

Samsung HC770 Series

Ultra-slim design and advanced functionality for premier hospitality environments



Highlights

- Provide a premium viewing experience with ultra-slim, stylish LED displays for hospitality guests
- Streamline content management with Samsung LYNK™ REACH 3.0 solution
- Cut costs and enhance security with Samsung's software-based LYNK Digital Rights Management (DRM) technology
- Streamline content management with Samsung LYNK REACH 3.0 solution user interface (UI) and editing tool
- Help guests stay on time with the clock accessory supported by a backup power supply
- Reduce operating expenses with simplified device management and optimized resource management

Address guest needs and staff requirements with consistent hospitality displays

Successful hoteliers know that travelers expect in-room entertainment similar to what they experience at home. However, hotel owners and managers must control costs when investing in new displays. Finding an affordable mid-range in-room display with superior performance and an ultra-slim design can be a challenge. Many displays on the market lack compatibility with standard system integrator (SI) solutions.

Samsung HC770 Series high-performing displays include many features hoteliers need, hoteliers need. The ultra-slim, streamlined design of these displays contributes to a pleasant room ambiance

and superior viewing experience. In addition, the displays help reduce costs with enhanced technology and energy-saving features. Guests can stay on schedule with the help of the clock accessory and be entertained with myriad entertainment options.

Create an enhanced in-room entertainment environment

High-quality displays in guest rooms can contribute to an enjoyable hotel stay. With the elegant design of Samsung HC770 Series ultra-slim displays, hoteliers can elevate guests' viewing experience. Light and unobtrusive, the displays feature a narrow bezel, providing more viewing area. The displays boast an ultra-slim form factor that provides hotel guests with a richer viewing experience and a more elegant in-room atmosphere.



Figure 1. Samsung HC770 Series displays elevate the in-room entertainment experience while enhancing the guest room's ambiance

Offer an enriching hotel guest experience with a wide range of entertainment options

Provide convenience even in a no-network environment

HC770 Series displays offer an alternative way for hotels to enhance guests' convenience. With the Hospitality Home Menu, hotels can provide guests with a simple home screen that displays a live channel stream. Plus, the home screen shows additional information such as the time and date, a welcome message and hotel information. Easy access to commonly used features is also available from the Hospitality Home Menu. The welcome message, hotel information, and easy access features can be edited from the factory mode. The customizations made to the Home Menu can be easily cloned to a USB, which can then be used to apply the same customization to other Samsung Hospitality Displays.

Simplify information updates with intuitive tools

LYNK REACH 3.0 is a specialized solution for hospitality environments that provides a simplified UI and editing tool. This tool organizes and displays content, such as hotel information, images, logos and Electric Program Guides (EPGs) using a coaxial infrastructure. Four editable templates are provided for creating a fully customizable UI. Also provided is a new template that supports advertisements with live channels for the hotel lobby and restaurants. The ability to include advertisement on the displays during broadcasts provides an additional revenue stream for hotels.

The REACH server provides a straightforward way to manage several hundred hospitality displays remotely. This system helps reduce labor costs associated with updating each display individually. The technology also helps reduce total cost of ownership (TCO) because no set-top box (STB) or Internet Protocol (IP) infrastructure is needed.

The REACH interface is designed to display content on in-room screens and provide PC-based content management for hotel personnel. In-room screen content includes hotel information and marketing messages for guests. The interface helps content managers readily edit and manage information and the content can be provided from the Internet through the REACH server.

To further customize in-room content for guests, REACH offers additional conveniences for the hotel manager, such as creating content for specific groups of guests. Various guests can be assigned to groups that have similar sets of channels and content needs. Managers can create up to 10 groups of displays with dedicated content for each group, which is ideal for targeting a specific group of guests such as convention attendees.

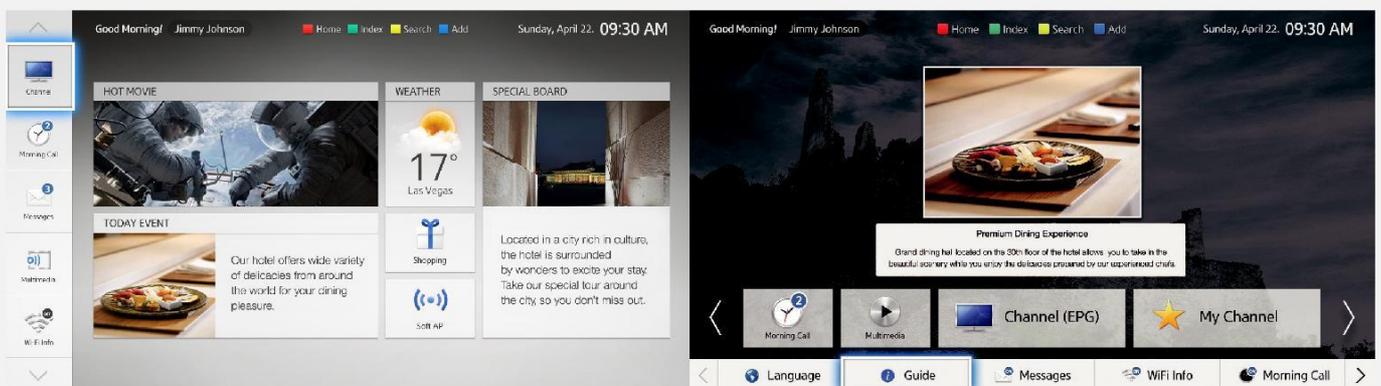


Figure 2. The REACH UI can be customized to provide hotels with a look uniquely their own

Maintain robust security with Samsung's software-based LYNK DRM technology

Enhance content protection with a pure software DRM solution

Samsung LYNK DRM technology provides hoteliers, facility managers and owners with a safeguarded and cost-effective alternative to traditional hardware-based content protection systems. This technology allows encrypted content to pass safely to display on hospitality screens.

A software-only implementation, Samsung LYNK DRM technology provides quicker recovery for Conditional Access System (CAS) problems. Enhanced functions include support for a video-on-demand (VoD) system. To help ensure reliability, the technology also supports additions to cable head-end equipment.

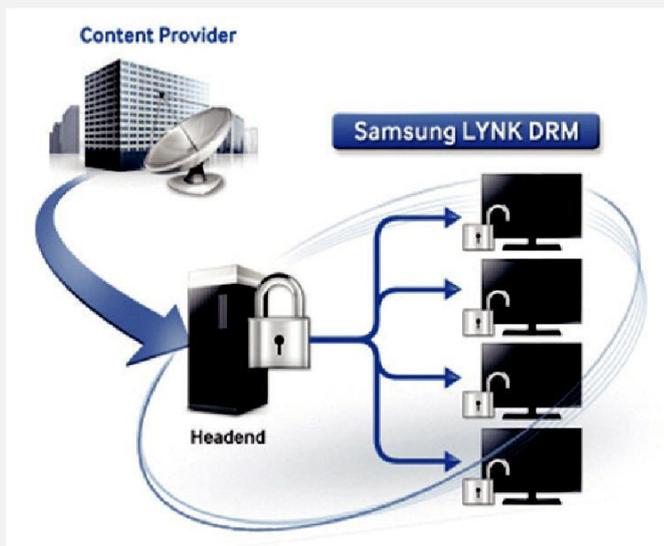


Figure 3. LYNK DRM technology allows encrypted content to pass safely and display on hospitality screens

Reinforce management over in-room displays with Security Mode

Samsung HC770 Series displays provide the unique and strong hardware control with Security Mode. With this feature, managers can disable Teletext (TTX), the HDMI® port and the USB port on the displays. By controlling these hardware functions using the Security Mode, managers can prevent guests from viewing non-compliant content or transmitting unwanted TTX on the hotel property. For the customer who requires a high content management level, this Security Mode can help maintain complete in-room control.

Offer accurate timekeeping without interruption using the clock accessory

The optional, attachable clock helps hoteliers provide the correct time to guests. The clock's backup power supply eliminates the need to reset the time if a power interruption occurs. The clock can run accurately without external power for up to 72 hours.

Minimize overall TCO with simplified device management and optimized resource management

Samsung Hospitality Displays provide centralized management from a control room, and the convenient and efficient management features provided default also reduce trips to the rooms for display maintenance. Being connected to the hotel's network infrastructure, each in-room display can be monitored and even have the content grouping policy and EPG deployed instantaneously from the control room. The simplified configuration of having just the display that delivers similar convenience without the complexity of an additional set-top box (STB) provides hotels the benefit of one less device to worry about.

Samsung HC770 Series

HC770

32" / 40" / 46"



- HG32EC770SK
- HG40EC770SK
- HG46EC770SK

Connectors



1. RJP
2. VARIABLE AUDIO OUT
3. VOL-CTRL
4. USB
5. HDMI IN 3 (DVI)
6. HDMI IN 2 (ARC)
7. HDMI IN 1
8. PC/DVI AUDIO IN
9. HEADPHONE
10. HP-ID
11. ANT IN
12. PC IN
13. COMPONENT IN
14. DATA

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Samsung HC770 Series

Specifications

		32HC770	40HC770	46HC770
Display	Backlight		LED	
	Inch	32	40	46
	HD/FHD		FHD	
	Resolution		1,920 x 1,080	
Video	Picture Engine		HyperReal Engine	
	Static Contrast Ratio		5,000:1	
	Response Time		8ms	
	Viewing angle (Horizontal/Vertical)		178 / 178	
	Brightness		450 cd/m ²	
	Micro Dimming		N/A	
	Wide Color Enhancer Plus		Yes	
	Auto Motion Plus		N/A	
	Film Mode		Yes	
Audio	Dolby		Dolby Digital Plus / Dolby Pulse	
	DTS Studio Sound / DTS+		DTS Studio Sound	
	DTS Premium Sound / DTS Premium Sound 5.1		DTS Premium Sound 5.1	
	3D Sound		N/A	
	Auto Volume Leveler		Yes	
	Speaker Type		Down Firing + Full Range	
	Sound Output (RMS)		10W x2	
	Woofer		N/A	
	Variable Speaker Output		4W (Mono, 8Ω)	
Feature	Smart Hub		N/A	
	Apps		N/A	
	Web Browser		N/A	
	Samsung Smart View		N/A	
	Voice Control		N/A	
	Samsung 3D		N/A	
	3D Converter		N/A	
	Wireless LAN Built-in		No	
	AllShare - Contents Sharing		N/A	
	AllShare - Screen Mirroring		N/A	
	ConnectShare™ (USB 2.0)		Movie	
	Wake On LAN		N/A	
	Soft AP		No	
	BT HID Built-in		N/A	
	USB HID Support		N/A	
	TV SoundConnect		N/A	
OSD Language		27 European Languages		
Digital Clean View		Yes		

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Feature	HDMI 1.4 3D Auto Setting		N/A
	HDMI 1.4 A / Return Ch. Support (ARC)		Yes
	Anynet+ (HDMI-CEC)		Yes
	BD Wise Plus		N/A
	Auto Channel Search		Yes
	Auto Power Off		Yes
	EPG		Yes
	Teletext (TTX)		Yes
	Caption (Subtitle)		Yes
	Wake-up Timer		Yes
	Sports Mode 2.0		Basic
	Game Mode		Yes
	Picture-In-Picture		Yes
	Sleep Timer		Yes
	Hbb TV		No
	Hospitality Feature	Hospitality Home Menu	
Samsung LYNK™ REACH			Yes
Samsung LYNK™ REACH Server Compatibility			Yes
Samsung LYNK™ SINC Compatibility			No
H.Browser Compatibility			No
Hospitality Plug&Play (Easy Set-up)			Yes
RJ 12 / IR Pass Through			Yes
Power on Mode			Yes
USB Cloning			Yes
Hotel Channel List			Yes
Mixed Channel List (ATSC, DVB-T/T2/C/S2, Analog)			Yes
Logo Display with Time Out Setting (BMP/Movie)			Yes
Welcome Message			Yes
Music Mode (Input : PC/AV/ Component/HDMI)			Yes
Music Mode BackLight on/off			Yes
Auto Source Mode			Yes
Energy Saving Mode(BLU control)		Yes	

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	32HC770	40HC770	46HC770
Hospitality Feature	External Clock Compatibility		No
	Clock Back Up Supply		Yes
	External Clock Dimming Control		No
	Software Clock		Yes
	My Channel		Yes
	Multi Code Remote Control		Yes
	Screwed Remote Battery Cover		Yes
	Security Mode		Yes
	Smovie Compatibility		Yes
	Sound bar compatibility		Yes
Samsung LYNK™ DRM		Yes	
Input & Output	HDMI (Side/Rear)		3/0
	USB (Side/Rear)		1/0
	Component In (Y/Pb/Pr) (Side/Rear)		1/0
	Composite In (AV) (Side/Rear)		1/0 (Common Use for Component Y)
	Ethernet (LAN) (Side/Rear)		N/A
	Headphone (Side/Rear)		1/0
	Headphone ID (Side/Rear)		1/0
	Digital Audio Out (Optical) (Side/Rear)		No
	Audio Out (Mini Jack) (Side/Rear)		No
	PC In (D-sub) (Side/Rear)		1/0
	PC/DVI Audio In (Mini Jack) (Side/Rear)		1/0
	RF In (Terrestrial/Cable input) (Side/Rear)		1/0
	RF In (Satellite input) (Side/Rear)		No
	RS232C		(Common for RJ12)
	CI Slot (Side/Rear)		1/0
	Variable Audio Out (Side/Rear)		1/0
	Variable Audio Out Volume Control (Side/Rear)		1/0
	RJ12 for External Control (Side/Rear)		1/0
	RJP Jack (Remote Jack Pack) (Side/Rear)		1/0

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		32HC770	40HC770	46HC770
System	DTV Tuner		Yes	
	Analog Tuner		No	
	DiSEqC		Black	
Design	Front Color		Quad (Black)	
	Stand Type		20/20	
	Swivel (Left/Right)		90/90	
Dimension	Set Dimension with Stand (mm/in.)	743.2 x 516.6 x 241.3 29.2 x 20.3 x 9.4	930.4 x 620.9 x 241.3 36.6 x 24.4 x 9.4	1065.8 x 721.2 x 276.7 41.9 x 28.3 x 10.8
	Set Dimension w/o Stand (mm/in.)	743.2 x 449.7 x 48.1 29.2 x 17.7 x 1.8	930.4 x 555.1 x 48.1 36.6 x 21.8 x 1.8	1065.8 x 631.5 x 48.1 41.9 x 24.8 x 1.8
	Package Dimension (mm/in.)	996 x 591 x 132 39.2 x 23.2 x 5.1	1154 x 646 x 132 45.4 x 25.4 x 5.1	1330 x 739 x 145 52.3 x 29.0 x 5.7
Weight	Set Weight with Stand (kg/lb)	7.9 / 17.4	11.9 / 26.2	15 / 33
	Set Weight w/o Stand (kg/lb)	6.7 / 14.7	10.6 / 23.3	13.2 / 29.1
	Package Weight (kg/lb)	9.6 / 21.1	13.5 / 29.7	19.4 / 42.7
VESA	VESA Mount (mm/in.)		200 x 200 7.8 x 7.8	400 x 400 15.7 x 15.7
	VESA Screw Size		M8	
Power	Power Supply (V)		AC220-240V 50/60Hz	
	Power Consumption (Rated) (Watts)	56	96	105
	Power Consumption (Stand-by) (Watts)		0.3	
	Power Consumption (IEC 62087 Edition 2) (Watts)	36	64	62
	Peak Luminance Ratio	100%	99%	100%
	Yearly Power Consumption (EU standard, kWh)	53	93	91
Eco	Eco Label		Yes	
	Eco Mark		N/A	
	Eco Sensor		Yes	
	Energy Efficiency Class		A	A+
	Mercury Content (mg)		0.0mg	
	Lead Presence		Yes	

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Remote Controller Model		TM1240	
PureCare Remote (Seamless White Remote)		No	
Battery (for Remote Control)		Yes	
Mini Wall Mount Support		Yes	
Accessory Vesa Wall Mount Support		Yes	
Power Cable		Yes	
Data Cable		Yes	
Slim Gender Cable		Yes	
Quick Install Guide		Yes	
Stand Mount Kit		No	

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Legal and additional information

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For more information

Form more information about Samsung HC770 Series displays, visit www.samsung.com/business or www.samsung.com/displaysolutions

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