



# Samsung Hospitality Displays

## HE890W

Deliver immersive realism, superior entertainment and excellent manageability with Ultra High Resolution Curved Hospitality Display

- The High-end flagship displays with sophisticated design and guest-centric capabilities ideal for luxury hotels
- Provide a More Memorable, Upscale Guest Experience through UHD Resolution and Curved design
- Slim, stylish and exclusive real metal bezel design adds ambience to the hotel room while maintaining guests' focus on on-screen content
- Simplified management of hundreds of in-room displays through the LYNK REACH 4.0 solution's centralized server
- Deliver in-room content with heightened security through integrated LYNK DRM functionality
- Display and enjoy content from compatible personal devices through wireless content sharing



## **Optimized Curvature Elevates In-Room Guest Experience through an Immersive and Interactive Display**

Guests of five-star and above hotels and premium hospitality environments expect only the most luxurious accommodations during their stay. This includes in-room technology, creating a great opportunity for tech-savvy and forward-looking hotel managers to transform the guest experience.

Samsung's HE890W Curved UHD Series offers a unique combination of innovative design and display technologies – including realistic picture quality and interactivity – that complement your sophisticated brand and respond to the expectations of your valued guests. Featuring a cutting-edge real metal bezel design and curved Ultra-High Definition (UHD) resolution, the HE890W displays offer an exceptional viewing experience.

Through the LYNK REACH 4.0, hotel managers can connect HE890W Series with IP infrastructure to simplify guest communication. LYNK REACH 4.0 enables hotel IT managers to remotely program individual TVs or groups of TVs with custom content. As a result, the HE890W Series eliminates the expenses of both requiring hotel staff to visit individual rooms and maintaining a separate set-top box (STB) to provide updates and interact with guests.



## Immersive Realism, Superior Entertainment through Curved Display

Samsung's advanced curved display technology elevates standard in-room TV viewing into a realistic and captivating experience. Designed to match the natural curve of the human eye, the HE890W Curved Series enables guests to watch on-screen entertainment from an optimal viewing distance for a uniform and balanced presentation from all areas of the screen. The display's edge-to-edge curve creates a panoramic effect that extends realism and immersion across a wider and fuller field of view. Furthermore, the display's natural curvature enhances viewer eye comfort. As a result, guests can enjoy the HE890W Curved Series' superior picture quality and entertainment-enhancing features for longer periods of time.





## Provide a More Memorable, Upscale Guest Experience through UHD Resolution

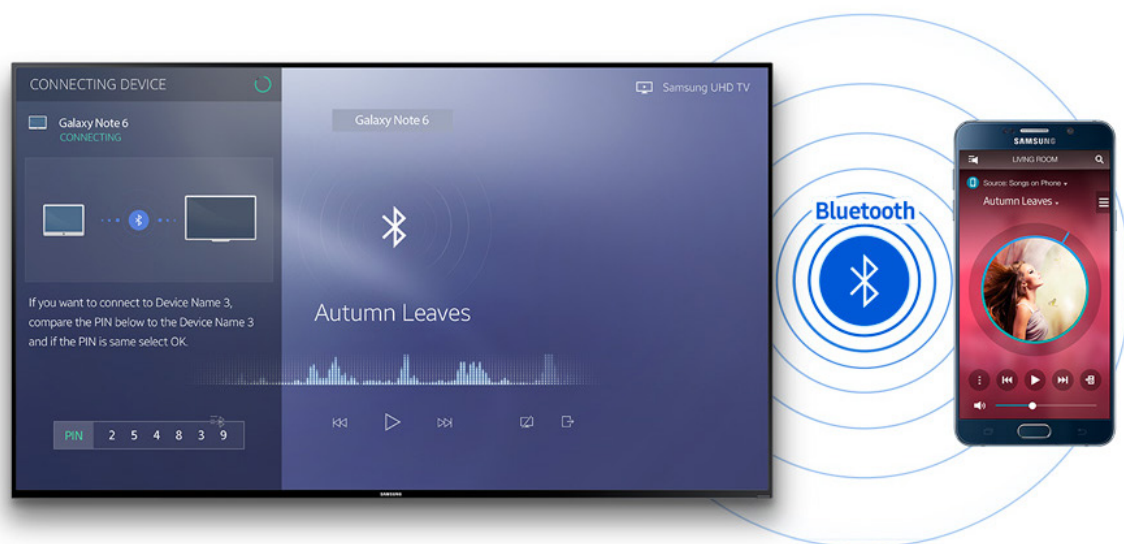
Guests accustomed to excellent picture quality and clarity at home expect the same viewing experience when staying elsewhere. This has led to a growing popularity of UHD in hospitality environments. Samsung's HE890W Series delivers this enhanced viewing experience by providing premium and luxury hotel guests exceptionally vivid and detailed images. Featuring UHD resolution (3840 x 2160) that delivers four times the pixels of FHD formats, the HE890W Series showcases each image's most intricate details for a brilliant and realistic picture.



## Enjoy More Efficient Installation through Improved Plug-and-Play Capabilities

In a busy hospitality environment, time spent on display installation and maintenance is time that could otherwise be devoted to more critical growth-related activities. Through advanced plug-and-play settings, hotel managers can activate hundreds of in-room displays with minimal effort required. Operations teams simply have to navigate three basic launch settings to synchronize multiple displays and servers while also defining connectivity and language needs:

- **Basic Setup:** A user-friendly interface lets hospitality managers define the language, picture and tuning, and clock settings.
- **Cloning Mode:** To further enhance multi-display control, hotel managers can replicate communication and content delivery functionalities across all on-site displays. Once the cloning process is complete, users can activate their displays without requiring any further installations or compatibility confirmation.
- **Factory Mode:** Hotel managers additionally can customize advanced display operations, such as audio parameters and connectivity settings, through an easy-to-access factory mode portal. The plug-and-play functionalities also enable certain non-hospitality environments to enjoy the same content and system management benefits.
- **Commercial TV Mode:** A unique Commercial Mode setting accommodates the specialized requirements of commercial users, such as government and education entities, without compromising performance.



## Expand Personal Music Streaming Capabilities through Bluetooth Connectivity

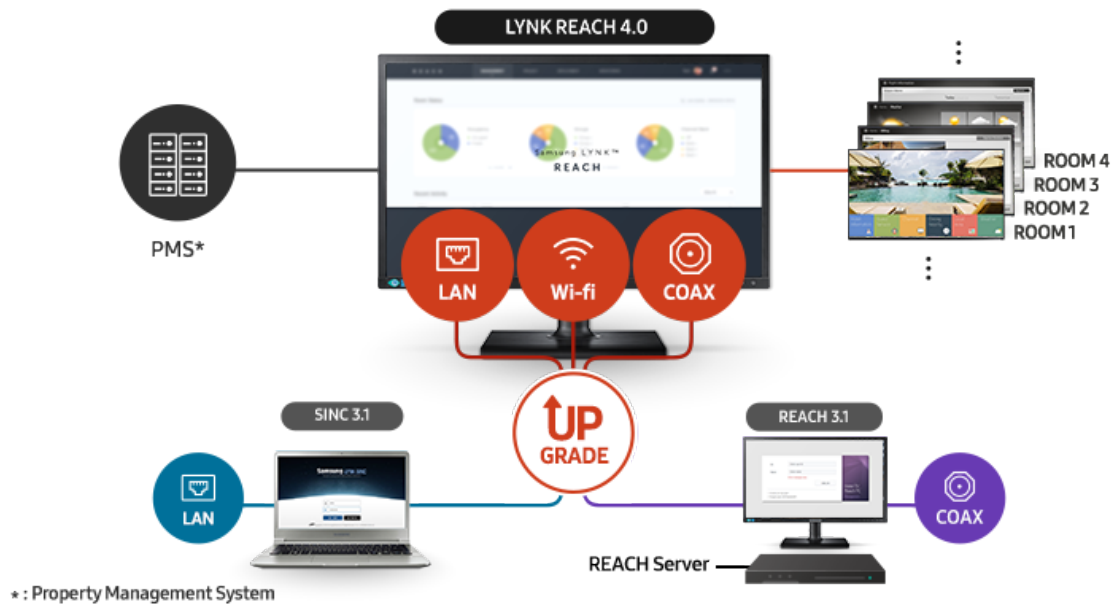
While some hotels offer mobile device-compatible in-room audio decks to amplify guest entertainment, these platforms often can prove costly and burdensome if stolen or broken. Through embedded Bluetooth connectivity, Samsung's HE890W displays transform into an all-in-one entertainment center that delivers the same convenience with less maintenance required. Once connected with guests' mobile devices, the HE890W display becomes an audio player complete with an easy-to-navigate screen and powerful speakers. By enabling guests to quickly access and play their favorite songs and sounds, the HE890W's Bluetooth functionality adds to a differentiated in-room experience resembling what guests would expect at home.



## Extend Content Viewing Arenas through Wireless Device-to-Display Connectivity

Samsung's HE890W displays elevate the guest experience by serving as an in-room, multi-device entertainment hub equipped with a host of customized viewing features. The displays' integrated Software Access Point (Soft AP) functionality provides secure private wireless connections between TV and up to 4 mobile devices in room.

Once connected, guests can transfer personal content, including music, movies and photos, from their mobile devices for viewing on the larger display screen with DLNA™. They can also transfer the screen of a mobile device onto the TV with Screen Mirroring without restriction of content type. When Samsung Smart View application is used in the mobile device, guests can transfer their multimedia content to TV more easily. The HE890W's DLNA, Screen Mirroring and Smart View capabilities ensure that mobile content configures smoothly to the display without distortion or restriction. The HE890W's wireless design offers guests greater content interaction flexibility without reducing picture quality or access parameters, giving hotels an extra edge.



## Deliver a differentiated guest experience with the latest Samsung's LYNK REACH 4.0 solution

Hotels can use the latest hospitality management technology to deliver a differentiated guest experience. Samsung's LYNK REACH 4.0 fuses the benefits of its SINC and REACH hospitality technologies to offer a comprehensive content management solution. LYNK REACH 4.0 enhances the guest experience efficiency-enhancing technology and perks ranging from more information delivery channels, convenient communication options and efficient room management. As a unified content management solution, LYNK REACH 4.0 accommodates LAN, WIFI and coaxial infrastructures to amplify hotel management, monitoring and guest service functions. Transferred by proprietary management server (PMS) and customized templates, hospitality users can create and deliver personalized service for a more memorable experience. This includes access to a range of IPTV and RF channels, applications and services mirroring what guests expect at home and on their mobile devices. LYNK REACH 4.0 additionally enables two-way communication between hotel management and guests. The solution's efficient remote control capability for in-room display ensures quality service delivery in real-time without in-room labor and maintenance. With optimized network support for a variety of channels, Samsung's LYNK Reach 4.0 helps hotels improve internal communication processes, which in turn provides opportunities to personalize guest experience.





## Streamline Workflow with Real-Time Monitoring and a Central Management Platform

The Samsung LYNK REACH 4.0 solution reduces total cost of ownership for hospitality users with intelligent features that provide real-time monitoring reports and a central platform from which IT managers can remotely manage processes. Hotels can select individual televisions or groups of television and monitor TV and network settings, room and guest information displays and guest check in/out. These capabilities provide an effective way for hotels to save time and effort on labor and maintenance costs, as hotel personnel do not have to visit each hotel room every time a change is required.



## Offer Personalized Service from Check-in through Checkout

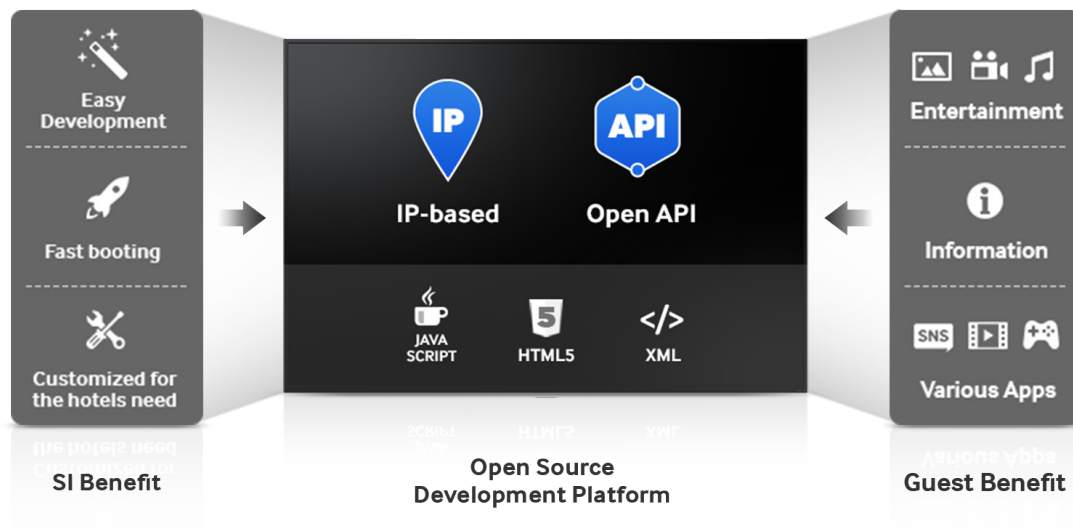
Samsung's LYNK REACH 4.0 platform ensures that guests receive personalized attention and convenient access to on-site amenities and services throughout the duration of their stay.

- At check-in: The LYNK REACH 4.0 server uses the hotel's proprietary management server (PMS) to evaluate guests' unique information and greet them with personalized welcome messages.
- During guest stay: Hotel managers can use data stored within the LYNK REACH 4.0 server to send guests personalized messages relevant to their stay, ranging from restaurant reservation portals to timing for other on-site services.
- Express checkout: LYNK REACH 4.0 highlights and organizes all guest charges within a single screen, enabling a faster guest checkout process that does not require a trip to the lobby.



## Differentiate Guest Experience with Application Access

With LYNK REACH 4.0, hospitality properties can delight guests with the same interactive entertainment they experience with their personal devices on in-room displays. Samsung's Smart Hub provides a gateway to a variety of apps, opening a window to more than just conventional TV channels for guests who qualify. Using Smart Hub, guests can conveniently access social networking apps enjoy music streaming and access the news through the hotel's IP network for enhanced TV content based on their individual needs. Hotels have the control to activate or deactivate app access to provide differentiated service among guest groups.



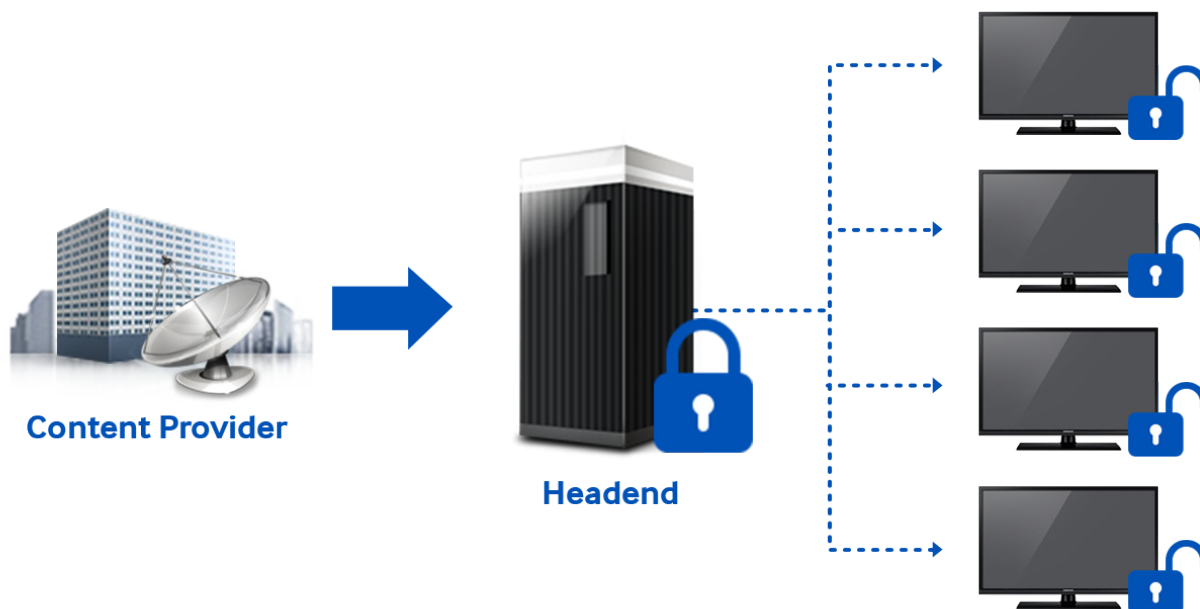
## Leverage H. Browser with powerful Samsung support for customized, interactive solutions

H.Browser delivers the superior in-room entertainment and customized content management services that today's hotel guests expect, along with interactive web services. With H.Browser, hotels do not need to purchase, install and maintain additional hardware such as VoD set-top boxes (STBs). As an IP-based open platform, H. Browser enables Systems Integrators (SIs) to provide fully customizable web browser solutions that deliver premium interactive services and features for both free and VoD content. Because H.Browser is based on Internet programming languages such as HTML5 and Java Script®, SIs can easily develop and quickly deploy robust, customized hotel solutions. Solution development is made possible by Samsung technical support, Samsung's advance display hardware, and Samsung's collaboration with SIs.



**Content Provider**

**SAMSUNG LYNK™ DRM**



## Protect content with advanced DRM technology

Samsung LYNK DRM technology provides a safe and cost-effective alternative to traditional hardware-based content protection systems. The solution allows encrypted live channel and VoD content to pass securely and display on hotel TVs. A software-only implementation, LYNK DRM technology reduces the need for additional equipment and provides quicker recovery for Conditional Access System (CAS) problems. To help ensure system reliability, coverage extends to the enlargement of head-end equipment for cable operators.



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Basic Feature		Hospitality Solution			Convenience Feature		Security		Content Sharing		
Screen Size	Resolution	Home Menu	LYNK™ REACH 4.0	LYNK™ HMS	Multi-code remote control	Improve Plug and Play	LYNK™ DRM	Security Mode	Bluetooth Music Player	Smart View	Screen Mirroring
55", 65"	3,840 x 2,160	•	•	•	•	•	•	•	•	•	•

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## About Samsung

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions.

For the latest news, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).

## For more information

For more information about HE890W

[www.samsung.com/business](http://www.samsung.com/business) or

[www.samsung.com/displaysolutions](http://www.samsung.com/displaysolutions)

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