

Samsung LYNK™ REACH

Convenient guest room content management solution for hospitality providers.



Control content and lower operating costs, all from one centralized location.

Digital TV (DTV) displays are essential to the hotel or resort guest's experience. But while they're essential, they're also typically a source of high maintenance. For instance, manually updating each TV throughout the property consumes valuable labor and operational costs. A manual process also requires additional equipment and maintenance, contributing to continually rising costs associated with DTVs on properties.

Samung offers a time- and money-saving alternative. LYNK™ Remote Enhanced Active Control for Hospitality (REACH) is a software and hardware solution for better management and maintenance of room display content. The solution comprises two integrated hospitality options that can be tailored to meet individual property requirements:

- **LYNK REACH:** REACH Server and the remote controller enables the updating and adjusting of DTVs over radio frequency (RF) signals. It incorporates LYNK REACH, a software solution designed for ease of use.



Control content on hundreds of DTVs at once.

Eliminate room-by-room visits to each guest room by using a single-location remote solution.



Offer ease of access.

Intuitive user interfaces provide fast access to content for guests and near-real time updating for hospitality managers.



Add a residential TV experience.

Bring a residential TV navigation experience to the guest room with the Interactive Program Guide (IPG).



Deliver information to in-room guests rapidly.

Deliver information automatically with a headline-style scrolling ticker.



Optimize TCO.

Integrated solution uses existing infrastructure assets, lowers labor and operating costs and eliminates the need for set-top boxes and other components.



Learn more ▶ Hospitality TV Sales 1-888-727-2664 | 1-866-SAM4BIZ
samsung.com/business or samsung.com/hospitality

Follow us: [@SamsungBizUSA](https://twitter.com/SamsungBizUSA) | [YouTube youtube.com/samsungbizusa](https://www.youtube.com/samsungbizusa)

CONTROL CONTENT ON HUNDREDS OF DTVs AT ONCE.

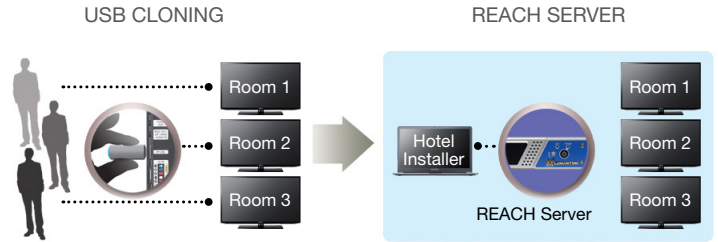
Manage multiple TVs simultaneously from a central location with REACH Server.

The typical way properties upgrade TV firmware and deliver updates and channel mapping changes is by deploying personnel throughout the property. Staff use cloned USB devices to update each display, one room at a time.

It's a slow, time-consuming, expensive process. And with the Samsung LYNK REACH system, it's completely unnecessary.

With LYNK REACH, property managers and technicians can manage multiple TVs from one central location. The REACH Server delivers updated firmware and other settings to TVs through RF signals. Updates are simple and simultaneous. There's no need to go from room to room.

Remote upgrades via REACH Server means there are no more service limitations and interruptions, and your staff has more time to focus on other ways of improving the guest experience.



Replacing a room-by-room updating model with REACH Server delivers time and cost efficiencies.



Multiple hospitality TVs can be updated over an entire installation. This includes delivering TV firmware, channel map and settings.

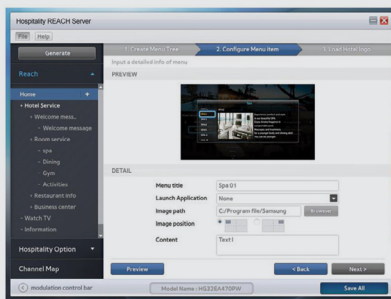
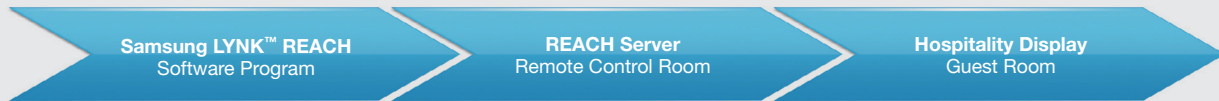
OFFER EASE OF ACCESS.

Access content more quickly through intuitive interfaces designed for ease of use.

LYNK REACH comes equipped with familiar, intuitive user interfaces (UIs) for hotel staffers and guests. The REACH solution contains simplified settings that resemble a desktop folder system.

Enhanced visual contrast between the list of settings and the working window helps employees find the setting or element to be modified without delay. The UI also provides a live preview of the element to confirm the setting has been adjusted as desired.

Perform upgrades and edit display interfaces remotely from one centralized location.



Property managers can customize and manage interface and content remotely with LYNK REACH and REACH Server.



ADD A RESIDENTIAL TV EXPERIENCE.

The Interactive Program Guide (IPG) is easy, simple and brings a familiar TV-watching experience to your guests.

The Samsung REACH solution provides guests with an interactive program guide that helps bring a residential experience into the guest room.

IPG data is provided through a subscription service by your content provider or system integrator. The REACH device can then pull the necessary metadata from multiple sources in multiple formats.

Through the REACH solution, the IPG provides guests with:

- **Picture in Picture:** Watch one channel as the main image, and a second channel as an inset image.
- **Program Information:** Detail about the selected program can be displayed showing time, duration and summary. Even more detail about the selected program can be displayed with the Info button.

- **Channel Grid:** Scheduled programs are displayed in a grid-like format, to make viewing much simpler. Guests can quickly scan and see all their program viewing options at a glance. And to add even more convenience, the program schedule is viewable up to 7 days at a time.

Interactive Program Guide



DELIVER INFORMATION TO IN-ROOM GUESTS RAPIDLY.

Deliver information automatically with the screen ticker feature.

The LYNK REACH ticker feature gives properties an additional way to deliver messages and other information. This feature provides a crawl of data that's of special interest to guests, such as local weather or event information. In addition, property managers can create and update targeted promotional content or marketing messages that display in the ticker's scrolling text.

For example, a resort or hotel known for its cold-weather amenities might display slope conditions, available spa times and discount ticket packages. A hotel with on-site restaurants can advertise new menu options, or special local promotions such as food or event discounts that are available to guests. These messages can be scheduled to run at certain intervals and times to optimize guest attention and response.

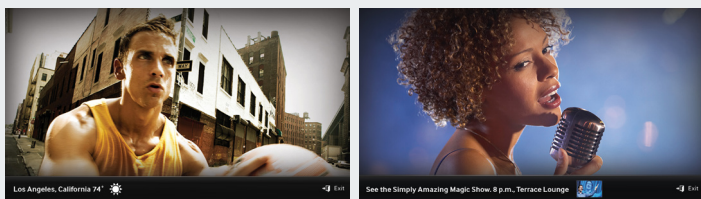
Property owners can also increase revenue by providing paid ticker advertisements, along with information about neighborhood shopping, restaurants and attractions.

Display an interface that seamlessly matches your property's brand.

LYNK REACH makes it simple to customize screens and implement designs to match brand images, locations, amenities and audiences.

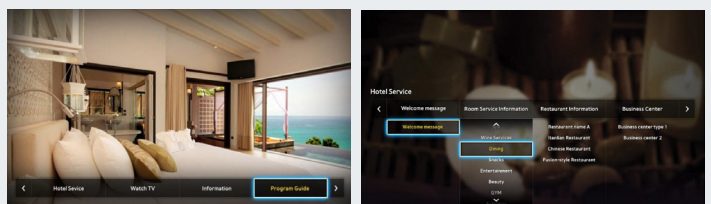
When design and content are applied, menus are displayed transparently on an editable background image that can communicate your brand. The UI can then include welcome messages to specific guests, messages to groups, event information occurring on or off the property, nightly restaurant specials and virtually any other information you'd like to deliver.

Screen Ticker Feature



Tickers can be set to display information and promotions at regular intervals.

Main / Front UI



Guests can locate specific services and information using familiar scrolling menus that float transparently over editable background images that reflect your brand.



 OPTIMIZE TCO.

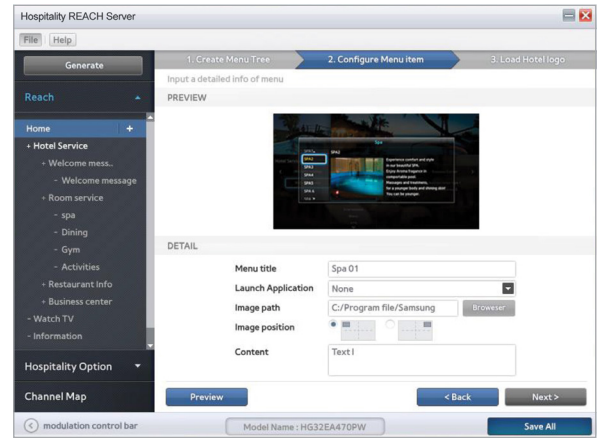
Optimize TCO by reducing the need for extra equipment and staff hours.

Many hospitality businesses already receive conventional analog and digital TV programming using RF signals. For those establishments that have RF infrastructures currently in place, LYNK REACH is an ideal way to provide TV content more efficiently. With LYNK REACH, these establishments can access advanced features like UI branding and screen ticker, without the expense of purchasing additional set-top boxes (STBs) or installing IP networks.

The flexibility and ease that the REACH system offers enables you to provide guests with the convenience of real-time updates.

For example, if an on-site restaurant runs out of a special dish, a property manager can delete or change promotional messages relating to the menu item.

With easy updating, real-time communications messages, and seamless branding, the Samsung LYNK REACH system lets you communicate with guests at a level you never could before.



The intuitive REACH UI makes it simple for staff to edit and update specific elements of the in-room guest display.

SAMSUNG LYNK REACH AND REACH SERVER KEY SPECIFICATIONS For complete product specifications, visit samsung.com/hospitality

	Feature	Detail
System	Embedded PC Board	Intel® ATOM® D510 (dual core), 1GB DDR, 40 GB SSD HDD
	OS	Embedded Microsoft® Windows XP®
	Remote Control	1,000/100 Base-T
	Front Panel	GLCD, 6-keys control
RF	Frequency	50 – 970 MHz
	Frequency Accuracy	± 5 ppm (approx. ± 2 ppm)
	Output Power	29 – 56 dBmV
	Level Accuracy	± 1 dB
	Spurious	< -55 dBc (approx. < -60 dBc)
	Phase Noise	< -95 dBc at 10 kHz (approx. < -98 dBc)
	Return Loss	> 15 dB
	Group Delay	< 20 ns
	Output Impedance	75 ohm
Modulation: Open Cable (North America)	Standard	ITU-T J.83 annex A/C
	Constellation	64 QAM, 256 QAM
	Symbol Rate	5.057 MS/s or 5.38 MS/s
	MER	> 36 dB (without EQ)
	Channel BW	6 MHz
	Roll Off	0.13 or 0.18
Modulation: DVB-C (Europe)	Standard	< -55 dBc (approx. < -60 dBc)
	Constellation	16 QAM, 32 QAM, 64 QAM, 128 QAM, 256 QAM
	Symbol Rate	-10 MS/s
	MER	> 36 dB (without EQ)
	Channel BW	5, 6, 7, 8 MHz
	Roll Off	0.15

For complete product information and accessories, visit samsung.com/business or samsung.com/hospitality

Follow us:  @SamsungBizUSA |  youtube.com/samsungbizusa

Samsung Electronics has been named 2012 ENERGY STAR Partner of the Year in the product manufacturing category by the U.S. Environmental Protection Agency (EPA).

Sales Support: 1-888-727-2664
1-866-SAM4BIZ

©2013 Samsung Electronics America, Inc. Samsung is a registered mark of Samsung Electronics Corp., Ltd. Specifications and designs are subject to change without notice. Non-metric weights and measurements are approximate. All other brand, product, service names and logos are trademarks and/or registered trademarks of their respective manufacturers and companies. Simulated screen images. See samsung.com for detailed information. Printed in USA. HOS-LYNKREACHB2BDSHT-AUG13T

