# Samsung HC69x Series

## Slim profile and robust functionality designed for premium hospitality environments

## Highlights

- Create a sophisticated viewing environment with a premium slim design and state-of-the-art technology

- Offer an upgraded guest experience with wireless connection to personal devices

- Customize important hotel content using brand new Samsung LYNK™ SINC 3.0

- Protect content with Samsung's software-based LYNK Digital Rights Management (DRM) technology

- Provide convenient Home Menu for guests even in no-network environments

- Control expenditures with energy-saving features

## Create an enhanced in-room entertainment experience

Owners and managers of premium hotels want to provide the superior quality in-room experience that sophisticated travelers expect. In addition, many premium TVs on the market provide a varied selection of features, but include an interface that is difficult to use.

Samsung HC69x Series displays are integrated, high-performing TVs that include many desirable features and an interface designed for ease of use. These displays contribute to a pleasant room ambiance and superior viewing experience because of their slim, streamlined design. With smart connectivity features, the screens offer myriad entertainment options for guests. Hotel staff members can customize the welcome menu with a straightforward interface. Additionally, hotels can stay on budget with affordable content-streaming options and other cost-saving features.

## Upgrade premium hotel suites with superior display design

HC69x Series displays are designed especially for 4-star hotels. The displays feature a slim design and create an elevated level of sophistication to enhance the ambiance of high-end hotel rooms.

HC69x Series displays feature Samsung's advanced LED technology that yields an ultra-thin profile. The slim profile enables the displays to fit perfectly into tight hotel room spaces and further elevates the in-room decor.

The displays also feature a narrow bezel. Without a cumbersome frame, the displays virtually blend into the background, allowing guests to focus on the images projected rather than the equipment delivering them.

*Figure 1. HC69x Series displays enrich premium hospitality environments with a superior display design.*

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# Convenience features increase ease of management and enhance the guest experience

## Offer flexible entertainment through convenient wireless connectivity

HC69x Series displays transform the guest experience by providing an in-room, multi-device entertainment hub with the following features:

### Smart View

Smart View is an easy TV-mobile interaction feature that enables guests to watch TV channels on a broad range of mobile devices. Smart View TV-to-mobile interaction includes Live Channel Mirroring for all channels using a Samsung GALAXY® device and free-to-air channels (only) using an iPhone. Mobile-to-TV interaction pushes content such as photos, videos and music files through an intuitive interface available on the mobile device to the TV for easy selection and viewing. Mobile-to-TV interaction is not restrictive of the mobile device platform used. Guests can enjoy their mobile contents on the larger in-room TV.

### Screen Mirroring

Screen Mirroring enables guests to share the screen of a mobile device on the TV. This sharing capability includes the screen configuration in addition to content. This means that the TV displays exactly what displays on the mobile device, with no content restrictions.

### AllShare®

AllShare technology, powered by the Digital Living Network Alliance (DLNA), enables guests to play personal content through a wireless connection on their room TVs. Content includes movies, photos and music.

### Soft AP

Soft AP provides a software access point (AP) or hotspot. Up to four devices can connect wirelessly to the AP. Hotel managers can change the signal level and channel of the Soft AP to suit the connectivity environment of different rooms.

## Tailor the in-room display as an information and entertainment hub with a fully customizable content management solution

With LYNK SINC 3.0, hotels can provide guests with a variety of information in a customized display menu. The LYNK SINC solution offers the following benefits:

### Customizable User Interface (UI)

The interface features a content-box type template for flexibility and ease of use. The new interface offers a more detailed grid-type layout that enables hotels to design unique, highly customized home screens that promote branding and impress guests.



Figure 2. LYNK SINC 3.0 UI enables full customization for creating a unique hotel identity

# Wireless, information and channel options satisfy guest requirements

## Efficient Management

LYNK SINC 3.0 provides organizing guests into groups which allows various services such as message, channel and content to be managed per different groups or even to individual guests. The ability to monitor in-room TV status as well as controlling TVs, such as power and firmware update, offers hotels and efficient means to manage their assets. Hotels can create unique channel list and edit customer channel mapping of available channels to tailor channels as hotels want.
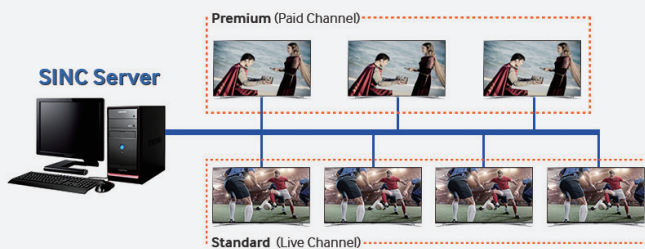


*Figure 3. Hotels can organize guests into groups and manage message, channel and content per different groups or even individual guests.*

## Easy and Convenient Guest Experience

Ease-of-use features include the TV display of all necessary information such as hotel services, tourist information, weather, flight information and so on. Multiple languages are supported.

In addition, Samsung apps and TV features enable guests to use familiar apps through the SINC solution, including Facebook®, Twitter® and YouTube™. Guests can link to content, apps and people with TV features such as Screen Mirroring, AllShare, Soft AP and more.

## Free Weather Information

Weather information can be provided free of charge from third-party service providers of choice. The weather information is automatically updated, providing guest with the latest weather information for planning their outdoor activities.

## Timely Flight Information

Hotels can select airport flight information from third-party service providers of choice. Availability of up-to-date flight information is a great benefit to guests who want to coordinate their checkout time with their flight departure.

## Convenient Messaging Services

Hotels can provide real-time messages for a person or a group of guests based on guest information from a PMS server.

## Linkage of EPG information

EPG (Electronic Program Guide) information for live channels can also be linked with the EPG Broker plug-in module by downloading EPG data from the Samsung Smart Hub, which automatically updates and deploys it to the TVs.

## Enhance content protection with a pure software DRM solution

Samsung LYNK DRM technology provides hoteliers with a protected and cost-effective alternative to traditional hardware-based content protection systems. The solution allows encrypted content to pass safely and to 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. Enhanced functions include support for video on demand (VoD). To help ensure reliability of the system, coverage extends to the enlargement of head-end equipment for cable operators.
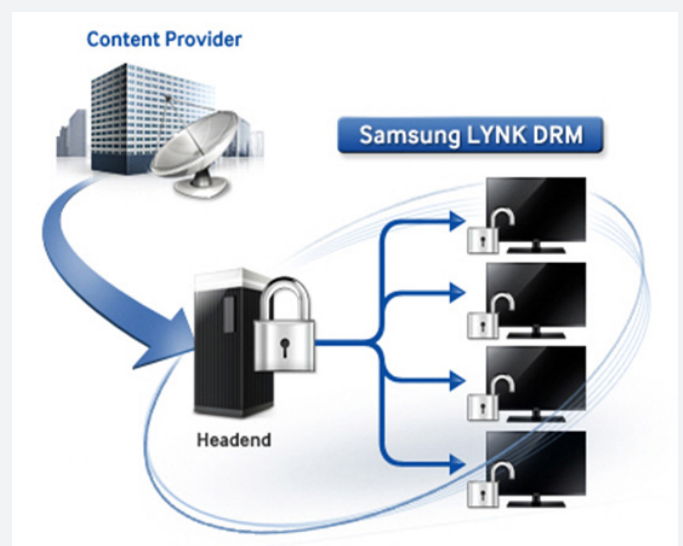


*Figure 4. Samsung LYNK DRM technology allows encrypted content to be passed and displayed safely on hotel TVs.*

# LYNK DRM delivers robust security functions with greater flexibility

## Provide convenience even in a no-network environment

HC69x Series displays offer an alternative way for hotels to enhance guests' convenience. With the Hospitality Home Menu, hotels can provide guests with a simple home screen that displays a live channel stream and shows additional information such as the time and date, a welcome message and hotel information. Easy access to commonly used features is also available from the Hospitality Home Menu. The welcome message, hotel information, and easy access features can be edited from the factory mode. The customizations made to the Home Menu can be easily cloned to a USB, which can then be used to apply the same customization to other Samsung Hospitality Displays.

## Minimize overall TCO with simplified device management and optimized resource management

Samsung Hospitality Displays provide centralized management from a control room, and the convenient and efficient management features provided default also reduce trips to the rooms for display maintenance. Being connected to the hotel's network infrastructure, each in-room display can be monitored and even have the content grouping policy and EPG deployed instantaneously from the control room. The simplified configuration of having just the display that delivers similar convenience without the complexity of an additional set-top box(STB) provides hotels the benefit of one less device to worry about.
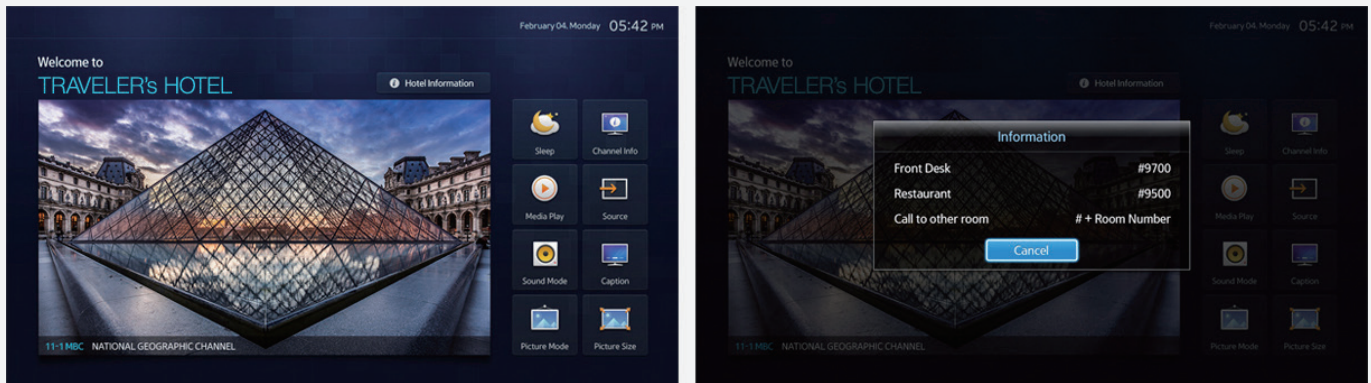


Figure 5. Guests can access the welcome message and hotel information easily through the Hospitality Home Menu

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# Samsung HC690 Series

# HC690

## 28" / 32" / 40" / 48" / 55"



- HG28NC690AF



- HG32NC690DF
- HG40NC690DF
- HG48NC690DF
- HG55NC690EF

**Connectors**
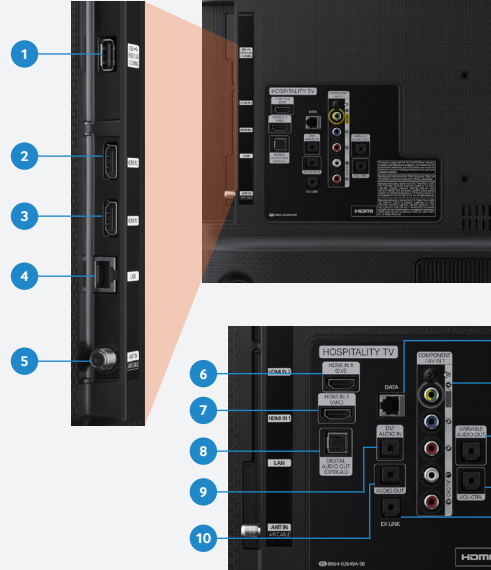


1.  USB
2.  HDMI IN 2
3.  HDMI IN 1
4.  ETHERNET (LAN)
5.  ANT IN
6.  HDMI IN 4 (DVI)
7.  HDMI IN 3 (ARC)
8.  DIGITAL AUDIO OUT (OPTICAL)
9.  DVI AUDIO IN
10. AUDIO OUT
11. DATA
12. COMPONENT IN (Y/Pb/Pr)
13. VARIABLE AUDIO OUT
14. VOL-CTRL
15. EX-LINK

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# Samsung HC693 Series

# HC693

## 32" / 40"



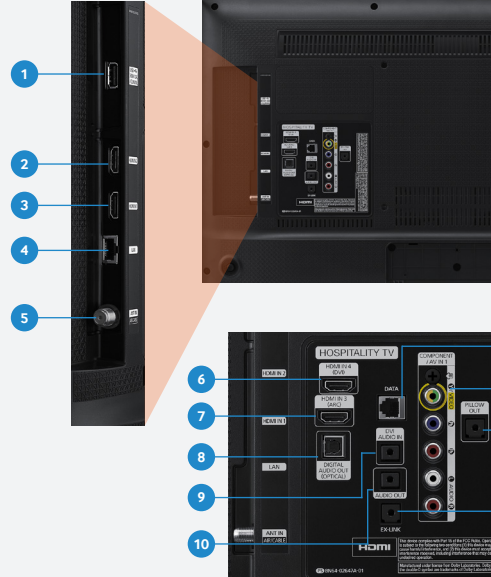- HG32NC693DF
- HG40NC693DF

## Connectors



1. USB
2. HDMI IN 2 (DVI)
3. HDMI IN 1
4. LAN
5. ANT IN (AIR/CABLE)
6. HDMI IN 4 (DVI)
7. HDMI IN 3 (ARC)
8. DIGITAL AUDIO OUT (OPTICAL)
9. DVI AUDIO IN
10. AUDIO OUT
11. DATA
12. COMPONENT / AV IN 1
13. PILLWOW OUT
14. EX-LINK

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# Samsung HC69x Series

## Specifications

| | | 28HC690 | 32HC690 | 40HC690 | 48HC690 | 55HC690 | 32HC693 | 40HC693 |
|---|---|---|---|---|---|---|---|---|
| **Display** | Backlight | LED | | | | | | |
| | Inch | 28 | 32 | 40 | 48 | 55 | 32 | 40 |
| | HD/FHD | HD | FHD | | | | | |
| | Resolution | 1,366 x 768 | 1,920 x 1,080 | | | | | |
| **Video** | Picture Engine | HyperReal Engine | | | | | | |
| | Static Contrast Ratio | 1200:1 | 5000:1 | | | | 5500:1 | 5000:1 |
| | Response Time | 8ms | | | | 6ms | 6.5ms | 8ms |
| | Viewing angle (Horizontal/ Vertical) | 178/178 | | | | | | |
| | Brightness | 250 cd/m² | 350 cd/m² | | | | | |
| | Micro Dimming | N/A | | | | No | N/A | |
| | Wide Color Enhancer Plus | Yes | | | | | | |
| | Auto Motion Plus | N/A | | | | 120Hz | N/A | |
| | Film Mode | Yes | | | | | | |
| **Audio** | Dolby | Dolby MS10 | | | | | | |
| | DTS Studio Sound / DNSe+ | DTS Studio Sound | | | | | | |
| | DTS Premium Sound / DTS Premium Sound 5.1 | DTS Premium Sound 5.1 | | | | | | |
| | 3D Sound | N/A | | | | | | |
| | Auto Volume Leveler | Yes | | | | | | |
| | Speaker Type | Down Firing + Full Range | | | | | | |
| | Sound Output (RMS) | 5W x 2 | 10W X 2 | | | | | |
| | Woofer | N/A | | | | | | |
| | Variable Speaker Output | 4W (Mono, 8Ω) | | | | | - | |
| **Feature** | Smart Hub | Yes | | | | | | |
| | Apps | Yes | | | | | | |
| | Web Browser | Yes | | | | | | |
| | Samsung Smart View | Yes | | | | | | |
| | Voice Control | No | | | | | N/A | |
| | Samsung 3D | No | | | | | N/A | |
| | 3D Converter | No | | | | | N/A | |
| | Wireless LAN Built-in | Yes | | | | | | |
| | AllShare - Contents Sharing | Yes | | | | | | |
| | AllShare - Screen Mirroring | Yes | | | | | | |
| | ConnectShare™ (USB 2.0) | Movie | | | | | | |
| | Wake On LAN | Yes | | | | | | |
| | Soft AP | Yes | | | | | | |
| | BT HID Built-in | No | Yes | | | | No | |
| | USB HID Support | Yes | | | | | | |

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## Specifications

| | | 28HC690 | 32HC690 | 40HC690 | 48HC690 | 55HC690 | 32HC693 | 40HC693 |
|---|---|---|---|---|---|---|---|---|
| **Feature** | TV SoundConnect | No | | Yes | | | No | |
| | OSD Language | | | | English, Spanish, French | | | |
| | Digital Clean View | | | | Yes | | | |
| | HDMI 1.4 3D Auto Setting | | | | No | | | |
| | HDMI 1.4 A / Return Ch. Support (ARC) | | | | Yes | | | |
| | Anynet+ (HDMI-CEC) | | | Yes | | | No | |
| | BD Wise Plus | | | | No | | | |
| | Auto Channel Search | | | | Yes | | | |
| | Auto Power Off | | | | Yes | | | |
| | EPG | | | | Yes | | | |
| | Caption (Subtitle) | | | | Yes | | | |
| | Wake-up Timer | | | | Yes | | | |
| | Sports Mode 2.0 | | | | No | | | |
| | Game Mode | | | | Yes | | | |
| | Picture-In-Picture | | | | Yes | | | |
| | Sleep Timer | | | | Yes | | | |
| **Hospitality Feature** | Hospitality Home Menu | | | | Yes | | | |
| | Samsung LYNK™ REACH | | | | Yes | | | |
| | Samsung LYNK™ REACH Server Compatibility | | | | Yes | | | |
| | Samsung LYNK™ SINC Compatibility | | | | Yes | | | |
| | H.Browser Compatibility | | | | Yes | | | |
| | Hospitality Plug&Play (Easy Set-up) | | | | Yes | | | |
| | RJ 12 / IR Pass Through | | | | Yes | | | |
| | Power on Mode | | | | Yes | | | |
| | USB Cloning | | | | Yes | | | |
| | Logo Display with Time Out Setting (BMP/Movie) | | | | Yes | | | |
| | Welcome Message | | | | Yes | | | |
| | Music Mode (Input : PC/AV/ Component/HDMI) | | | | Yes | | | |
| | Music Mode BackLight on/off | | | | Yes | | | |
| | Auto Source Mode | | | | Yes | | | |
| | Energy Saving Mode(BLU control) | | | | Yes | | | |
| | Pro:Idiom | | | | Yes | | | |
| | bLAN | | | | No | | | |

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## Specifications

| | | 28HC690 | 32HC690 | 40HC690 | 48HC690 | 55HC690 | 32HC693 | 40HC693 |
|---|---|---|---|---|---|---|---|---|
| **Hospitality Feature** | Clock Back Up Supply | | | | Yes | | | |
| | Software Clock | | | | Yes | | | |
| | Multi Code Remote Control | | | | Yes | | | |
| | Screwed Remote Battery Cover | | | Yes | | | No | |
| | Security Mode | | | | No | | | |
| | Smoovie Compatibility | | | | Yes | | | |
| | Sound bar compatibility | | | Yes | | | No | |
| | Samsung LYNK™ DRM | | | | Yes | | | |
| **Input & Output** | HDMI (Side/Rear) | | | | 2/2 | | | |
| | USB (Side/Rear) | | | | 1/0 | | | |
| | Component In (Y/Pb/Pr) (Side/Rear) | | | | 0/1 | | | |
| | Composite In (AV) (Side/Rear) | | | 0/1 (Common Use for Component Y) | | | | |
| | Ethernet (LAN) (Side/Rear) | | | | 1/0 | | | |
| | Headphone (Side/Rear) | | | | No | | | |
| | Headphone ID (Side/Rear) | | | | No | | | |
| | Digital Audio Out (Optical) (Side/Rear) | | | | 0/1 | | | |
| | Audio Out (Mini Jack) (Side/Rear) | | | | 0/1 | | | |
| | PC In (D-sub) (Side/Rear) | | | | N/A | | | |
| | PC/DVI Audio In (Mini Jack) (Side/Rear) | | | | 0/1 | | | |
| | RF In (Terrestrial/Cable input) (Side/Rear) | | | | 1/0 | | | |
| | RS232C | | | Yes (Common Use for RJ12) | | | | |
| | Variable Audio Out (Side/Rear) | | | 0/1 | | | No | |
| | Variable Audio Out Volume Control (Side/Rear) | | | 0/1 | | | No | |
| | RJ12 for External Control (Side/Rear) | | | | 0/1 | | | |
| | RJP Jack (Remote Jack Pack) (Side/Rear) | | | | 0/1 | | | |
| | Pillow Speaker Jack (Side/Rear) | | | No | | | 0/1 | |

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## Specifications

| | | 28HC690 | 32HC690 | 40HC690 | 48HC690 | 55HC690 | 32HC693 | 40HC693 |
|---|---|---|---|---|---|---|---|---|
| **System** | DTV Tuner | ATSC / Clear QAM | | | | | | |
| | Analog Tuner | Yes | | | | | | |
| **Design** | Front Color | Black | | | | | | |
| | Stand Type | Square | | | | | N/A | |
| | Swivel (Left/Right) | N/A | 90/90 | | | | N/A | |
| **Dimension** | Set Dimension with Stand (WxHxD) (mm) | 643.4 x 435.0 x 163.4 | 721.4 x 465.6 x 192.6 | 906.6 x 577.6 x 226.5 | 1,075.1 x 673.5 x 226.5 | 1,230.6 x 762.8 x 226.5 | - | - |
| | Set Dimension without Stand (WxHxD) (mm) | 643.4 x 396.5 x 62.9 | 721.4 x 428.5 x 64.9 | 906.6 x 532.9 x 65.1 | 1,075.1 x 627.6 x 65.5 | 1,230.6 x 718.4 x 64 | 721.4 x 428.5 x 64.9 | 906.6 x 532.9 x 65.1 |
| | Package Dimension (WxHxD) (mm) | 815 x 463 x 108 | 899 x 506 x 113 | 1,100 x 616 x 120 | 1,292 x 730 x 133 | 1,535 x 810 x 145 | 899 x 506 x 113 | 1,100 x 616 x 120 |
| **Weight** | Set Weight with Stand (kg) | 4.1 | 6.4 | 10.7 | 14 | 18.6 | - | - |
| | Set Weight without Stand (kg) | 3.7 | 5 | 7.8 | 11.1 | 15.7 | 5 | 7.8 |
| | Package Weight (kg) | 5.6 | 7.5 | 12.3 | 17.5 | 23.0 | 6.6 | 9.4 |
| **VESA** | VESA Mount (mm) | 100 x 100 | 200 x 200 | 200 x 200 | 400 x 400 | 400 x 400 | 200 x 200 | 200 x 200 |
| | VESA Screw Size | M4 | M8 | | | | | |
| **Power** | Power Supply (V) | AC110-120V 60Hz | | | | | | |
| | Multi Voltage | AC110-220V | | | | | | |
| | Power Consumption (Rated) (Watts) | 50 | 80 | 100 | 115 | 151 | 68 | 96 |
| | Power Consumption (Stand-by) (Watts) | Under 0.5W | | | | | Under 1.0W | |
| | Power Consumption (Typical) (Watts) | 19 | 21 | 25 | 32 | 33 | 51 | 32 |
| **Eco** | Eco Mark | Energy Star v6.0 | | | | | | |
| | Eco Sensor | Yes | | | | | | |
| **Accessory** | Remote Controller Model | TM1240 | | | | | N/A | |
| | Battery (for Remote Control) | Yes | | | | | N/A | |
| | Mini Wall Mount Support | No | Yes | | | | | |
| | Vesa Wall Mount Support | Yes | | | | | | |
| | Power Cable | Yes | | | | | | |
| | Data Cable | Yes | | | | | No | |
| | Security Screws | Yes | | | | | No | |
| | Data Cable | Yes | | | | | | |
| | Stand Mount Kit | Yes | | | | | No | |

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# Legal and additional information

## About Samsung

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales of US$216.7 billion. To discover more, please visit www.samsung.com.

## For more information

For more information about Samsung HC69x Series displays, visit www.samsung.com/business or www.samsung.com/displaysolutions

1. This feature is available only in the European HB765 model.

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