Samsung
Hospitality Displays

Samsung Hospitality Display – HE694

HE694 Hospitality Solution Offers Easy IP Migration to Elevate Guest Entertainment Experience

- Simplified solution for IP-migration by building IP services into existing coax infrastructure
- Low cost resolution that eliminates the need for a full infrastructure overhaul
- Upgraded guest experience delivering the comforts of home through in-room display
- Expanded connectivity and program access through a connected Ethernet bridge
- Customized communication and content options provide differentiated guest experience

Basic Feature		Hospitality Solution			Hospitality Feature		Security		Clock Option	
Screen Size	Resolution	Home Menu	LYNK™ REACH 4.0	LYNK™ HMS	IP Over Coax	Ethernet Bridge	LYNK™ DRM	Security Mode	External Clock Compatibility	Software Clock
32", 40", 49"	1,920x1,080	•	•	•	•	•	•	•	•	•

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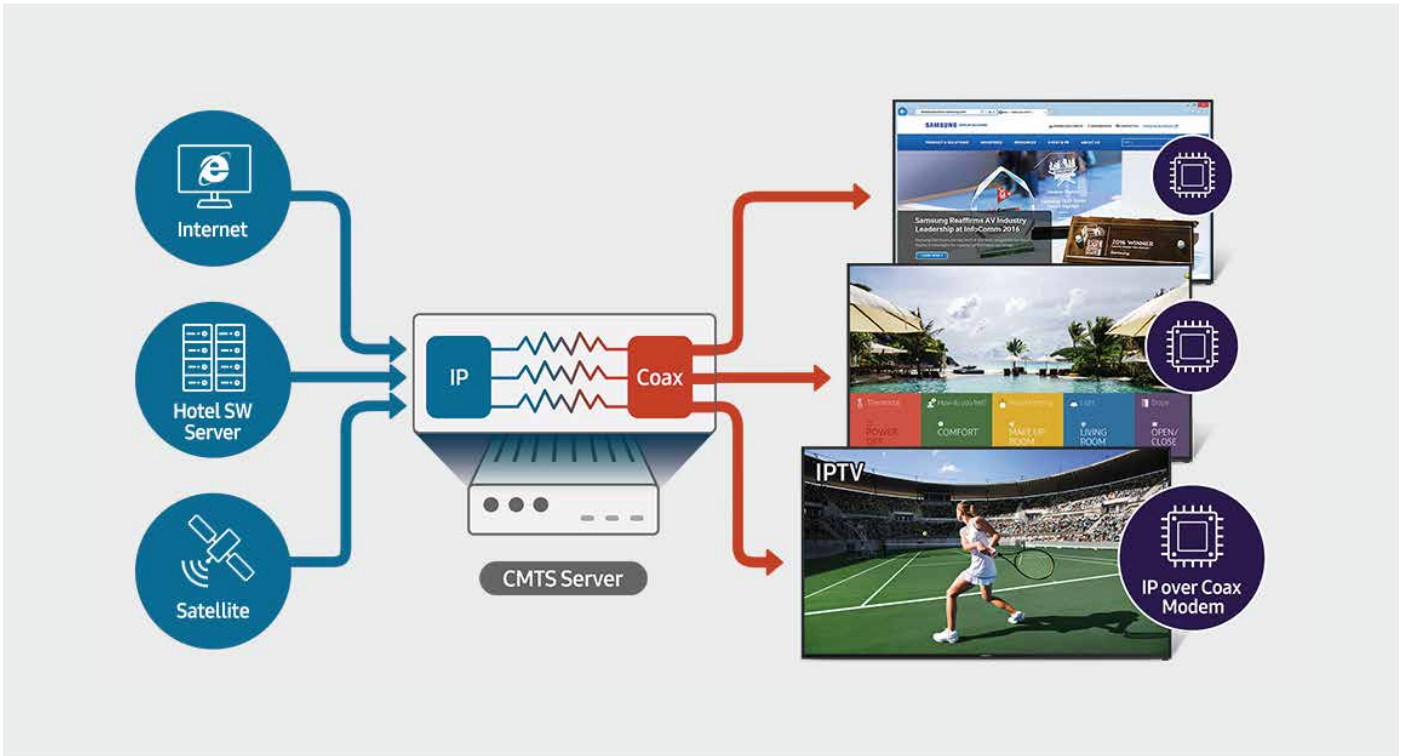
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Meet Demand for IP-Supported Services at Low Cost

The HE694 has a simple, low-cost IP migration solution for hotels that currently have coaxial infrastructure. For the first time since initial demand for internet connectivity among hotel guests, IP infrastructure is becoming important in order for hotels to provide top-line entertainment and communication room services to its guests. Besides supporting WiFi, one of the most-demanded guest services today, an IP network also enables cable channels in HD, unified communication and integrated room controls. Due to consumer expectation of these services, the migration to an IP infrastructure that supports the technologies is necessary in order to stay competitive. In response to the growing number of hotels wanting to transition, Samsung HE694 display provides a simple and easy solution, called as "IP over Coax" which offers IP content service without the high cost burden.

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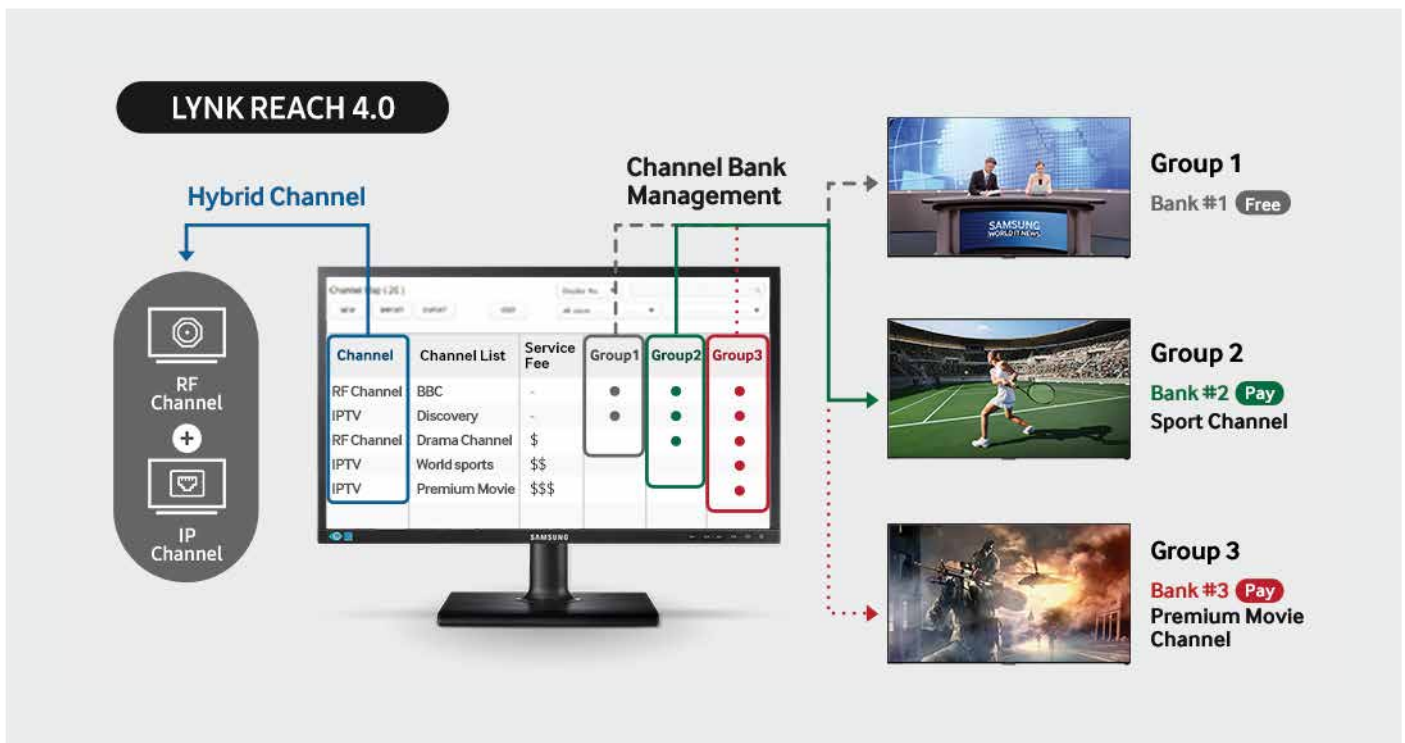# Samsung
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Deliver IPTV Services through Existing Coax Infrastructures

As an All-IP standalone display, Samsung's HE694 uses CMTS server* to convert IP signals to coax signals and transmit them through the existing coaxial cable. The CMTS server receive satellite, internet and hotel server signals and then send them to the embedded DOCSIS 3.0 cable modem, which then enhances communication and content delivery through in-room display. Through this transformation, hotels can empower guest rooms with high-quality IPTV without a significant equipment investment and deliver to guests a complete platform for a premium in-room experience with an at-home feel.

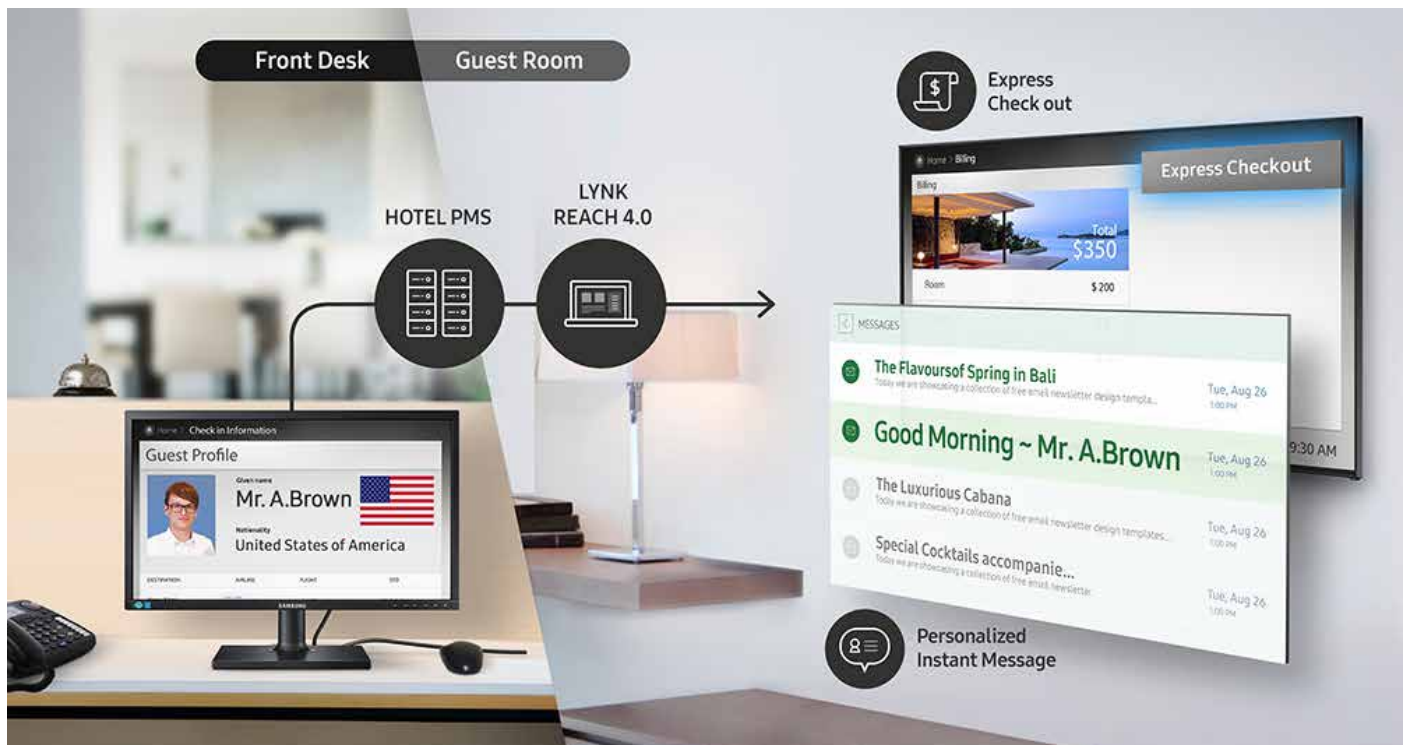*The Samsung HE694 display package does not include a CMTS server.

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Deliver a Tailored Guest Experience through Convenient Content Selection and Sharing

The HE694 LYNK REACH Hybrid Channel is a service previously only available on a pure IP infrastructure. Samsung's LYNK REACH 4.0 solution gives hotel managers access to a mix of IP channels and RF channels, creating a hybrid channel map capable of offering guests more entertainment and information options than available on standard hospitality displays. To further amplify the in-room experience, the LYNK REACH 4.0 solution elevates the HE694 display into a convenient hub for informative, engaging content resembling what guests would expect on their mobile devices. LYNK REACH 4.0 expands hotels' content delivery options through a vast template library and easy-to-manage user interface accommodating of any property's unique branding needs. Through this enhanced access, hotel managers easily can compose and activate a channel bank list to meet unique guest needs. LYNK REACH 4.0's extensive channel bank additionally allows hotels to offer specialized premium paid content available to applicable guests, creating a potentially profitable revenue source while offering guests more customized viewing options.

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Promote In-Room Convenience through Personalized Services

LYNK REACH 4.0 allows hotel management to further personalize the guest experience by collecting customer data for on-site service recommendations. 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. With the addition of LYNK REACH, guests can leverage the HE694 displays to stay informed and take advantage of special offers throughout the duration of their visit.

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Keep Guests Connected at Reduced Maintenance

Through a range of innovative, low-cost features, the HE694 displays offer guests more avenues to achieve fully-functional connectivity – for both work and entertainment needs – with less hassle required. Guests can use an integrated Ethernet bridge to create an in-room work station, complete with a VoIP phone access point and connectivity to IP devices for continued content access. After a long day, guests can access online TV streaming platforms through the displays to ensure they don't miss their favorite program while on the road. The Ethernet bridge feature further reinforces the HE694 as a display offering a balance between connectivity and compatibility for guests looking to mirror the comforts of home.

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Expand Personal Music Streaming Capabilities and Content Viewing Arenas through Bluetooth and Wireless Connectivity

The HE694 additionally expands in-room entertainment options through Bluetooth and the the displays' integrated Software Access Point (Soft AP). Bluetooth allows guests to stream music from their personal devices through the displays' speakers, providing a user-friendly options that is also a cost-efficient alternative to frequently stolen or broken docking stations. Alternatively, the displays' integrated Software Access Point (Soft AP) functionality provides secure private wireless connections between TV and up to 4 mobile devices in room. Once connected, guests can transfer personal content, including music, movies and photos, from their mobile devices for viewing on the larger display screen with DLNA™. The availability of both features within the display helps hotels further transform rooms into versatile entertainment hubs.

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