

SAMSUNG

Samsung LYNK™ REACH 4.0

Elevate the guest experience, no matter your infrastructure





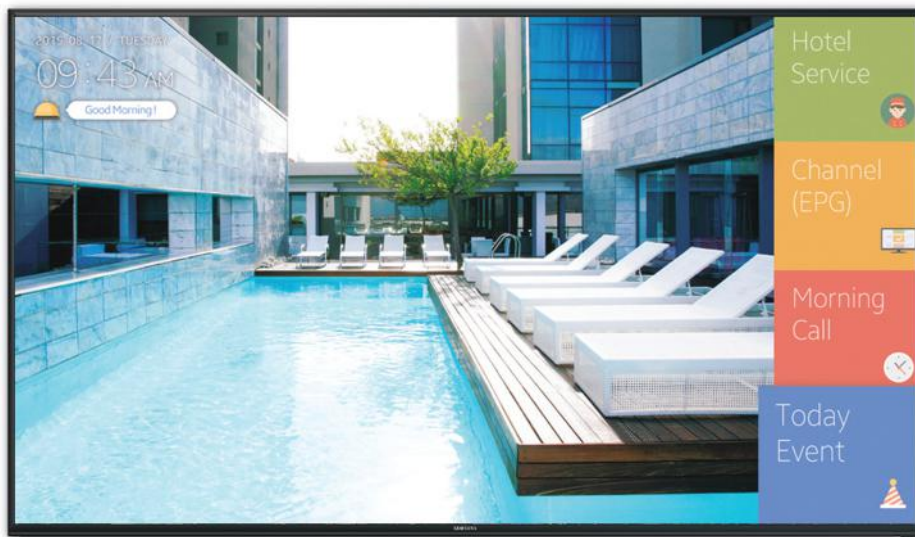
Samsung innovations for the way you do business

To stay ahead, every business must avail themselves of every advantage at their disposal. Samsung is dedicated to providing those advantages, year after year. With a focus on boosting productivity and efficiency through innovative technology, Samsung offers differentiated products and solutions.

It's how we became the number one display manufacturer in the world, and it's why we continue to push technology ever further. Our latest solution for the hospitality industry, Samsung LYNK™ REACH 4.0, is yet another example. A superior content management system, it combines with world-class Samsung displays to allow hotels with any type of existing infrastructure to easily upgrade their guest experience.

As ways of doing business continue to evolve, Samsung will remain at the forefront of optimized solutions and services that advance business. As will our customers.

Enhance the guest experience and improve your efficiency with Samsung LYNK™ REACH 4.0

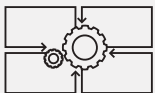


Regardless of your type of property, regardless of your infrastructure, today's hospitality consumers expect a differentiated, luxurious experience that offers the same comfort and convenience they enjoy at home. Samsung's LYNK™ REACH (Remote Enhanced Active Control for Hospitality) 4.0 display management solution enables hoteliers to provide a personalized environment that delivers that experience, while simultaneously improving their own operational efficiency.

The fully integrated LYNK REACH 4.0 system grants hotel managers visibility into and control of hundreds of on-site displays through a central remote server, and elevates these displays into all-in-one hubs for personalized content, application and channel access.

Additionally, LYNK REACH 4.0 accommodates any new or existing hospitality communication infrastructure, including coax, LAN and Wi-Fi, to drive faster and easier implementation.

By promoting effective two-way communication and eliminating laborious maintenance tasks, LYNK REACH 4.0 enables hotels to enhance guest stays at a reduced cost.



Centralized Content Management

LYNK REACH 4.0 lets you manage in-room content from a single location. Create and share tailored content across single screens or screen blocks.



Versatile Customer Engagement

LYNK REACH 4.0 enables TV screens to become digital concierges in guest rooms.



Personalized, Full-Stay Service

LYNK REACH 4.0 enables two-way communication for more personalized attention and a more impactful experience.



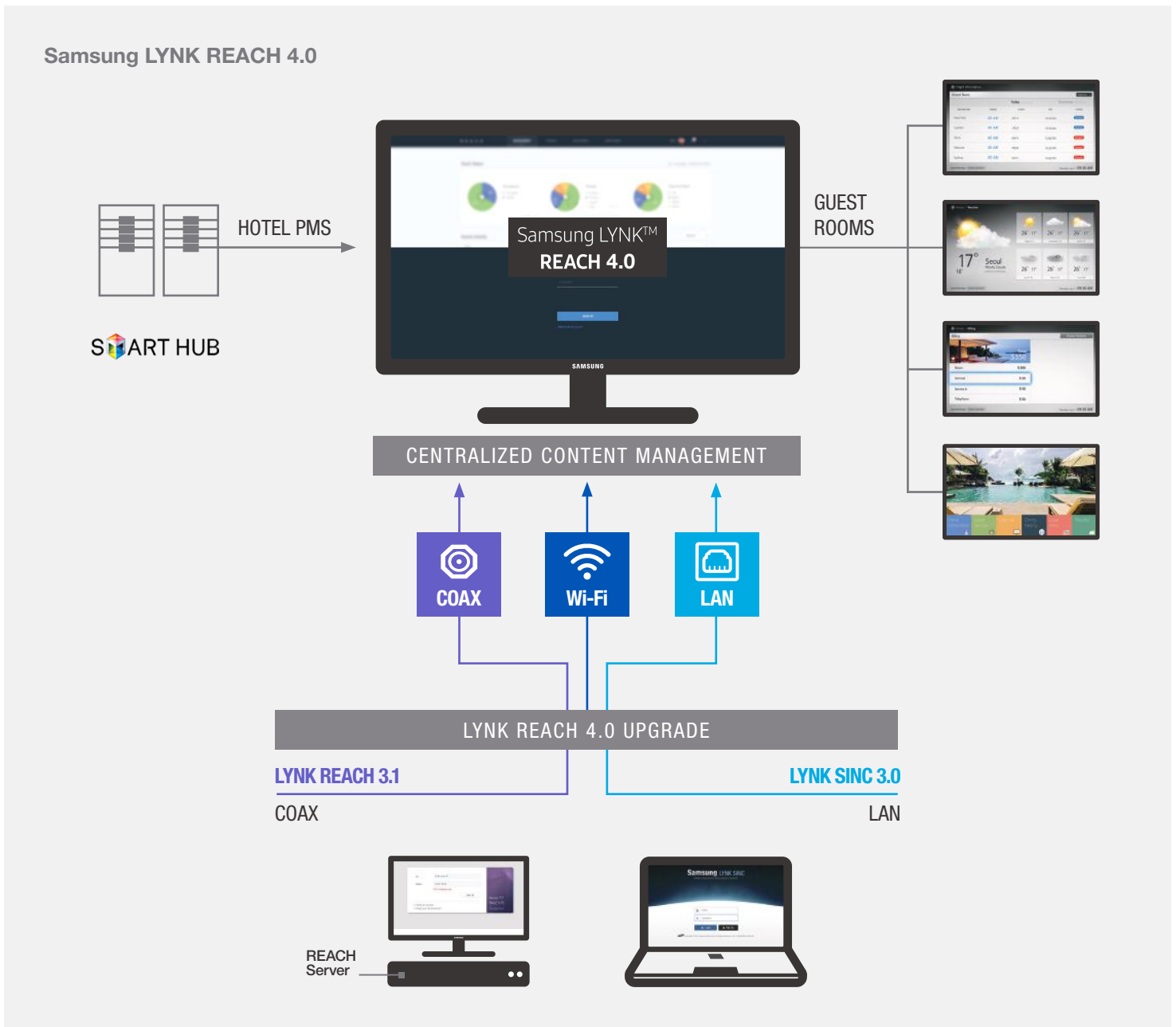
User-Friendly Application and Settings

LYNK REACH 4.0 allows guests to tailor the experience to their own liking. Hoteliers will find LYNK REACH 4.0 easy to use, as well.

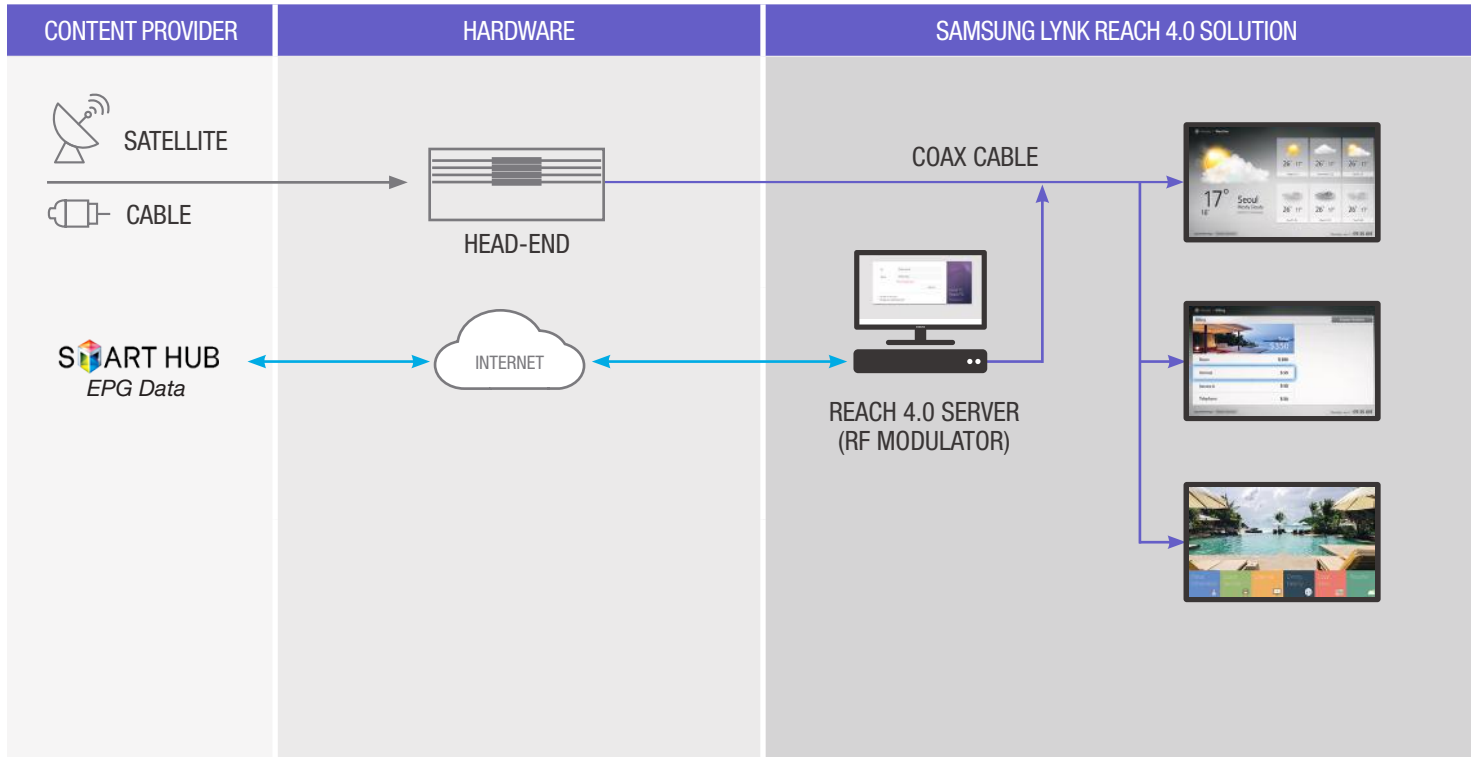
A single, integrated management platform

With hundreds of displays throughout a property, hospitality teams can find themselves overwhelmed by the maintenance and costs required to deliver content. Samsung's LYNK REACH 4.0 solution transforms hospitality displays into two-way, centrally controlled communication hubs that drive more efficient and personalized communication.

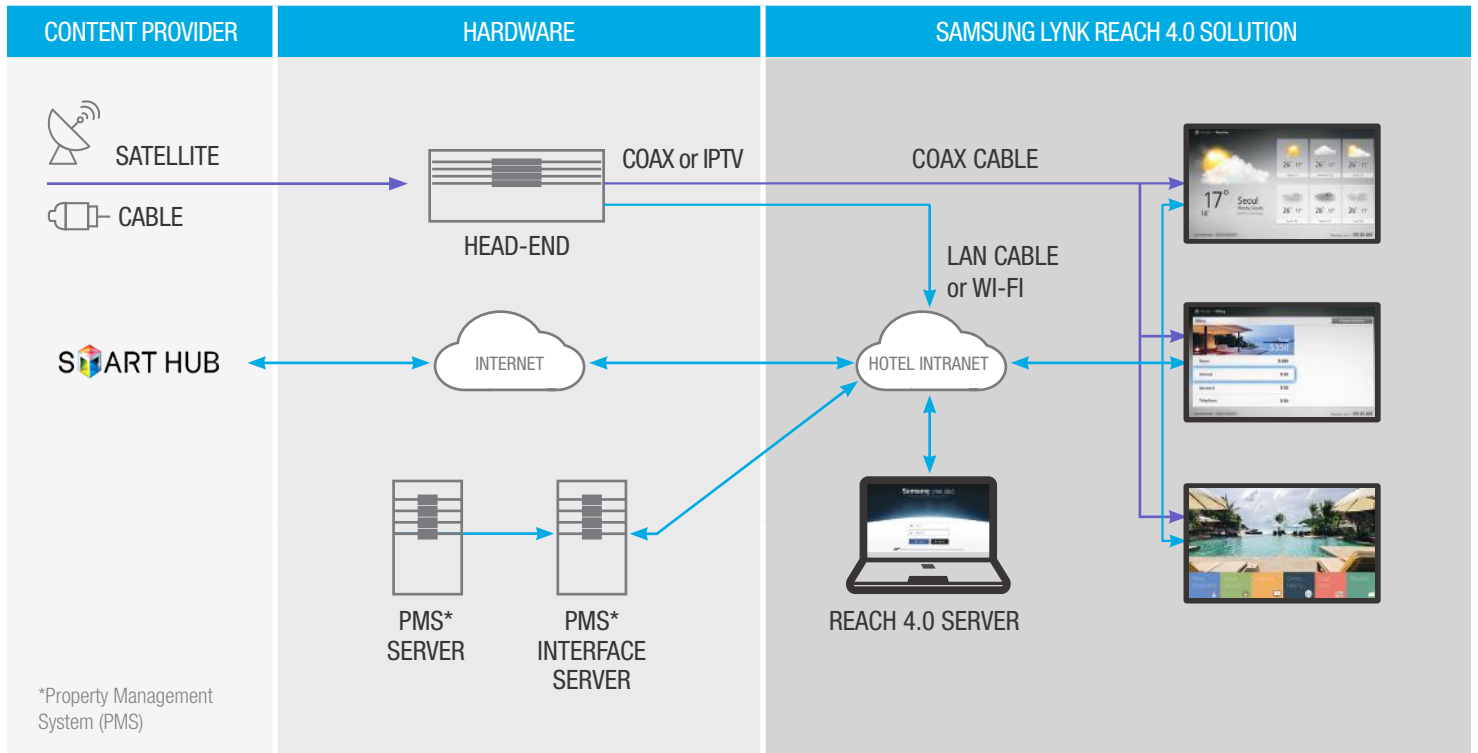
Combining LYNK REACH 3.1 and Samsung SINC 3.0, LYNK REACH 4.0 accommodates any new or existing hospitality communication infrastructure, including coax, LAN and Wi-Fi. That helps eliminate much of the maintenance and cost required to deliver a premium experience to guests. It also reduces energy, as well as visible clutter by eliminating the need for a set-top box. Everything is condensed into a single-source content management platform.



Samsung LYNK REACH 4.0 (Coax RF): System Diagram



Samsung LYNK REACH 4.0 (IPTV): System Diagram



Centralized content management with any existing infrastructure

Upgrade your guest experience without having to upgrade your infrastructure. Samsung LYNK REACH 4.0 is compatible with all Samsung hospitality displays and existing hotel infrastructures, including coax, LAN and Wi-Fi. We'll help you get the very most out of what you have.



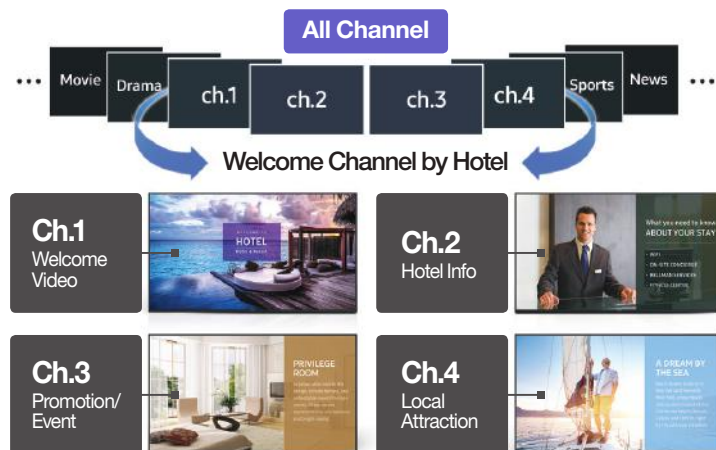
Centralized content management

LYNK REACH 4.0 transforms your existing Samsung hospitality displays into centrally controlled communication hubs that drive efficient content delivery. Compatible with all Samsung hospitality displays and existing hotel infrastructures, LYNK REACH 4.0 allows hoteliers to create and share tailored content across single screens or screen blocks. Hoteliers can also control TV power, network connectivity and channel access within each room from a central station.



Versatile customer engagement

Compatible with a range of content formats, LYNK REACH 4.0 fosters new opportunities for hotels to inform and entertain guests. Hotel content managers can upload and embed video clips and URL links to produce an interactive and engaging welcome channel. As guests check in, hotels can direct them to this channel to promote on-site services and notify them about area attractions, both on-site and off. Hotels can even generate a new revenue stream by offering local businesses on-screen, in-room advertising opportunities.



Two-way communication makes for a better guest experience

The better the communication with guests, the better the guest experience. In an age where hotels are trying to differentiate themselves through premium experiences, yet are faced with real-world budgets and in-place infrastructures, Samsung LYNK REACH 4.0 is a welcome solution.



Personalized full-stay service

Existing IPTV infrastructures can be maximized by LYNK REACH 4.0. Two-way communication offers guests the personalized attention they expect from a luxury hotel. During check-in, the hotel's servers transfer guest data to LYNK REACH 4.0 and enable hotel managers to tailor and share messages with each guest, ranging from restaurant reservation lists to event information. As guests check out, the in-room display provides a comprehensive review of accumulated charges and conveniently offers express checkout, including synchronized pay approval, so guests don't have to visit the lobby to close out their stay.



User-friendly application and settings access

Hotels with existing IPTV infrastructures can leverage LYNK REACH 4.0 to deliver a customized package of social media, entertainment and content viewing applications to individual displays. This customized package can be based on guests' specific interests, so guests can enjoy the same type of programs on their Samsung room display as they would on their own personal devices. These customized applications and settings can easily be activated or deactivated as needed.



Infrastructure		COAX RADIO FREQUENCY (RF)	IPTV (LAN/Wi-Fi)
Compatible HD Models		All Samsung Models	Samsung Smart Models Only
Features	Welcome Video Channel*	✓	✓
	IPTV + RF Hybrid Channel*	✓	✓
	Monitoring*	✓	✓
	Weather/Flight Info	✓	✓
	Channel Bank Management	✓	✓
	Advertisement with Live Channel	✓	✓
	Admin Management	✓	✓
	Remote Control	✓	✓
	Input Source Connection	✓	✓
	App Activate/Deactivate*		✓
	Smart Hub App Connection		✓
	Instant Message/Notice		✓
	Express Check-Out/Folio Review		✓

Samsung offers state-of-the-art hospitality displays, solutions and guest experiences

Through a six-step innovation road map, Samsung is redefining the hospitality experience and helping hotels identify and implement the best display solutions for their brand, business model and customer base. With best-in-class displays and LYNK REACH 4.0, Samsung's innovative hospitality displays offer new and exciting avenues for hotels to engage and impress guests, while improving operational efficiency.

THE SAMSUNG INNOVATION ROADMAP		STANDARD			PREMIUM		LUXURY	
		HG460/HG470	HG477/HG478	HG590	HG690	HG694	HG890U	HG890W
INNOVATION STEPS	6	High-End Solutions for a Superior Guest Experience					UHD Resolution	UHD Resolution - Curved Design
	5	Extensive Room Management Technologies			HMS Solution (32" and above)	HMS Solution	HMS Solution	HMS Solution
	4	Mobile Device Integration for Added In-Room Entertainment			Screen Mirroring	Screen Mirroring - Bluetooth Music Player (32" and above)	Screen Mirroring - Bluetooth Music Player	Screen Mirroring - Bluetooth Music Player
	3	Upgraded, IP-based Content Management			Lynk REACH 4.0	Lynk REACH 4.0	Lynk REACH 4.0	Lynk REACH 4.0
	2	Centralized Content Management over Coax Network	Lynk REACH 4.0	Lynk REACH 4.0	Lynk REACH 4.0	Lynk REACH 4.0	Lynk REACH 4.0	Lynk REACH 4.0
	1	Reinforce Hotel Branding	Home Menu	Home Menu	Home Menu	Home Menu	Home Menu	Home Menu