

## Samsung Hospitality Displays

Premium entertainment, streamlined management



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### Samsung Hospitality Displays

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## Enhance your guests' experiences, while increasing operational efficiency

Setting a new standard in guest entertainment and comfort, Samsung's hospitality displays are built with leading display technology expertise and industry-defining innovations, making them the perfect choice for any hotel or hospitality setting. With personalized in-room entertainment options, guests receive a premium and modern hotel experience that prioritizes comfortable viewing and ease of use. Samsung hospitality displays also provide managers with a suite of remote management capabilities through a centralized solution, allowing them to conveniently manage their entire ecosystem of displays for increased efficiency and maximized impact. With Samsung, deliver the future of in-room entertainment today.



### Create a theater-like environment in every room

Offer guests the perfect atmosphere to unwind with immersive picture quality and the latest display technology. Guests can easily stream content or tap into their social feeds, offering an experience remarkably close to being at home.

### Increase engagement with personalized interactions

Showcase hotel information, guest services, activities and promotions with in-room TVs powered by Samsung hospitality solutions. Now, in-room TVs go beyond providing entertainment, allowing guests to engage with custom interactions, including ordering room service and checking out after their stay. These intuitive experiences extend the in-room capabilities and streamline operations.

### Boost performance with integrated management and analytics

With Samsung hospitality displays paired with LYNK Cloud, managers can have access to the latest content and device management tools, enabling new insights through powerful content data analysis. LYNK Cloud provides fully integrated control over in-room TVs to generate new opportunities to increase revenue.

# Crystal UHD

HAU8000 / HBU8000

43 50 55 65 75

## Add comfort to every room

Samsung Crystal UHD hospitality display gives your guests the feeling of home, offering clear viewing and convenient access to their favorite content for instant comfort.



### Highlights

- Dynamic Crystal Color
- Samsung TV Plus
- Slim Fit Wall-mount
- H.Browser\*\*
- TEP API\*\*\*
- Object Tracking Sound Lite (OTS Lite)
- Apple AirPlay
- Apple AirPlay
- Netflix\*\*\*
- SolarCell Remote\*\*\*
- Samsung Q-Symphony
- AirSlim Design
- LYNK Cloud\*
- Google Cast\*\*\*

\* LYNK Cloud License must be purchased separately.  
 \*\* HAU8000 only.  
 \*\*\* HBU8000 only.



### Lifelike color, in its purest state with fine crystal

Elevate your hotel's entertainment experiences with Dynamic Crystal Color. With a billion shades of color, every subtlety can be seen from the comfort of the hotel room.



### Feel the reality of 4K UHD Resolution

Offer guests the vivid picture quality of home entertainment systems, using upscaling technology to display content in UHD resolution (3,840 X 2,160), four times the pixels of standard FHD.

# Crystal UHD

HCU7000

43 50 55 65 75

## A smarter, more vibrant hospitality experience

Samsung's HCU7000 hospitality display is designed with the end-user in mind, offering an impressive viewing experience. Boasting powerful 4K upscaling and clear visuals, the HCU7000 creates a smart, user-friendly environment that allows visitors to enjoy their entertainment and relax in comfort.



### Highlights

- PurColor
- Samsung Q-Symphony
- 3 Bezel-less Design
- TEP API\*\*
- Ambient Mode
- Adaptive Sound
- Apple AirPlay
- Slim Fit Wall-mount\*\*\*
- Object Tracking Sound Lite (OTS Lite)
- Samsung TV Plus
- LYNK Cloud\*

\* LYNK Cloud License must be purchased separately.  
 \*\* TEP API is not supported on North America region model.  
 \*\*\* Slim Fit Wall-mount must be purchased separately.



### Fine-tuned color for vibrant, lifelike picture

PurColor creates an immersive viewing experience by enabling the TV to display a wide range of colors for optimal picture performance.



### Elevate customer satisfaction with extended adaptability

With headphone ID and multi-code remote, users can enjoy their seamless audiovisual experience, while distinguishing whether output unit is connected adequately or not, and avoiding interference from neighboring remotes or displays.

\* Multi-code IR function requires extra remote controller.

# Let your guests access their most loved content, just as they would at home

Modern guests are seeking the same home amenities and comforts while choosing their next hotel. To deliver a personalized touch during guest trips, hotels are adapting new technologies to win new customers. Samsung, the industry-leading TV brand, delivers the comforts of home with its hospitality displays, easily by offering convenient features such as Mirroring through mobile devices powered by Android™. Featuring access to the most popular streaming services, including Netflix, in beautiful picture quality, guests are treated to the same conveniences of their living room while traveling worldwide.



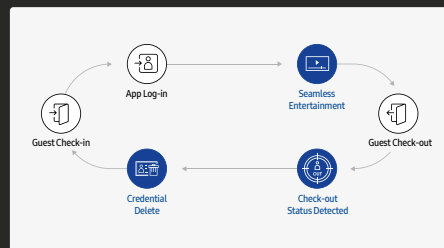
\* Netflix is supported on HBU8000 series.



## An instantly familiar UI for faster navigation

Upon turning on their room TV, guests are treated to a recognizable UI filled with the most popular entertainment applications such as Netflix and YouTube. Guests can sign-in to dive back into the latest show they're bingeing or find new suggestions through their apps.

\* Content service availability and user interface may vary according to product model and customer environment.  
\* Agreement of the Smart Hub Terms and Conditions and Privacy Policy is required before use.



## Safe credentials management with Samsung's solution

Guests credentials are safely saved for the duration of their trip, allowing them quick access anytime they're in their rooms. Upon checking out, credentials are wiped from the system using Samsung's hospitality solution and the hotel's Property Management System, giving users added peace of mind.

\* Netflix streaming is available through Samsung's solution (LYNK Cloud, TBM).  
\* Additional Netflix streaming membership is required. 4K Ultra HD availability subjects to your Netflix subscription plan, Internet service, device capabilities, and content availability. [www.netflix.com/TermsOfUse](http://www.netflix.com/TermsOfUse).  
\* Entertainment app availability varies by location and available providers.  
\* Some features and functions provided by connected devices may not be supported or offer limited use.

## Smart Feature

# Apple AirPlay

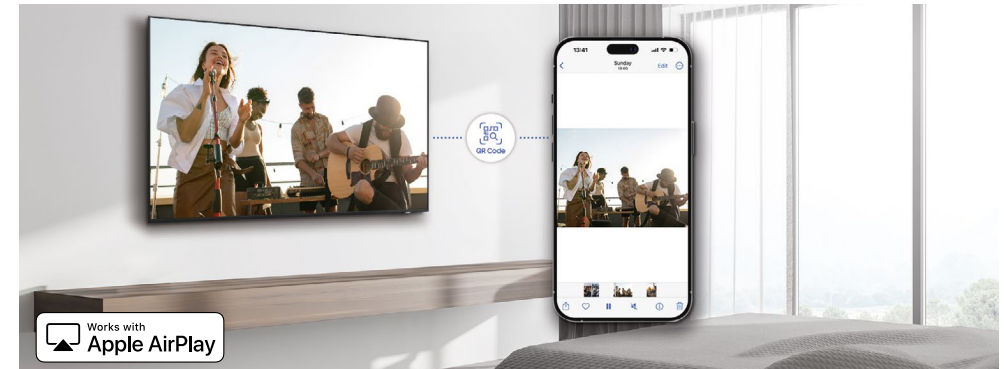
## Effortless streaming without worries

Enjoy movies, shows, photos and more on the TV in your room with AirPlay. Your devices are securely paired to the TV, ensuring peace of mind that everything stays personal and private.

\* The features are available through Samsung solution. (LYNK Cloud, TEP)

\* AirPlay in hotels requires iPhone Xs or later running iOS 12.3 or later or iPad (6th generation or later), iPad mini (5th generation or later), iPad Air (3rd generation or later), 12.9-inch iPad Pro (2nd generation or later), 10.5-inch iPad Pro, or 11-inch iPad Pro (1st generation or later) running iPadOS 12.3 or later.

\* This function may not be supported depending on the model, apps, or geographical area.



# Google Cast

## Take in-room entertainment to the next level

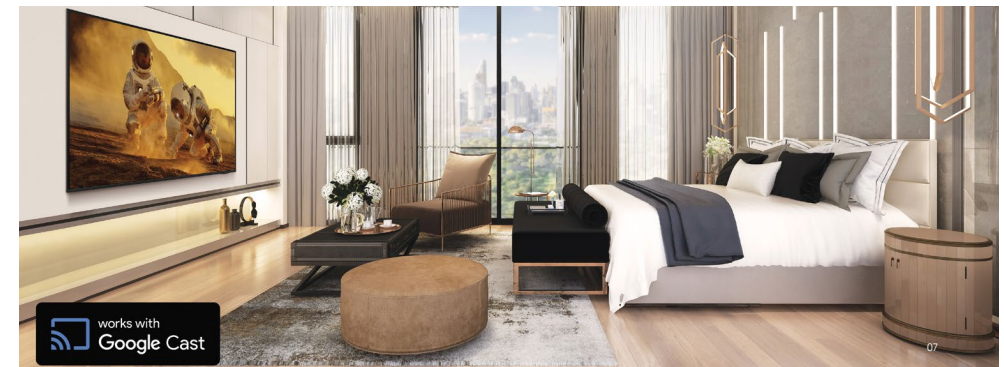
With Google Cast™, guests will be able to easily cast their favorite content directly from their Android and iOS devices to the TV without the need for additional dongles or login requirements. The connection process is quick and straightforward, utilizing QR codes for instant pairing.

\* The features are available through Samsung solution. (LYNK Cloud, TEP)

\* Google Cast is a trademark of Google LLC.

\* Google Cast supports Android 6 and above, and iOS 14 and above. Availability may vary by device, software version and region.

\* Google Cast is supported on HBU8000 series.

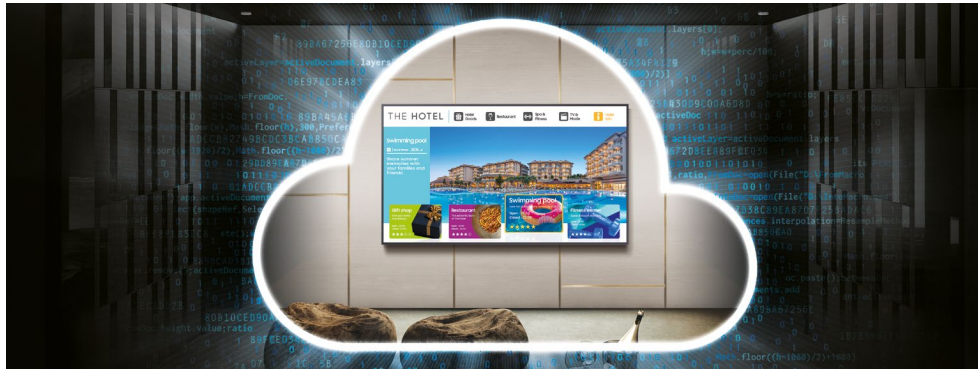


# LYNK Cloud

## Uncover hospitality insights with an integrated cloud platform

Samsung LYNK Cloud is a comprehensive hospitality cloud solution. More than a powerful content and device management system, LYNK Cloud can analyze guests' content use to uncover marketing insights.

\* LYNK Cloud does not support within China.



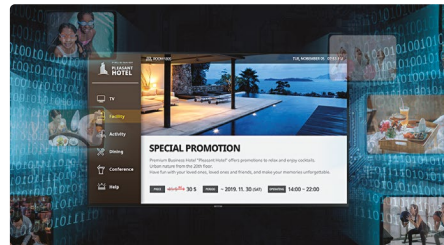
### Highlights

- Device status monitoring
- Multi-site monitoring
- Remote firmware update
- Remote device setting Change
- Automatic credential removal
- Real-time message sending
- Web-standard content creation
- Custom preview support
- Interactive service support
- TV & service usage analysis
- User flow analysis



### Streamlined property management

With online access that supports multiple users, Samsung LYNK Cloud is ideal for global hospitality operations with centralized management, giving users control of their hotel displays worldwide.



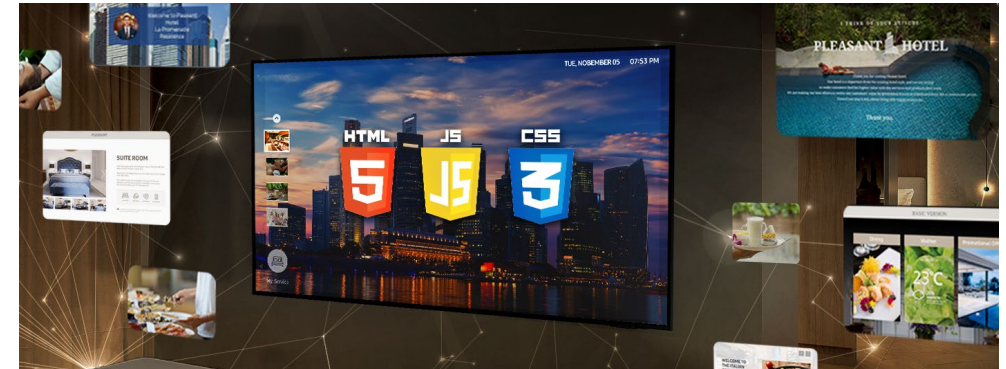
### Data-driven promotional planning

Samsung LYNK Cloud enables optimized promotional content delivery based on integrated guest data available through the hotel PMS, helping managers to uncover business insights.

# H.Browser

## Simple, compatible web app development

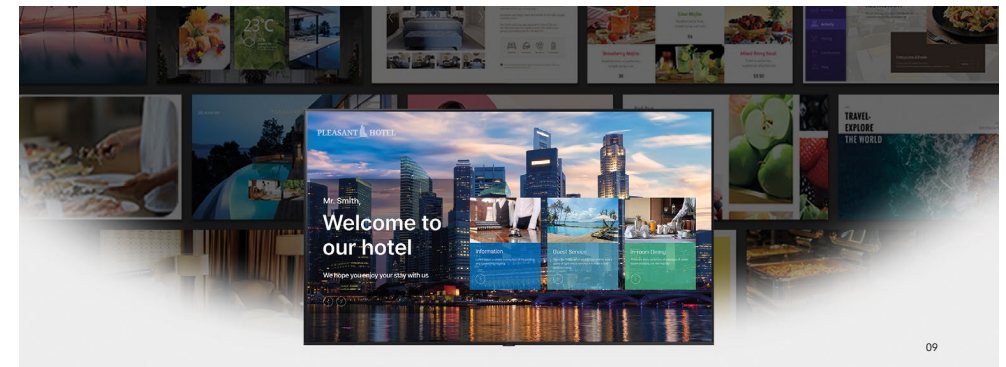
Samsung's H.Browser creates greater flexibility for content development. It provides the superior in-room entertainment and customized content management services that their guests expect. System integrators can create even smarter hospitality solutions. All apps can be stored within the TIZEN OS and are supported by Web Simulator and Remote Web Inspector tools that further refine app performance and security.



## TEP (Tizen Enterprise Platform)

### Customize businesses with simple web application development

Samsung's Tizen Enterprise Platform (TEP) offers an integrated service infrastructure and a flexible application development environment. Within Tizen OS, applications can be easily tailored to specific business needs, while its system assures enhanced software management for operation.



# Specifications

## Crystal UHD



		HAU8000	HBU8000	HCU7000
Display	inch	43/50/55/65/75	43/50/55/65/75	43/50/55/65/75
	Resolution	4K (3,840 x 2,160)	4K (3,840 x 2,160)	4K (3,840 x 2,160)
Video	Picture Engine	Crystal Processor 4K	Quantum Processor Lite	Quantum Processor 4K Lite
	HDR (High Dynamic Range)	HDR	HDR	HDR
	HDR10+	Support	Support	Support
	Color	Dynamic Crystal Color	Dynamic Crystal Color	PurColor
Audio	Object Tracking Sound	N/A	OTS Lite	OTS Lite
	Q-Symphony	Yes (Q-Symphony Lite)	Yes	Yes
	Adaptive Sound	Yes	Yes	Yes
Smart Service	TV Plus*	Yes	Yes	Yes
	Web Browser*	Yes	Yes	Yes
	Netflix**	N/A	Yes	N/A
Smart Feature	Multi View	Yes	Yes	Yes
	Apple AirPlay***	Yes	Yes	Yes
	Google Cast***	N/A	Yes	N/A
Feature	Ambient Mode	Yes	Yes	Yes
	IP Control	Yes	Yes	Yes
Hospitality Feature	H.Browser	Yes	N/A	N/A
	Tizen Enterprise Platform (TEP)****	N/A	Yes	Yes
	Samsung LYNK Cloud*****	Yes	Yes	Yes
	Multi Code Remote control*****	Yes	Yes	Yes
Main Connectivity	HDMI	3	3	3
	USB	2 x USB-A	2 x USB-A	2 x USB-A
	Ethernet (LAN)	Yes	Yes	1
	Wi-Fi	Yes (WIFI5)	Yes (WIFI5)	Yes (WIFI5)
	Bluetooth	Yes (BT4.2)	Yes (BT5.2)	Yes (BT5.2)
Hospitality Input & Output	Pillow Speaker Jack	N/A	N/A	N/A
	Bathroom Speaker	Yes	N/A	N/A
	DATA (RJ12)	Yes	Yes	Yes
	Headphone ID	N/A	N/A	Yes
	Ethernet Bridge (LAN-Out)	Yes	N/A	N/A
Design	Design	AirSlim	AirSlim	Slim Look
	Bezel Type	3 Bezel-less	3 Bezel-less	3 Bezel-less

\* The feature's availability may vary by region.  
 \*\* The features are available through Samsung solution. (LYNK Cloud, TBM)  
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