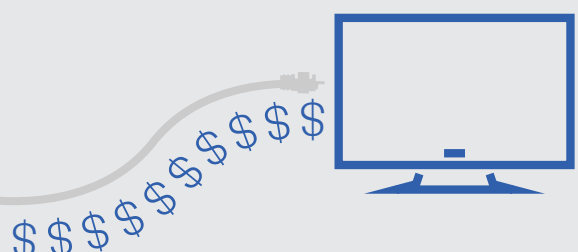
In-room checkout

Smart room controls

Personalized content

But Technology Constraints Have Held Back Smart TV Adoption

With all the benefits of Smart Hospitality TVs, why do fewer than 1 out of 5 hotels currently offer Smart TV to guests?*

Because until now, Smart Hospitality TVs have required wired Ethernet, and replacing the coaxial cabling that runs throughout most hotel properties is costly and disruptive.

Samsung's 694 Series HTVs Eliminate Costly IP/Ethernet Rewiring

✓ Stay competitive with newer, high-end interactive hospitality TV features

✓ Avoid the cost (and headache) of rewiring with dedicated IP/Ethernet wiring

✓ Offer guests a complete platform for a premium in-room experience with an at-home feel

All-in-one-modem solution:
- Embedded DOCSIS® 3.0** (Data Over Cable Service Interface Specification) modem technology

Compatible with CMS:
- Supports content management solutions, such as LYNK REACH and H-Browser
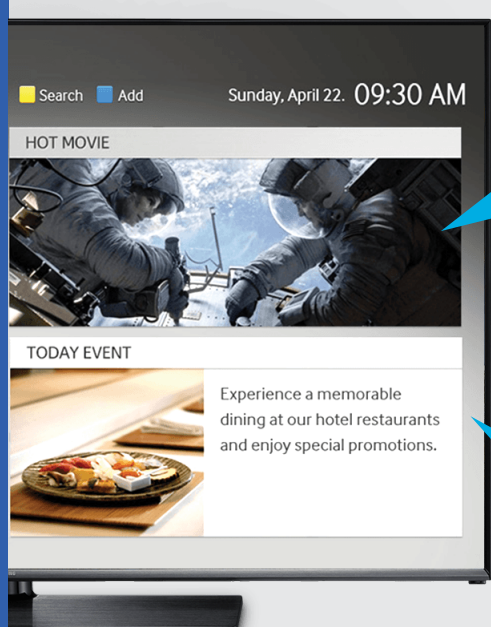
Easy content management:
- Centralized content control saves money, increases reliability, and simplifies administration and/or remediation

Slim direct-lit LED display:
- Energy savings advantages of LED technology and uniform brightness typical of CCFL displays