

SAMSUNG

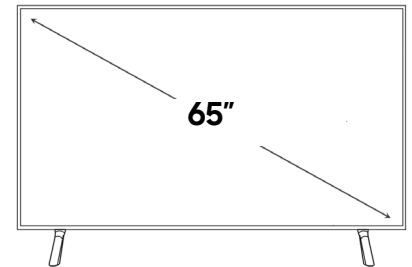
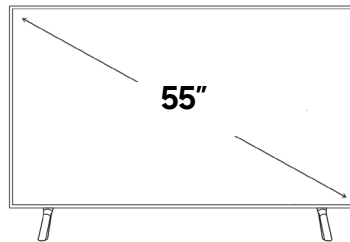
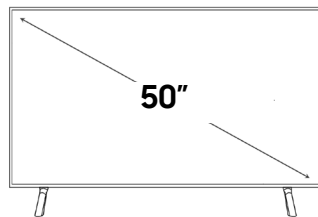
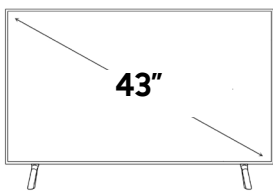


Introducing RU710 Series

New 4K UHD, non-smart,
Pro:Idiom® hospitality TV

Available to sell in March.
Speak to your preferred distributor

Available Display Sizes



BUILD-TO-ORDER

BUILD-TO-STOCK

Qualifies for Buy 10, Get 1 Free Promotion

Speak to your preferred
distributor for pricing

Hospitality TV Model	MAP	MSRP
HG43RU710NFXZA	\$439	\$490
HG50RU710NFXZA	\$509	\$568
HG55RU710NFXZA	\$659	\$736
HG65RU710NFXZA	\$1,159	\$1,292

*Samsung's Standard Minimum Advertised Pricing (MAP) for End User

When should I recommend the RU710 series?

	STANDARD SERIES												PREMIUM SERIES												LUXURY SERIES											
SERIES	NJ470				NJ477				NJ478				NJ670U				*NEW* RU710				NJ678U				NF690				NJ690U							
DISPLAY SIZE (INCH)	32	40	43	49	32	40	43	49	32	40	43	49	43	50	55	65	43	50	55	65	43	50	55	65	32	40	43	49	43	50	55	65	75			
LYNK® DRM	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
PRO:IDIOM®					●	●	●	●	●	●	●	●					●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
B-LAN (SONIFI®)									●	●	●	●									●	●	●	●												
SMART TV																									●	●	●	●	●	●	●	●	●	●	●	●
LYNK® REACH RF	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●					●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
LYNK® REACH IP																									●	●	●	●	●	●	●	●	●	●	●	●
4K UHD													●	●	●	●	●	●	●	●	●	●	●	●					●	●	●	●	●	●	●	●
Swivel Base	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●					●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●



Samsung now provides a non-smart, 4K UHD option that sits in-between the NJ670U and NJ678U series.

These are the primary differences between the three series:



Datasheet is now available!

[Download here](#)



NJ670U SERIES

- 4K UHD Non-smart
- **NO** Pro:Idiom but LYNK DRM enabled
- Swivel Base
- REACH 4.0 (RF) compatibility



RU710 SERIES

- 4K UHD Non-smart
- Includes **BOTH** LYNK DRM & Pro:Idiom
- **NO** Swivel Base
- **NO** REACH 4.0 compatibility



NJ678U SERIES

- 4K UHD Non-smart
- Includes both LYNK DRM & Pro:Idiom
- Includes b-LAN
- Swivel Base
- REACH 4.0 (RF) compatibility