



2012 LED Hospitality Product Portfolio



- 720p
- 1080p

Interactive TV / SMART TV for Hotel

LED 590, 790, Edge-Lit 790

- Samsung LYNK™ - DRM
- CMS (Content Management System)
- H-Browser
- Ultra-thin design: 1.85" deep (790)
- RJ-12 with IR pass-through
- EPG (Program Guide)
- Pro:Idiom™ MPEG4 H.264
- Auto-Motion Plus 120Hz (790)
- REACH/Management Solution
- Swivel 20/60/90 degrees w/ lockdown hardware
- 3 HDMI
- Energy Star 5.3
- Bathroom Speaker
- Wireless LAN Built-in
- AllShare™
- Web Browser



Samsung LYNK™, Pro:Idiom™ & b-LAN™

LED 477/577 (b-LAN™ LED 478/578)

- Samsung LYNK™ - DRM
- b-LAN™
- Full HD1080p (26", 32": 720p)
- RJ-12 with IR pass-through
- Pro:Idiom™ MPEG4 H.264
- REACH/Management Solution
- 3 HDMI (26" - 2 HDMI)
- Swivel 20/60/90 degrees, 32" w/ lockdown hardware
- Energy Star 5.3



Samsung LYNK™ Technology

LED 470 (720p), 570 (1080p)

- Samsung LYNK™ - DRM
- HD720p (39", 40", 46": 1080p)
- RJ-12 with IR pass-through
- 3 HDMI (26" - 2 HDMI)
- REACH/Management Solution
- Swivel 20/60/90 degrees, 32" w/ lockdown hardware
- Side A/V
- Energy Star 5.3
- 22" - Edge-Lit 1080p*



LED TV Features and Benefits for Hospitality



Model: HG55NA790MFXZA

Samsung has brought the best to its entire hospitality lineup. Samsung has retained its position as the #1 HDTV brand in the United States through an unwavering commitment to product innovation, technology leadership and award-winning design. A leader in LED technology, Samsung's premium LED products put any hotel in the best light possible and deliver an unparalleled guest experience. Samsung offers a full range of energy-efficient flat panel TVs with best-in-class picture quality and value. These stylish, brighter and more energy-efficient HDTVs will keep your guests impressed and entertained. Available in a wide range of sizes, all Samsung hospitality TVs support the most recognized hotel industry technologies, including Samsung LYNK™ (DRM), Pro:Idiom™, b-LAN™ for Lodgenet, Volume Limiters, Front Panel Lockout, Menu Display Lockout, Hotel Custom Logo/Welcome Message, and Channel Remapping, just to name a few. Samsung brings innovative, value-added products to the hospitality market that enhance the guest experience. *(Please see model specs for details.)*

Hospitality 2012 Highlights

Entire 2012 Hospitality Lineup Will Be LED

- Samsung will leverage our command of LED technology to produce Hospitality TVs with superior picture quality and lower total cost of ownership

Samsung LYNK™

- Software-based DRM solution integrated into all Samsung 2012 Hospitality TVs
- Advanced partnerships and license agreements being finalized for all major end manufacturers and end providers

Remote Enhanced Active Control for Hotels (REACH/Management Solution)

- Coaxial based solution designed to provide centralized TV controls, basic static content management capabilities and Interactive Program Guide information
- Targeted for the hotelier with coaxial cable infrastructure and new Samsung Hospitality TVs
- Entire 2012 Hospitality TV lineup will support REACH/Management Solution

Content Management Solution (CMS)

- IP-based solution designed to provide enhanced HTML and rich text, dynamic content management capabilities
- Incorporated use of Samsung Hospitality Widget Library (e.g., Facebook, Twitter, AccuWeather, Google Maps)
- Targeted for the hotelier with IP-enabled infrastructure and Samsung's Interactive TVs

H-Browser

- True IP TV enabled solution, utilizing embedded IP functionality, designed to interface directly with a VOD solutions head end (on premises or off)
- Both Free to Guest and VOD content delivered via IP cabling to Samsung's H-Browser-powered TVs



©2012 Samsung Electronics America, Inc. All rights reserved. Samsung is a registered trademark of Samsung Electronics Co., Ltd. All products and services are manufactured and/or provided by Samsung. Please refer to the applicable brand specifications for your property prior to purchasing products. HOS-HOSPITALITYB2BFLY-NOV12T

(800) 709-8731

www.directvideotv.com
sales@directvideotv.com