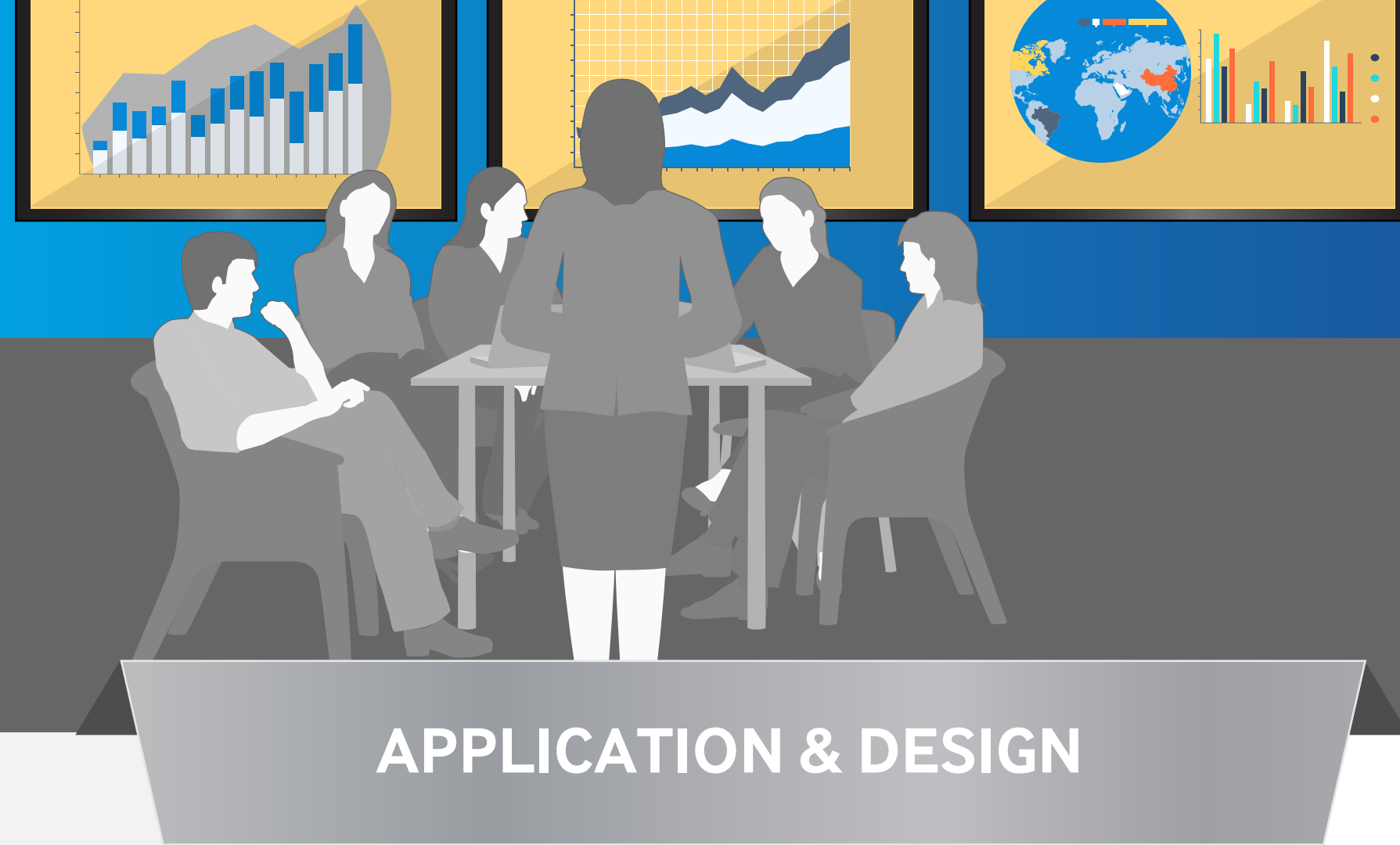


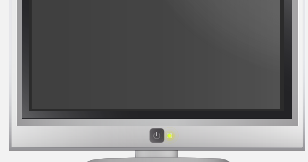
CLEARING UP THE STATIC BETWEEN CONSUMER TVs AND COMMERCIAL DISPLAYS

Buying the right display for your business is not an easy decision. Display location, content, lighting conditions and hours of operation are all things to consider when creating the perfect solution. Samsung commercial-grade displays are specifically designed to meet the needs of various businesses in a variety of environments, ensuring content and information comes across as intended. Some decision makers are attracted by the retail price point of consumer TVs and end up missing out on key benefits of using digital displays in a professional setting. Before making a decision that will impact how others will view your business, take a look at how commercial displays will help you send the right message.



APPLICATION & DESIGN

CONSUMER TVs



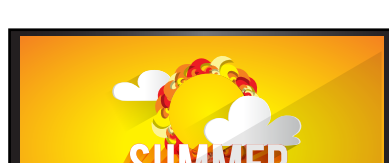
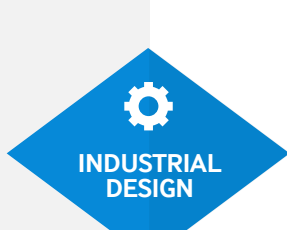
VS.



COMMERCIAL DISPLAYS



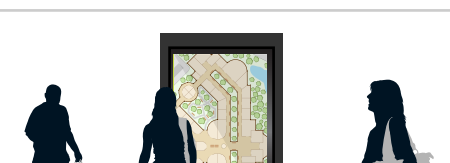
Chassis designed more for aesthetics, generally aren't appropriate for business settings



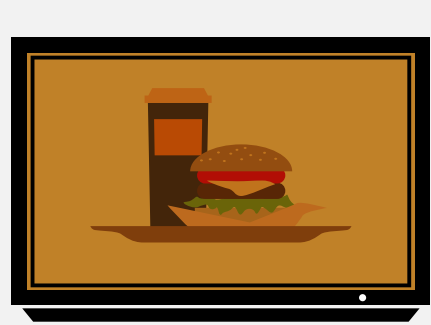
Designed with clean, symmetrical lines and sometimes don't include the manufacturer's logo



Designed for residential use



More ruggedly constructed for high-traffic areas ranging from conference rooms to public spaces



Brightness levels built for in-home environments - typically limited to 350 cd/m2



Brightness levels built for high-ambient light conditions - ranging from 350 to 2,500+ cd/m2

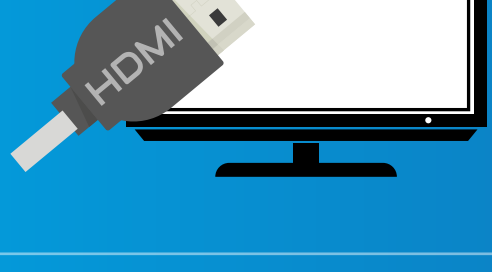


Designed for use as a television, primarily for TV content and consumer electronics



Are designed to simultaneously display both broadcast TV and promotional content

CONNECTIVITY & CONTROL



Consumer TVs focus on HDMI connectors and are generally **limited on availability of other input types.**

Commercial displays have expanded **input panels** with a wider variety of inputs (VGA, DVI, Display Port, HDMI and can also include video-loop out).

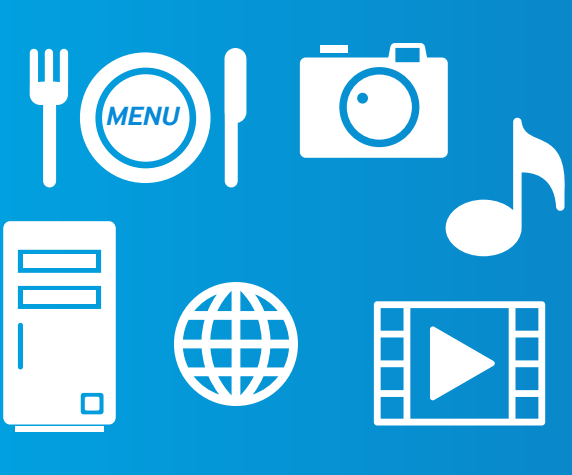


Consumer TVs typically don't include **RS232 control**. If it is included, it is typically limited to on/off and perhaps input switching. **Commercial displays have full RS232 and RJ45 control**, enabling control panel or remote display management.

Consumer TVs don't have IR or front panel lock out, leaving TVs vulnerable to pranksters.



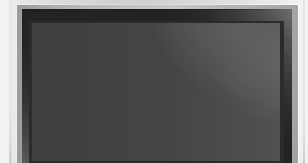
Commercial displays have **IR and remote lock out.**



Commercial displays have options for PC Modules or come with **built-in digital signage media players**

RELIABILITY

CONSUMER TVs



VS.



COMMERCIAL DISPLAYS



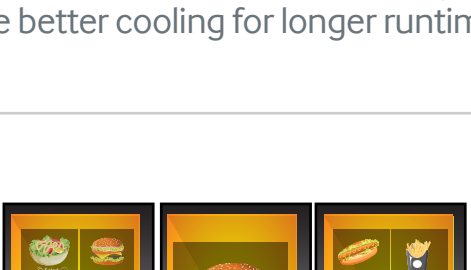
Designed to run 6 - 8 hours per day, limited onboard cooling



Built to run from 16/7 to 24/7 hours per day, have better cooling for longer runtimes



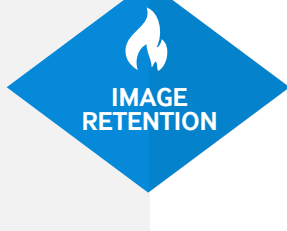
Not designed to support cooling needs while in portrait mode



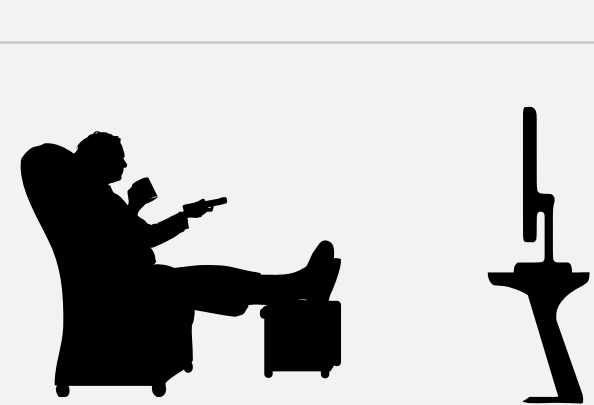
Enabled to support portrait mode



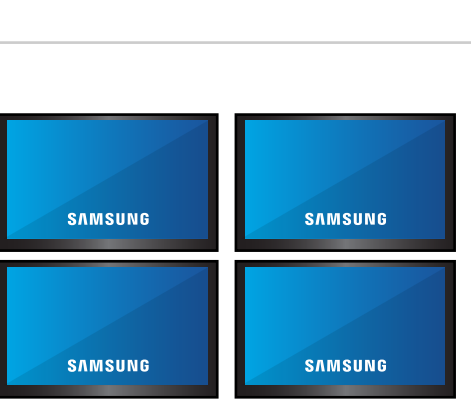
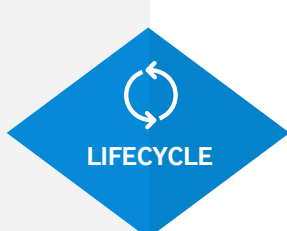
Develop image-retention issues



Leverage technology protecting against image retention

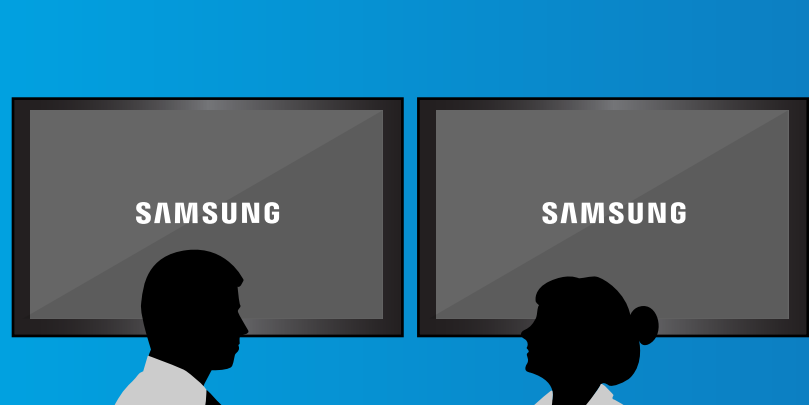


Chassis design changes frequently, meeting needs of residential users, not business clients



Maintain longer lifecycles of industrial design, enabling a cleaner, more consistent deployment

SERVICE & SUPPORT



While consumer TVs are sold through retail stores with limited after sales support, **commercial displays are sold by authorized Samsung partners and supported by SAMSUNG.**



Although consumer TVs can come with a limited, 1-year, over-the-counter warranty, **commercial displays offers a superior 3-year onsite warranty featuring Enterprise post-sales support.**