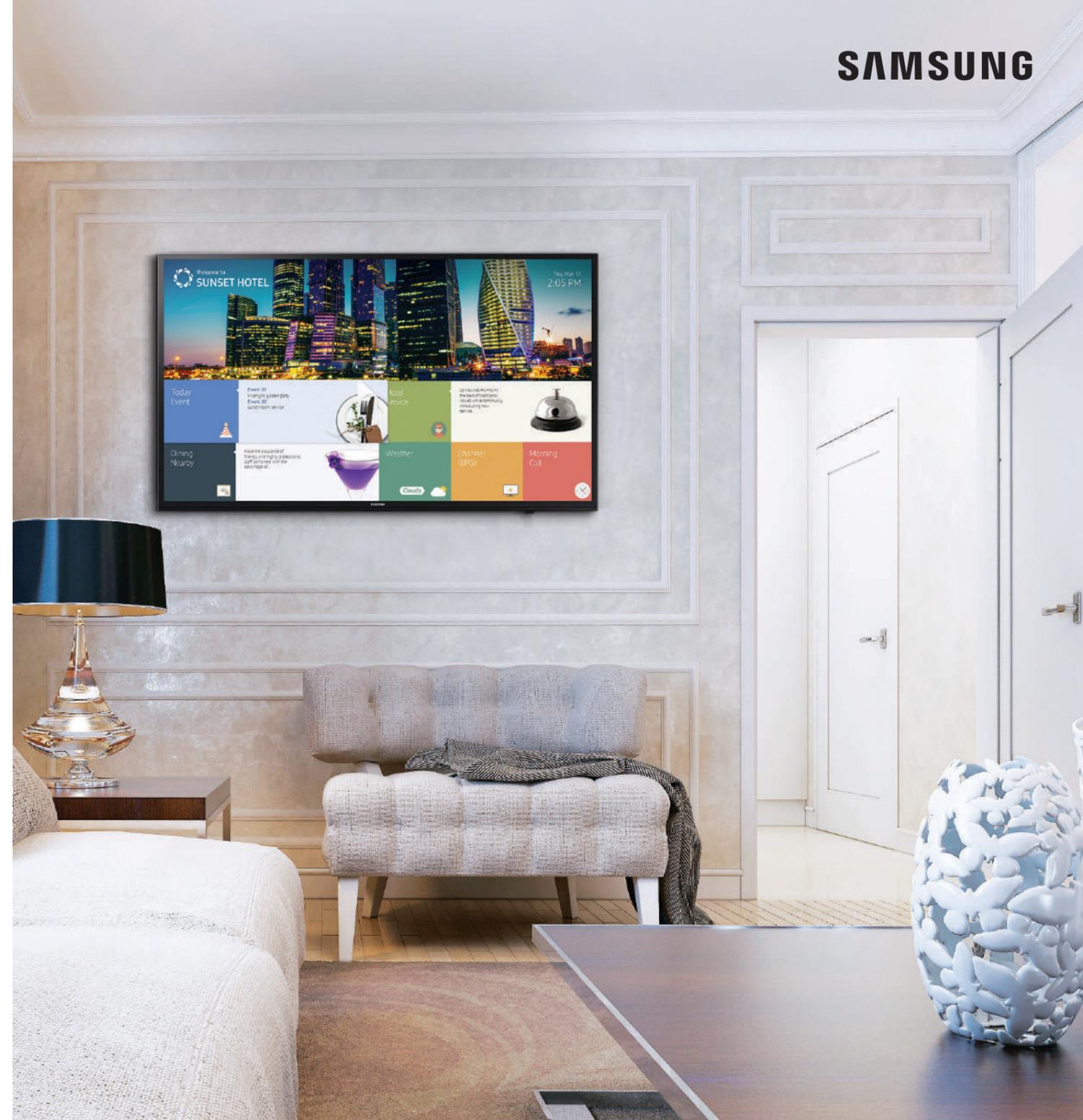


Specifications

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



About Samsung Electronics Co., Ltd.

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Samsung LYNK REACH

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Samsung Electronics Co., Ltd.
416, Maetan 3-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-772, Korea

Samsung LYNK REACH

Increase efficiency and engagement with comprehensive control

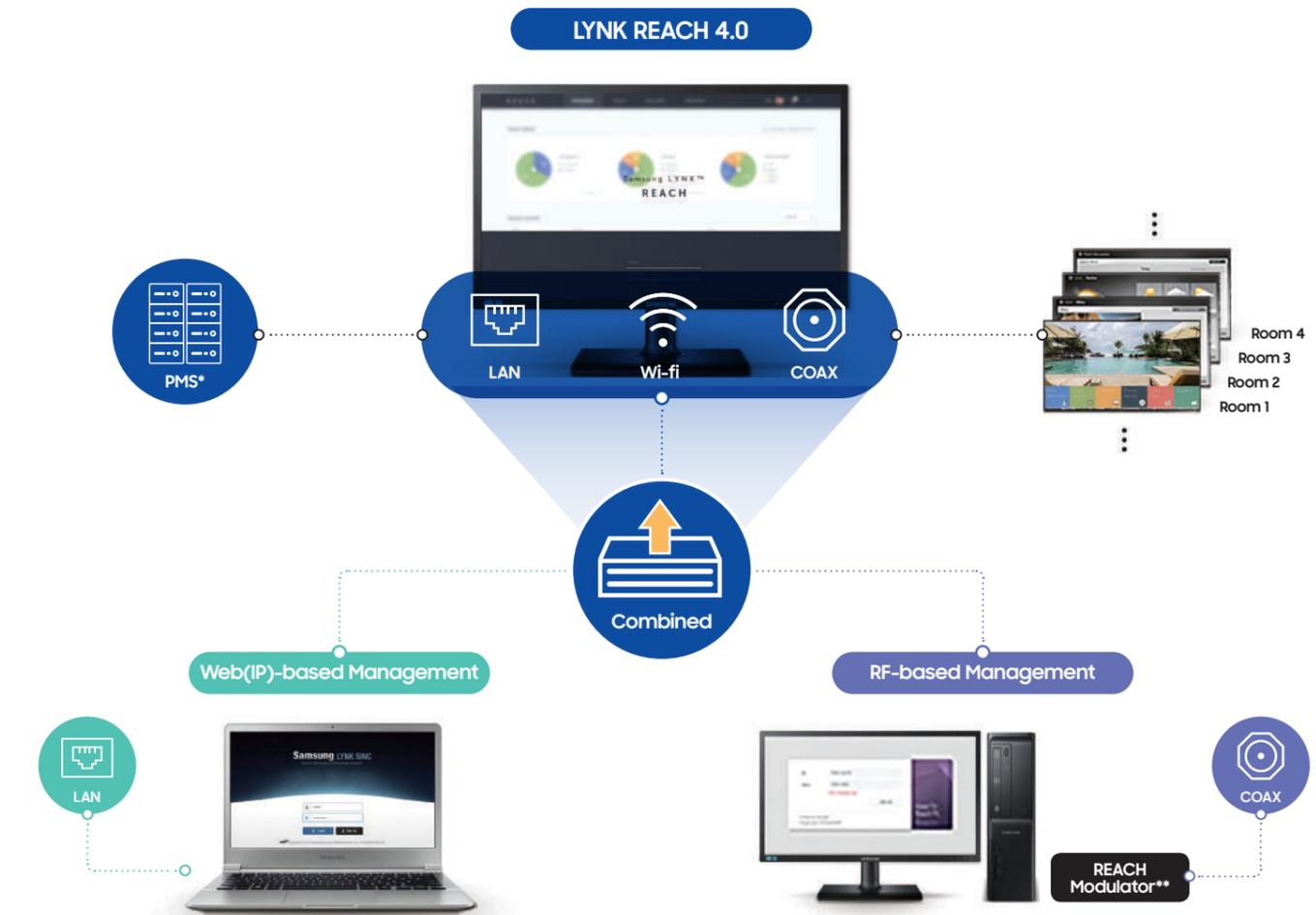
Centralized content management for improved hotel operations

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 personalized environment while simultaneously improving their own operational efficiency.

The fully integrated LYNK REACH 4.0 system grants hotel managers visibility and control of hundreds of on-site displays through a central remote server, and elevates these displays into all-in-one hubs for personalized content, application and channel access. LYNK REACH 4.0 also 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.

Combining the power of two solutions for enhanced hotel operations

With displays spread throughout properties, 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 personalized 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 processes. 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.



* Property Management System
**Third-party PC must be used separately.

Key features



Consolidated content management

LYNK REACH 4.0 transforms hospitality displays into two-way, centrally controlled communication hubs that deliver personalized content across single screens or screen blocks. LYNK Reach 4.0 is compatible with all Samsung hospitality displays and existing hotel infrastructures.



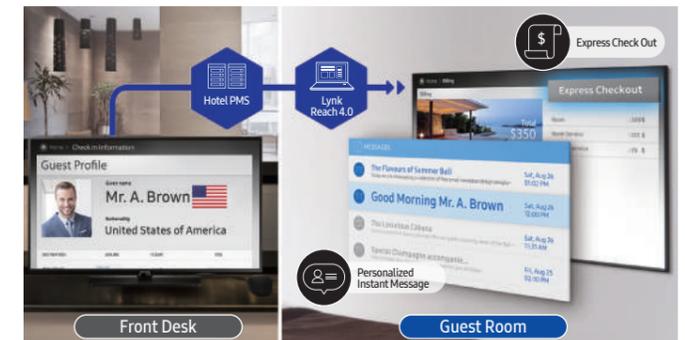
Multiple screen management

Improved display management enables hotels to enjoy more efficient operations while generating additional revenue. LYNK REACH 4.0 offers users a complete view into the performance and status of all on-property displays on a single remote screen, rather than requiring room-by-room staff visits.



Versatile customer engagement

Compatible with a range of content formats, LYNK REACH 4.0 empowers hotels to inform and entertain visitors. Managers can upload and embed video content for an interactive welcome channel which can be used to promote on-site and off-site services, and notify guests about area attractions.



Personalized full-stay service

Two-way communication ensures guests receive the personalized attention they expect. At check-in, guest data is transferred to LYNK REACH, enabling managers to tailor and share guest messages. At check out, in-room displays provide all accumulated charges and conveniently offer express checkout.



User-friendly application and settings access

Hotels can leverage LYNK REACH 4.0 to deliver social media and entertainment applications* to individual displays relative to stay duration and guest interests. Guests can enjoy programs as they would on their personal devices, while also able to deactivate customized settings as needed.

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



Real-time information for an at-home feel

Hotel guests expect a wealth of relevant information, from flight schedules to weather updates, available in a central location. LYNK REACH 4.0 delivers this real time content while simultaneously providing applications and data to bring an "at-home" feel to the in-room display.