

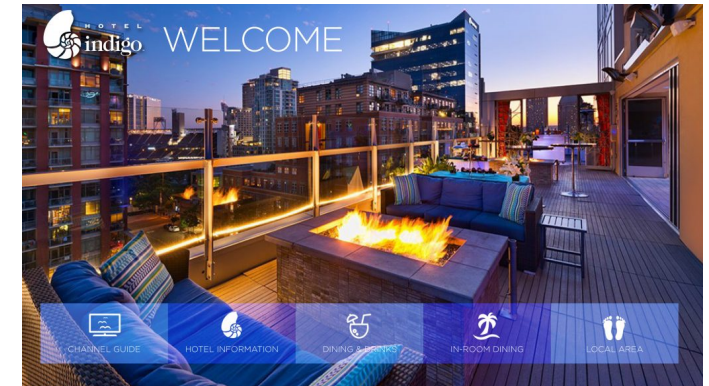
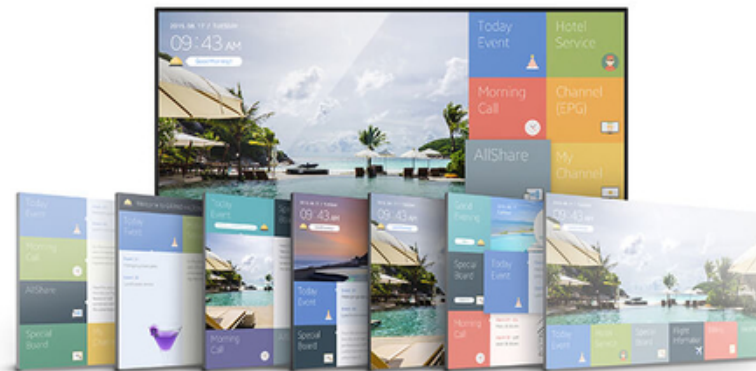
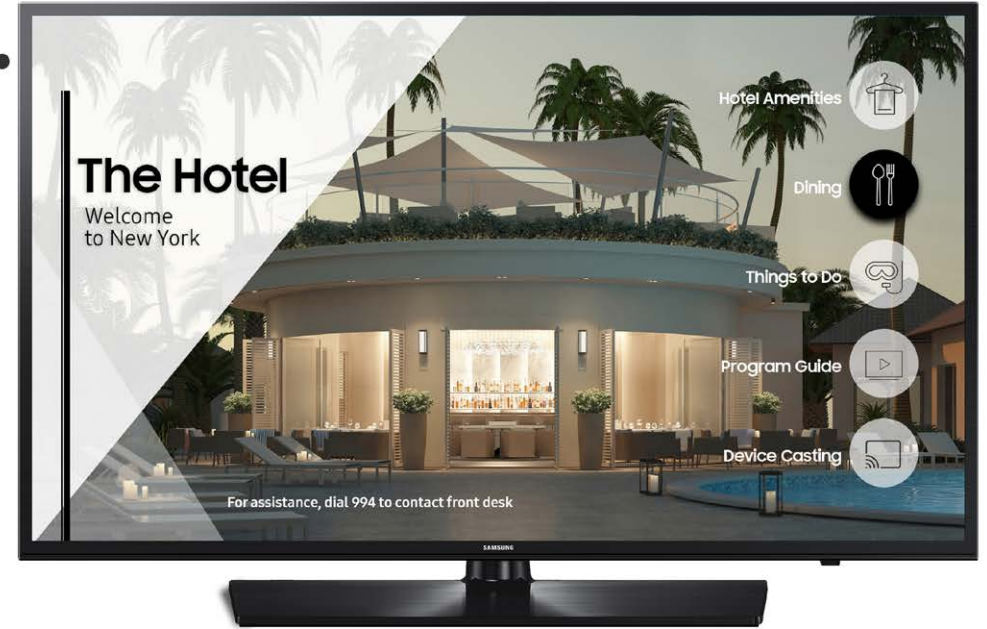
Centralized content management with LYNK[®] REACH

Samsung's LYNK™ REACH (Remote Enhanced Active Control for Hospitality) content management solution enables hoteliers to provide a personalized guest experience, while simultaneously improving their own operational efficiency. The fully integrated LYNK REACH 4.0 system gives hotel managers visibility into and control of hundreds of on-site displays through a central server, and elevates these displays into all-in-one hubs for personalized content, application and channel access.

Additionally, LYNK REACH accommodates any new or existing hospitality communication infrastructure, including coax, LAN and WI-FI, to drive faster and easier implementation. By promoting effective in-room communication and eliminating laborious maintenance tasks, LYNK REACH enables hotels to enhance guest stays at a reduced cost.



Hospitality TVs



Learn More

LYNK REACH RF vs. REACH IP



Feature	RF Version	IP Version
Network Infrastructure	Coax Only	LAN or WI-FI (but LAN recommended)
Compatible TVs	Non-smart and smart hospitality TVs	Smart hospitality TVs only
Server Requirements	Samsung provides server with software embedded	Hotel to supply own server; Samsung to provide software only
PMS Integration	Not available	Available but requires additional services from Telkonet
Pay Model	Upfront, one-time cost for server	<ul style="list-style-type: none"> • Upfront, one-time cost on all license fees • Annual Maintenance fee (first year is required, subsequent years are optional)

LYNK® REACH RF

Manage content over coax

- Compatible with all and only Samsung hospitality models, including non-smart and smart
- Pushes content to in-room displays over coax network
- Only requires (1) Samsung server per property to be installed with head-end



BACK OF HOUSE



HEAD-END



CABLE



SATELLITE



COAX NETWORK

GUESTROOMS



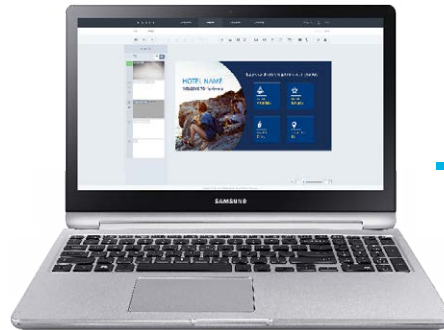
LYNK® REACH IP

Manage content over
WI-FI or LAN

- Compatible with only Samsung smart hospitality models such as the NF690 and NJ690U series
- Ability to push content over WI-FI as long as network meets minimum bandwidth requirements
- Hotel to supply own server



BACK OF HOUSE



HEAD-END



SERVER



CABLE



SATELLITE



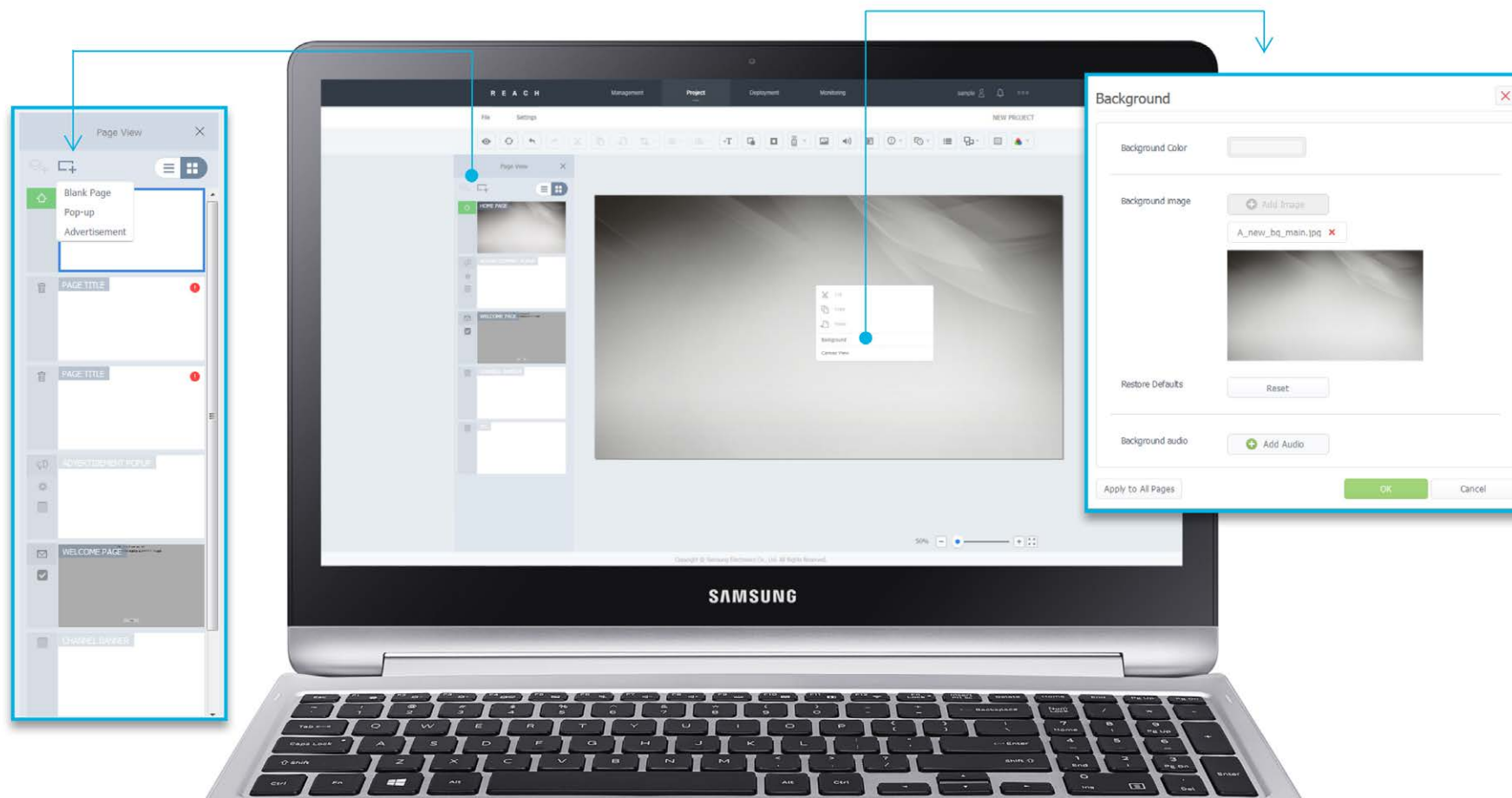
WI-FI or LAN

GUESTROOMS

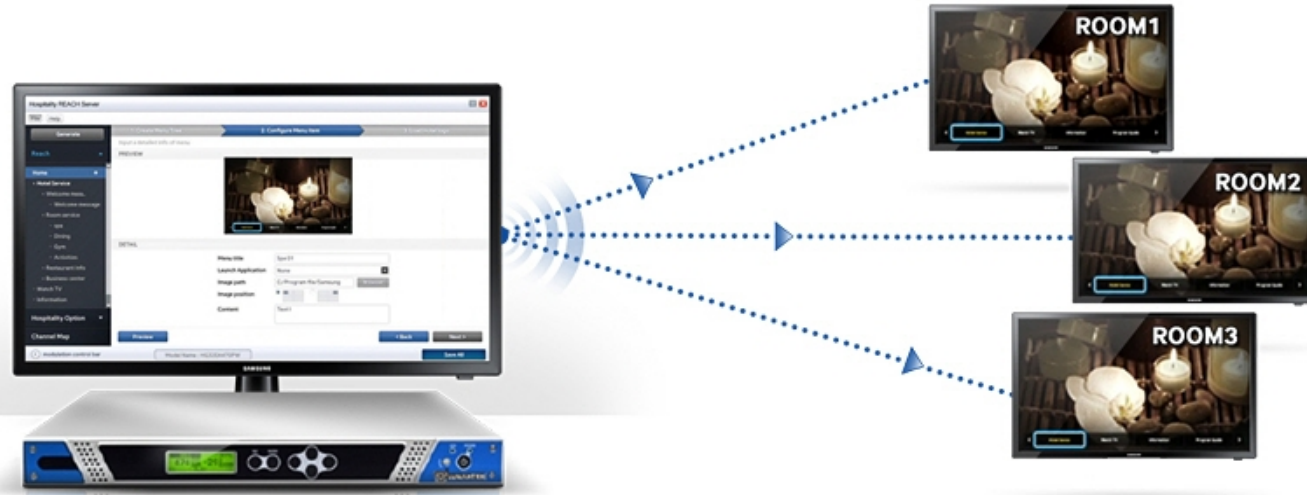


Customizable Graphical User Interface

- Developing a GUI in LYNK REACH is very similar to building a Microsoft® PowerPoint file - intuitive and easy-to-use
- Allows hotels to build a GUI that matches their branding with their own images, fonts, color scheme, etc.
- Internal content library allows users to upload content
- Ability to embed audio or image slideshow



Learn More



Information with the Click of a Remote

- In-room amenities including WI-FI and phone information
- In-room dining menu or on-site restaurants with hours and location
- Other amenities like fitness center, massage/ spa, pool, laundry, etc.
- Loyalty or rewards program details
- Guide to local attractions, restaurants and other businesses
- Entertainment options with program guide for free-to-guest content or mobile device casting (if available)

Learn More



The Samsung Hotel

- Home
- Hotel Amenities
- Dining
- Things to Do
- Program Guide
- Device Casting

Hotel Amenities

We welcome you to enjoy the amenities at The Samsung Hotel. From in-room massages to personal fitness consultations, please browse our guest services and enjoy your stay

Fitness Center

Shuttle Services

Dry Cleaning

Pet Friendly

Galaxy Spa

Complimentary Shuttle Services
Free shuttles are available for transportation to and from the airport. To reserve a spot, please dial 3954 to speak to the Concierge.

Shuttle transportation to local attractions run every hour starting at 9AM to 8PM, 7 days a week. Pick up a map for list of stops at the hotel front desk.

The Samsung Hotel

- Home
- Hotel Amenities
- Dining
- Things to Do
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- Device Casting

Dining

Browse our in-room dining menus or see the top local restaurants nearby. Dial 994 to order room service or dial 1024 to speak to a concierge about reservations.

IN-ROOM DINING

5:30AM - 10:30AM

Breakfast Menu

IN-ROOM DINING

10:30AM - 12:30AM

All Day Dining Menu

RESTAURANT

0.5 Miles Away

Washington Social

RESTAURANT

Entrance in Lobby

Quincy Hall

The Samsung Hotel

- Home
- Hotel Amenities
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Things to Do

Staying at The Samsung Hotel means there are plenty of nearby attractions, shopping, and fun activities for the family.

Aquarium

Nightlife

Shopping

Art Gallery

Cabana Club

Kidz Club

The Samsung Hotel

- Home
- Hotel Amenities
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Breakfast Menu

<p>Sunrise Frittata \$14.50 Classic frittata with bacon, mushroom, eggs and cheddar cheese</p> <p>Breakfast Combo \$24.50 Two eggs, pancakes, 1 choice of meat, home fries, and fruit medley</p> <p>Parisian Plate \$16.50 Brioche french toast with choice of fruit, two eggs, and side of french fries</p> <p>Veggie Omelet \$14.50 Spinach, mushrooms, tomatoes, and cheese served with fruit medley cup.</p> <p>Ham & Cheese Quiche \$14.50 Thick cut ham, spinach, tomatoes, Swiss cheese and onion served with fruit</p>	<p>Choice of Meats</p> <ul style="list-style-type: none"> • Sausage • Turkey Sausage • Turkey Bacon • Bacon • Lox • Ham 	<p>Beverages</p> <table style="width: 100%; border: none;"> <tr><td>Hot Coffee</td><td style="text-align: right;">\$3.00</td></tr> <tr><td>Iced Coffee</td><td style="text-align: right;">\$4.50</td></tr> <tr><td>Orange Juice</td><td style="text-align: right;">\$3.50</td></tr> <tr><td>Apple Juice</td><td style="text-align: right;">\$3.50</td></tr> <tr><td>Milk</td><td style="text-align: right;">\$2.75</td></tr> </table>	Hot Coffee	\$3.00	Iced Coffee	\$4.50	Orange Juice	\$3.50	Apple Juice	\$3.50	Milk	\$2.75
Hot Coffee	\$3.00											
Iced Coffee	\$4.50											
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Milk	\$2.75											

Dial 3204 to Order \$2.00 delivery charge, 20% gratuity plus sales tax will be applied to all orders.

Learn More

Free Customizable Channel Guide

- LYNK REACH allows hoteliers to create a customizable channel guide for free with program information pulled from ROVI® based on the hotel's free-to-guest content
- With REACH, channel numbers can be changed to appear as a different number to the guest.
 - For example, all news channels can be clustered together to appear in numerical order or branded video channels can be moved up to be more prominent and easily accessible
- Graphical user interface created in REACH will always be the first page and immediately appears when TV is powered on each time



Learn More

ENTERTAINMENT DELIVERED
adcommtv

866.272.7982
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