Buying the right display for your business is not an easy decision. Display location, content, lighting conditions and hours of operation are all things to consider when creating the perfect solution. Samsung commercial-grade displays are specifically designed to meet the needs of various businesses in a variety of environments, ensuring content and information comes across as intended.

Some decision makers are attracted by the retail price point of consumer TVs and end up missing out on key benefits of using digital displays in a professional setting. Before making a decision that will impact how others will view your business, take a look at how commercial displays will help you send the right message.

### APPLICATION & DESIGN

**CONSUMER TVs vs. COMMERCIAL DISPLAYS**

- **CONSUMER TVs**
  - Focus on HDMI connectors and are generally limited on availability of other input types.
  - Typically don't include RS232 control.
  - Don't have IR or front panel lock out, leaving TVs vulnerable to pranksters.

- **COMMERCIAL DISPLAYS**
  - Have expanded input panels with a wider variety of inputs (VGA, DVI, Display Port, HDMI and can also include video-loop out).
  - Have full RS232 and RJ45 control, enabling control panel or remote display management.
  - Have IR and remote lock out.

### CONNECTIVITY & CONTROL

**CONSUMER TVs vs. COMMERCIAL DISPLAYS**

- **CONSUMER TVs**
  - Not designed to support cooling needs while in portrait mode.

- **COMMERCIAL DISPLAYS**
  - Enabled to support portrait mode.

### RELIABILITY

**CONSUMER TVs vs. COMMERCIAL DISPLAYS**

- **CONSUMER TVs**
  - Developed image-retention issues.

- **COMMERCIAL DISPLAYS**
  - Leverage technology protecting against image retention.

### SERVICE & SUPPORT

**CONSUMER TVs vs. COMMERCIAL DISPLAYS**

- **CONSUMER TVs**
  - Sold through retail stores with limited after sales support.
  - Can come with a limited, 1-year, over-the-counter warranty.

- **COMMERCIAL DISPLAYS**
  - Sold by authorized Samsung partners and supported by SAMSUNG.
  - Offer a superior 3-year onsite warranty, featuring Enterprise post-sales support.

### LEARN MORE

Learn more about commercial displays at [www.samsung.com/digitalsignage](http://www.samsung.com/digitalsignage)