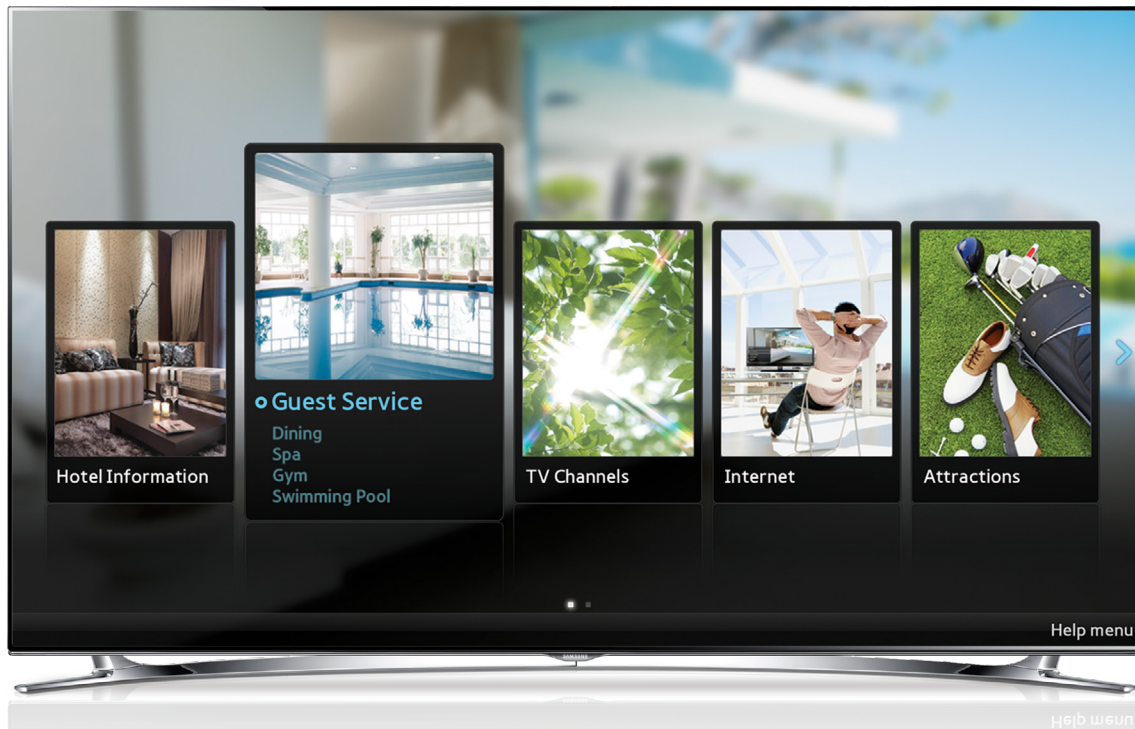


Samsung LYNK™ SINC

Interactive TV content management for hospitality providers.



An enhanced guest experience without increased expense.

Control content more effectively and more cost-efficiently with Samsung LYNK SINC. It enables remote management of a hospitality property's TV network. Property managers or technicians can easily provide popular applications and premium content individualized to guests' needs and expectations. Hotels can provide content customized for each guest room or group of rooms. The TVs on the property's network can be controlled from one central location, helping to reduce costs. In addition, LYNK SINC's Smart Hub provides access to social networking sites, specialized programming and other entertainment.



Enhance the guest experience.

Provide in-room access to guest services, tourist data and other information.



Easily select and manage viewing content.

Lower TCO with fewer equipment, labor and maintenance costs.



Control in-room TVs from one location.

Increase guests' enjoyment without performing room-to-room updates.



Provide access to frequently used applications.

Enhance functionality with user-friendly Smart Hub interfaces.



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

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ENHANCE THE GUEST EXPERIENCE.

Greater guest access to services and information.

Using services enabled by LYNK SINC, hotel guests can enjoy a luxurious, entertaining stay with enhanced content based on their individual needs. Hotels can provide a specialized experience built around guests' schedules or reasons for staying.

For example, TVs in conventioners' rooms can display a custom UI and menu specific to the convention. Event locations, meeting alerts and entertainment options catering to a topic of interest can be set up with little time or effort.

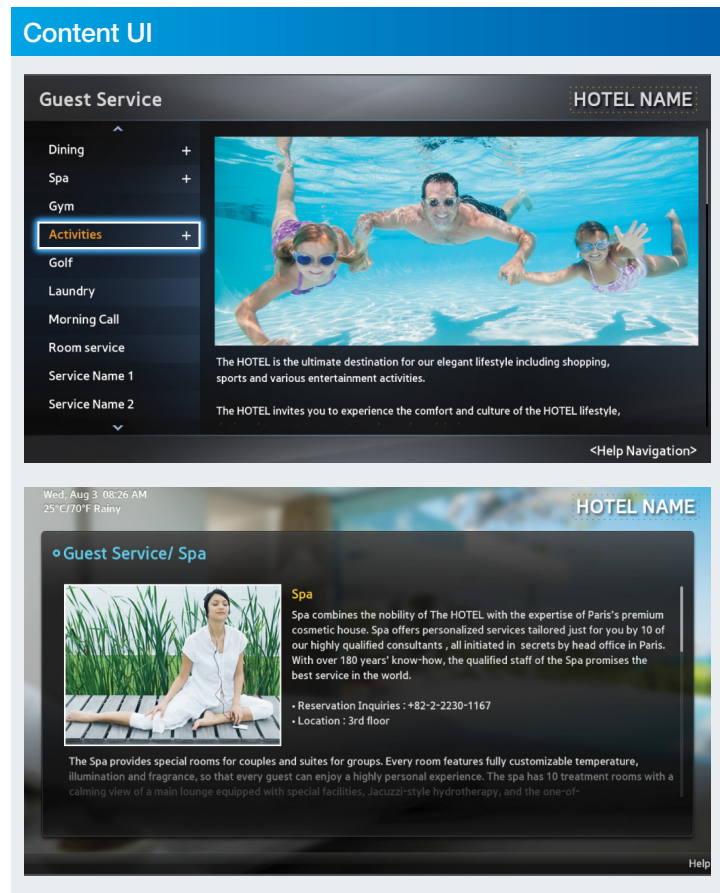
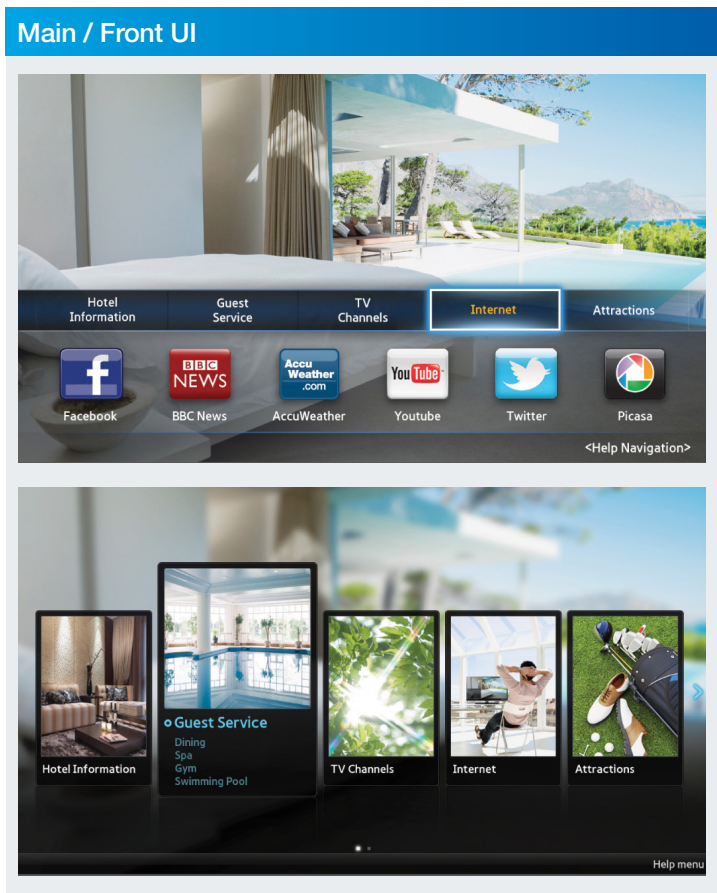
In addition, tourist data, available discounts, local event information and more can be displayed for swift access by guests.

Display a seamless view of a property's brand.

Property administrators can select an interface design that matches a brand image, location, amenities and audience. Icons and widgets are displayed transparently on top of an editable background image. Managers can deliver welcome and other messages based on events occurring on or off the property.

Samsung LYNK IP DRM and Verimatrix™ DRM

IPTV-IP Multicast DRM is used in conjunction with Samsung LYNK SINC. When viewing an IPTV channel, this solution provides reliable access to unlock premium HDTV content from providers such as cable and satellite.



LYNK SINC enables administrators to choose an interface that best suits a property's brand image.

EASILY SELECT AND MANAGE VIEWING CONTENT.

Provide custom viewing options without excessive labor and cost.

LYNK SINC is a specialized hospitality solution that enables the delivery of customized viewing options to hundreds of guest rooms. Administrators can update multiple room TVs remotely with just one click, drastically reducing the costs associated with the laborious room-by-room trips that are required for typical TV management.

LYNK SINC is a cost-effective remote management solution that helps reduce the time required to manage and upgrade hundreds of TV displays.

Reduce costs related to guest amenities for lower TCO.

With low installation costs and minimal maintenance fees, LYNK SINC helps reduce TCO by avoiding the expenses associated with conventional TV solutions. LYNK SINC works with an existing property management system (PMS) and Samsung LED 890, 690 and 590 Series hospitality displays. The functions needed to enable premium interactive services and remote TV controls are integrated with the television units. These built-in functions eliminate the need to install and maintain external STBs, lowering operating costs while reducing room clutter.

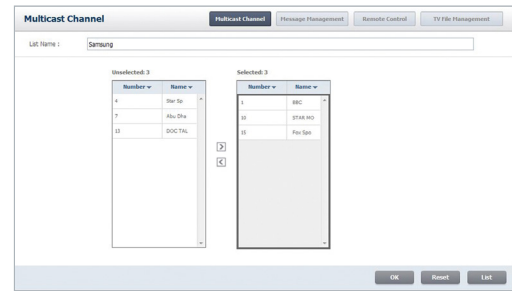
Tailor guest room content for a particular group or event.

LYNK SINC helps property managers and technicians manage TV content using the SINC tool. Users can group guest rooms according to guest and event data on the property's PMS. For example, a block of rooms used for a convention can be set to receive pop-up messages alerting guests of a meeting time and location. Properties can also block specific content in some rooms, such as rooms with families.

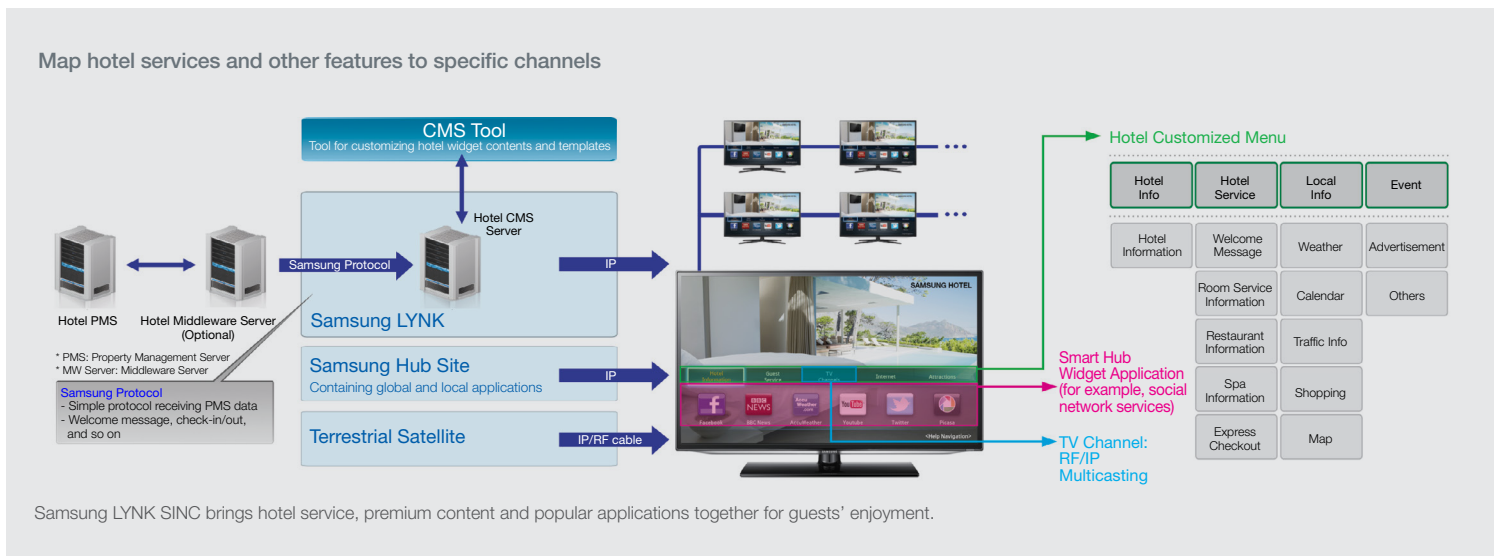
The LYNK SINC Multicast Channel Menu enables property managers to map channels based on available channel numbers. Hotel information can be mapped to channel 1, local weather to channel 2, special events to channel 3 and so on.

LYNK SINC reduces complexity in TV content management and improves consistency in property branding by providing:

- **Customizable user interface (UI).**
Users can select an interface best suited to a particular hospitality brand or property.
- **Content based on room groups.**
Groups of guest rooms can be targeted to receive, or not receive, specific content.
- **TV and network management.**
Managers can perform specific actions such as updating TV firmware remotely.
- **Channel management.**
Channel lists can be created and edited by genre, paid or free channels and room grade.



The LYNK SINC Multicast Channel menu helps administrators map hotel and event information to specific channels for ease of use by guests.

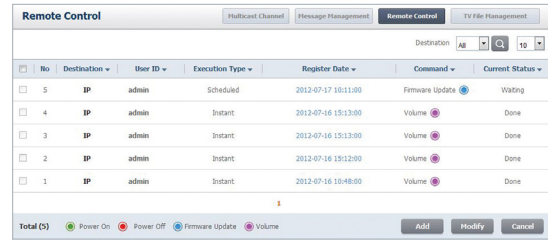




CONTROL IN-ROOM TVs FROM ONE LOCATION.

Remotely control TV network management.

Samsung LYNK SINC helps properties offer guests HD content and popular applications with the touch of a button. The LYNK SINC Remote Control menu simplifies the monitoring, management and control of a property’s TV network. Various tasks can be performed on individual TVs or groups of TVs, including power on, power off, volume control and firmware updates. Multiple tasks can also be set up to run together for even greater time savings and better customer service.



The LYNK SINC Remote Control menu enables remote management of individual or multiple TVs.



PROVIDE ACCESS TO FREQUENTLY USED APPLICATIONS.

Provide enhanced functionality with Samsung Smart Hub.

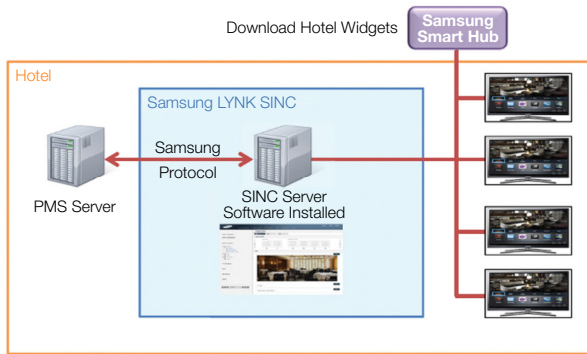
With LYNK SINC, properties can provide guests with the interactivity they experience on smartphones, tablets and desktops on their room’s TV. LYNK SINC helps a property offer popular applications such as Facebook®, Twitter™ and YouTube® to guest rooms through its IP network.

Samsung Smart Hub enables guests to use Internet applications the same way they use them on other devices. Entertainment packages and high-definition (HD) content can provide a “home away from home” feel to guest accommodations.

Download and install additional widgets rapidly.

SINC 2.1 with Smart Hub reduces the effort of downloading and installing widgets. Property managers can download only the widgets they want to include with their in-room entertainment experiences onto the Samsung SINC server. As a result, hospitality TVs do not need to be connected to the Internet for widget installation.

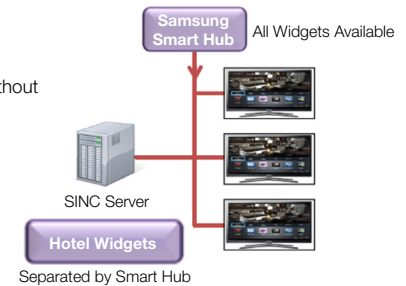
More options. More flexibility. Lower TCO. Contact your Samsung representative today to learn all about everything that’s possible with Samsung LYNK SINC.



Samsung LYNK SINC is a well-organized solution for ordering and serving content to hotel room displays.

SINC 2.1

SINC Server Provides Hotel Widgets
Enable TV installation without internet connection.



SINC 2.1 includes a library of widgets that lets users choose and install applications without an Internet connection.



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

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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).

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