



# Samsung LYNK REACH 4.0

An Integrated Content Platform for Seamless Remote Hospitality Display Management

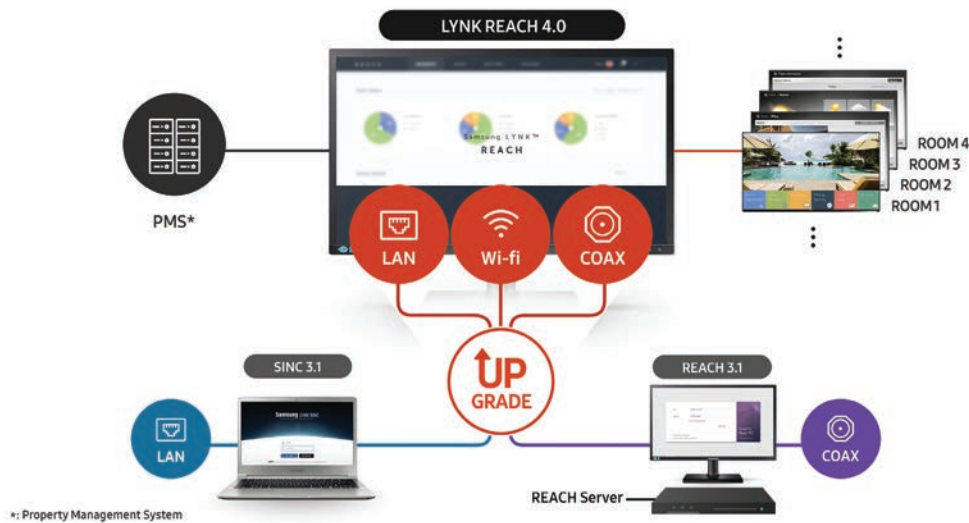
## Highlights

- Improve venue-wide communication across any new or existing infrastructure, as LYNK REACH 4.0 accommodates LAN, WiFi and Coax users
- Simplify hospitality display content creation and deployment through a single-source management system
- Monitor and respond to performance and usage trends for hundreds of hospitality displays from a central remote location
- Transform displays into content centers that provide a personalised, differentiated in-room experience
- Eliminate steps and complexities from common guest processes, including express check-out and real-time information access
- Reduce energy and maintenance costs and visible clutter by condensing multiple systems and wires into a single-source content management platform

## Centralised Content Management for Improved Hotel Operations

Today’s hospitality consumers expect a differentiated, luxurious experience that still offers the convenience and comfort they enjoy at home. Samsung’s LYNK Remote Enhanced Active Control for Hospitality (REACH) 4.0 display management solution enables hoteliers to provide this personalised environment 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 personalised content, application and channel access. LYNK REACH 4.0 additionally accommodates any new or existing hospitality communication infrastructure, including LAN, WiFi and Coax, to drive faster and easier implementation. By eliminating laborious maintenance tasks and promoting effective two-way communication, LYNK REACH 4.0 enables hotels to enhance guests’ stays at a reduced cost.

## Centralised Content Management for Improved Hotel Operations



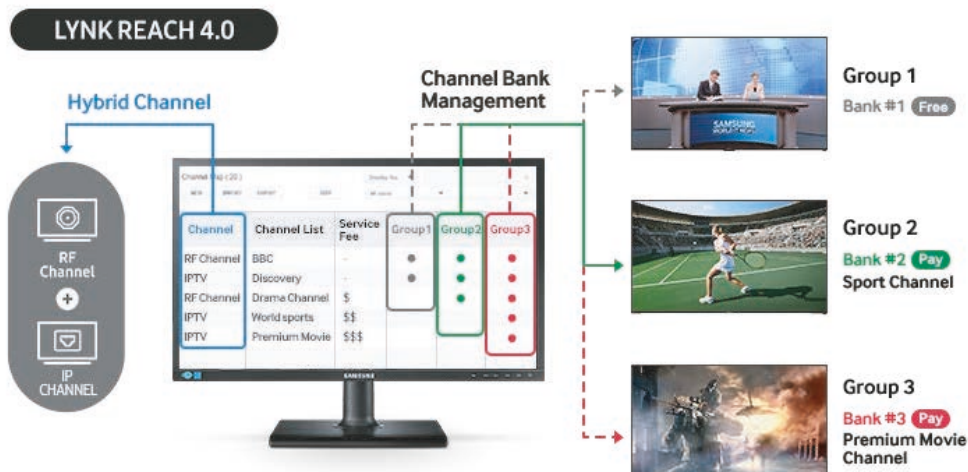
With displays spread throughout the property, hospitality teams can find themselves overwhelmed by the maintenance and costs required to deliver valuable content. Samsung’s LYNK REACH 4.0 solution transforms hospitality displays into two-way, centrally controlled communication hubs that drive more efficient and personalised communication. Compatible with all Samsung hospitality televisions and existing hotel infrastructures, LYNK REACH 4.0 allows hotel managers to create and share tailored content across single screens or screen blocks. As a result, guests can enjoy simplified check-in, check-out and information access process. Additionally hoteliers can use LYNK REACH 4.0 to control TV power, network connectivity, and channel and application access within each room from a central station.

## Activate Customised Commands and Content on Multiple Screens at Once

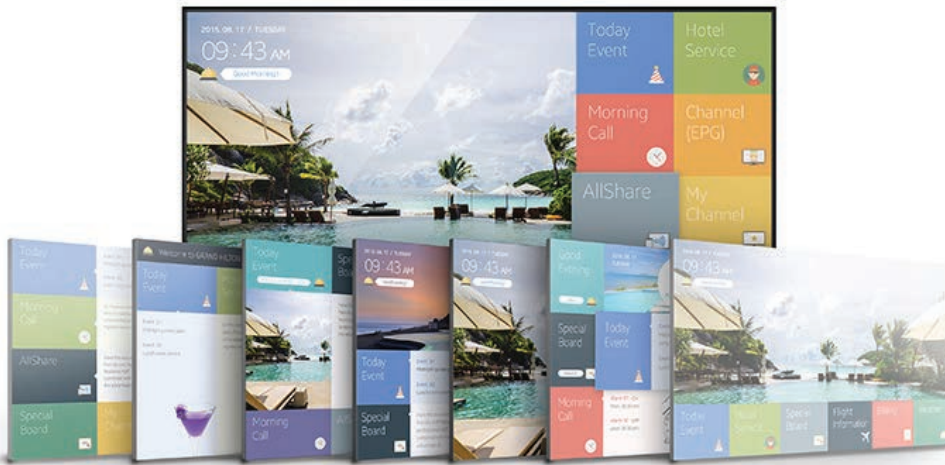


Improved display management creates new opportunities for hotels to enjoy more efficient, non-labor intensive operations while generating additional revenue. Samsung’s LYNK REACH 4.0 solution offers users a complete view into the performance and status of hundreds of on-property displays on a single remote screen. This enhanced usability allows property managers to set commands, reboot TVs and networks, and make applications available in a few clicks, rather than requiring room-by-room staff visits. Hotel staff also can customised a hybrid bank of IP\* and RF channels to offer guests a wider range of entertainment and information options during their stay, including specialised access to premium paid content.

\*IP channel access only is available for hospitality environments using an IP network infrastructure



## Share Engaging Content with Guests through an Easy-to-Use Interface



Facing increased competition, hotel managers feel more pressure to create a rich, differentiated in-room experience that guests will remember. With LYNK REACH 4.0's content creation tools, these managers easily can develop and share targeted, real-time promotional messaging. A vast library of user-friendly templates accommodates any marketing need while enabling content developers to adhere to branding guidelines and guest preferences. LYNK REACH 4.0 supports a range of content formats and fosters new opportunities to engage viewers with information on relevant hotel services. In addition, content managers can upload video clips or URL links to create an interactive and engaging welcome channel. As guests settle into their stay, hotels can leverage this video channel to promote on-site services and provide additional information about area attractions both within rooms and throughout the property.



## Promote In-Room Convenience through Personalised Services

Through LYNK REACH 4.0's two-way communication, guests can receive the personalised attention and convenient access to on-site services they expect throughout the duration of their visit. When guests check in, the hotel's proprietary management server (PMS) transfers guest data to the LYNK REACH server. In turn, hotel managers can use this data to send tailored messages ranging from restaurant reservation lists to event information. As guests prepare to leave, the in-room display provides a complete view of accumulated charges and conveniently supplies express checkout options. The LYNK REACH server can then finalize the pay approval process, preventing guests from having to visit the lobby to close out their stay.

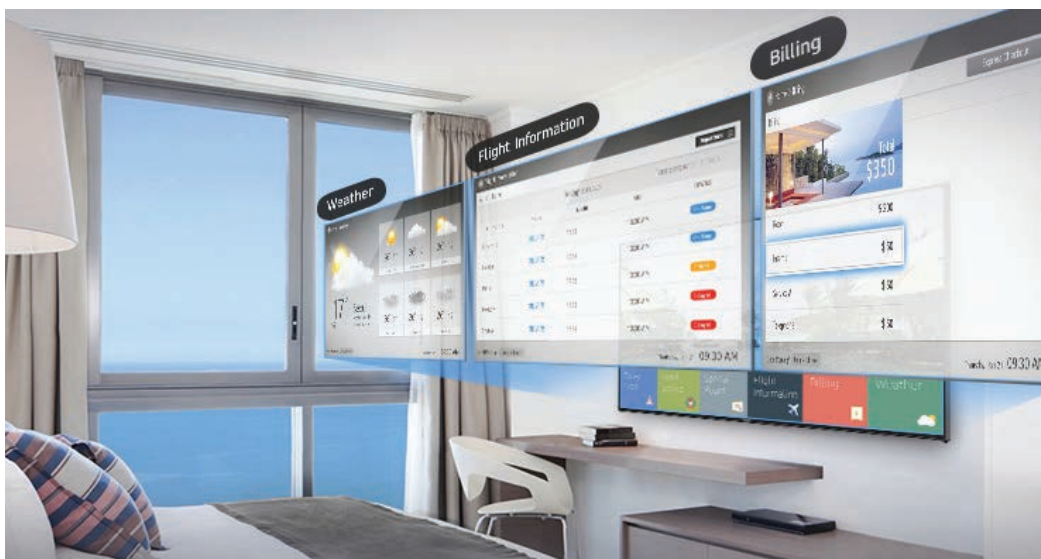


## Deliver Essential Details and the Comforts of Home through Hospitality Displays



Today’s hotel guests seek to have a wealth of relevant information, ranging from flight schedules, weather updates and local attraction overviews, available in a central location. LYNK REACH 4.0’s Smart Hub\* platform delivers this real-time welcome and promotional content while simultaneously making a range of applications and data available to bring an “at-home” feel to the in-room display. Depending on stay durations and demographics, hotels can deliver a customised package of social media, entertainment and content viewing applications to individual displays resembling what guests receive on their personal devices. These applications can be activated or deactivated depending on specific guest and group needs.

\*The application customisation feature only is available for IPTV and IP network infrastructures.



	RF Mode	IP Mode
<b>Infra</b>	RF	IP (LAN/WiFi)
<b>Compatible HD Models</b>	All Models (Smart/Non-Smart)	Smart Models Only
<b>Installation(Purchase) Type</b>	H/W Server (Modulator) Based	S/W License Based
	•	•
Welcome Video Channel	•	•
IPTV+RF Hybrid Channel	•	•
Smart Hub App Connection		•
Instant Message/Notice		•
Express Check-out		•
Weather/Flight Ingo/Billing	•	•
<b>Features</b>		•
App Activate/Deactivate		•
Channel Bank Management	•	•
Advertisement with Live Channel	•	•
Admin Management	•	•
Remote Control	•	•
Monitoring	•	•
Input Source Connection	•	•

**Note**

## About Samsung

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions.

For the latest news, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).

## For more information

For more information about LYNK REACH 4.0, visit [www.samsung.com/uk](http://www.samsung.com/uk)

Copyright © 2016 Samsung Electronics Co. Ltd. All rights reserved. Samsung is a registered trademark of Samsung Electronics Co. Ltd. Specifications and designs are subject to change without notice. Non-metric weights and measurements are approximate. All data were deemed correct at time of creation. Samsung is not liable for errors or omissions. All brand, product, service names and logos are trademarks and/or registered trademarks of their respective owners and are hereby recognised and acknowledged.

Samsung Electronics (UK) Ltd.  
Samsung House  
1000 Hillwood Drive  
Chertsey, Surrey, KT16 0PS

2016-05