Seeing the Big Picture: Commercial Displays or Consumer TVs
Commercial displays used for digital signage may look similar to TVs, but outfitting consumer technology in a business environment is likely to lead to problems.
This guide will help clear up the static, highlighting **15 key reasons** why you should select a commercial-grade solution like Samsung’s Smart Signage displays.
Applications

Consumer
Designed just for viewing TV, Blu-Ray and streaming services.

Commercial
Wide array of applications and use settings, from lobbies and restaurants to wayfinding and classrooms.
Industrial Design

Consumer
Designed more for aesthetics, not always ideal for business settings.

Commercial
Designed with clean, symmetrical lines. Sometimes doesn’t have manufacturer’s logo.
3 Durability

Consumer
Designed for light residential use.

Commercial
Rugged construction for high-traffic areas; ranging from conference rooms to public outdoor spaces.
Your future. On Display. See Samsung’s commercial display portfolio.

Read on for twelve more key differences.
Reliability & Runtime

**Consumer**
Designed to run a maximum of 6 to 8 hours per day, limited onboard cooling.

**Commercial**
Built to run 16 to 24 hours per day, with better cooling to support longer runtimes.

6 to 8 hours

16 to 24 hours
Brightness

Consumer
Brightness levels built for in-home environments – typically limited to 300 nits.

Commercial
High-brightness models available for sunlit locations – all the way up to 2,500 nits.
Content Displayed

Consumer
Designed for use as a television, primarily for TV content, streaming video or connecting gaming consoles.

Commercial
Designed to simultaneously display scheduled content and urgent messages.

A NEW SHIPMENT COMING IN TOMORROW.
Connectivity

**Consumer**
Usually limited to HDMI inputs.

**Commercial**
Expanded input panels, including VGA, DVI, DisplayPort, Ethernet and video-loop out.
RS232 Control

Consumer
Typically, don’t include RS-232 control. If included, limited to on/off and input switching.

Commercial
Many control protocols, including RS-232, IP, SNMP, MagicInfo Remote Management and Javascript APIs.
Remote Lockout

**Consumer**
Don’t allow lockout of IR or front panel, leaving TVs vulnerable to pranksters.

**Commercial**
Feature IR remote, USB Port lockout controls to prevent tampering, with USB lockout on select models.
All-in-One

Commercial
Displays include built-in media players to install compatible web-based signage applications.
Orientation

Consumer
Not designed to support portrait mode.

Commercial
Supports portrait mode with proper cooling technology and symmetrical design.
Glare and Finish

Consumer
Have a glossy finish to the glass — fine for use with low ambient light and closed windows.

Commercial
Many have anti-glare coatings to provide readability and visibility in ambient light situations.
Image Retention

Consumer
Develops image retention issues when static imagery presented for long periods.

Commercial
Leverages LCD technology protecting against image retention.
Design Life Cycles

Consumer
Regular chassis design changes.

Commercial
Maintain longer lifecycles with consistent industrial design, enabling a cleaner more consistent deployment.
Service and Support

**Consumer**
Typically a one-year, over-the-counter warranty – often void for commercial use.

**Commercial**
Sold by authorized B2B reseller partners and supported with three-year onsite warranty and enterprise post-sales support – some extending to 5 years.
Your Future. On Display.

Samsung offers a broad portfolio of commercial displays to support your business needs.

Learn more:
samsung.com/digital-signage