Samsung LYNK™ REACH and LYNK REACH Server

Flexible, easy-to-use and low cost solution for hospitality TV management over coaxial infrastructure

Highlights

- Eliminate the manual labor involved in room-by-room visits to each guest room by using a single-location remote solution that saves management cost
- Offer guests a way to rapidly access content with an intuitive user interface (UI)
- Deliver information automatically with service content through the LYNK REACH Server
- Lower total cost of ownership (TCO) by eliminating the need for extra equipment and staff

Manage hospitality displays using existing infrastructure

A look at the current IT infrastructure situation in the hotel industry reveals 95 percent of hotels utilize coaxial cables.

Typically, property managers enlist personnel to visit every guest room to perform system upgrades, set changes and other maintenance. Manually updating each TV throughout the property consumes valuable labor and operational costs. A manual process requires additional equipment and maintenance, contributing to continually rising costs associated with digital TVs (DTVs) on properties.

Samsung LYNK REACH and LYNK REACH Server are a software and hardware solution for better managing and maintaining guest room TV content. Property managers can provide a variety of information for customers and other information that the hotel wishes to provide to them through coaxial cables. The property managers can change the background, text, image or logo on the TV with user-friendly content editing tools. Plus, users can create the desired information accurately and easily by viewing the content on a full screen.

- **LYNK REACH.** LYNK REACH is a specialized software for hospitality environments, which provides a simplified UI and editing tool. This software solution organizes and displays content, such as hotel information, images and logos, using existing infrastructures.
- **LYNK REACH Server.** LYNK REACH Server is a dedicated server for using the LYNK REACH software solution, which provides a flexible UI. REACH Server provides a straightforward way to manage several hundred hospitality displays remotely from one central location.

LYNK REACH is designed exclusively for hospitality businesses to help create more cost-efficient room display management.

Perform upgrades and edit display interfaces remotely from one centralized location.

Avoid the labor involved in room-by-room updates of guest TVs

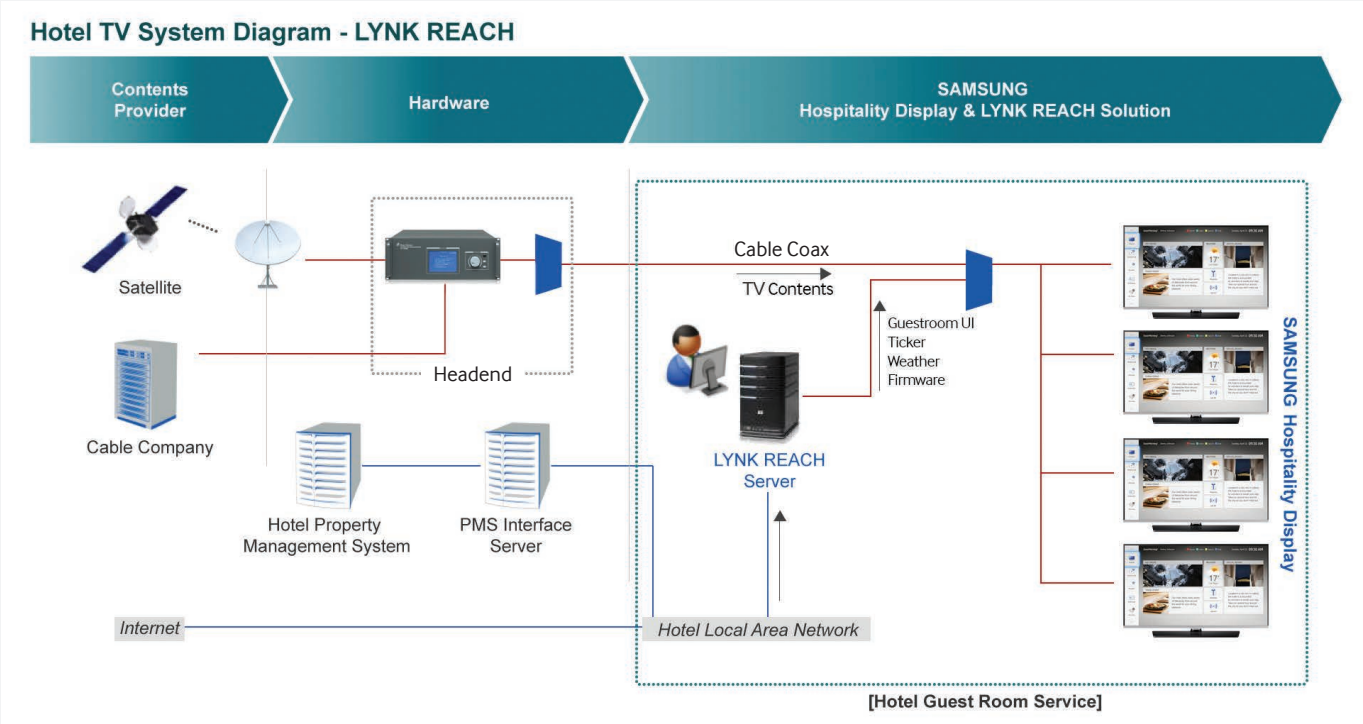

Figure 1. Property managers can customize and manage the interface and content remotely with LYNK REACH and the LYNK REACH Server.

Manage multiple TVs simultaneously from a central location with the LYNK REACH Server

Typically, properties must upgrade TV firmware and deliver content updates and channel mapping changes by deploying personnel throughout the site. Staff members use cloned USB devices to update each room display one at a time.

LYNK 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, weather, and marketing messages for guests. The interface helps content managers readily edit and manage information and at the same time be able to provide content through the REACH server.

With remote upgrades using the LYNK REACH Server, staff members can eliminate service limitations and interruptions, leaving them more time to deliver customer services.

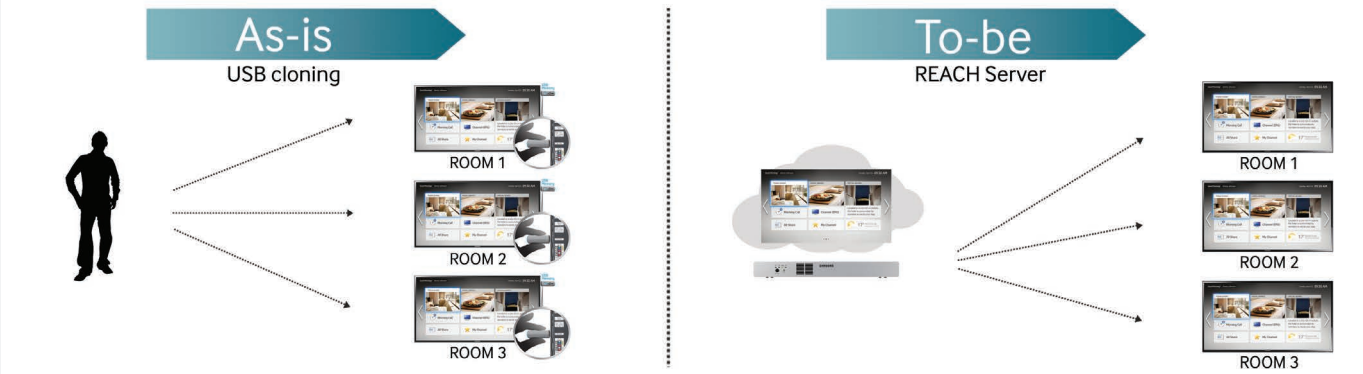

Figure 2. Replacing a room-by-room updating model with the LYNK REACH Server can reduce staff time and resources.

Personalize in-room display information with a fully customizable content management solution

Access content more quickly through interfaces designed for ease of use

The LYNK 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 displayed on a ticker. The interface helps content managers readily edit and manage information.

For example, a resort or hotel known for its cold-weather amenities might display slope conditions, available spa times and discount ticket packages. A hotel with on-site restaurants can advertise new menu options or special local promotions, such as food or event discounts that are available to guests. These messages can be scheduled to run at certain intervals to increase guest attention.

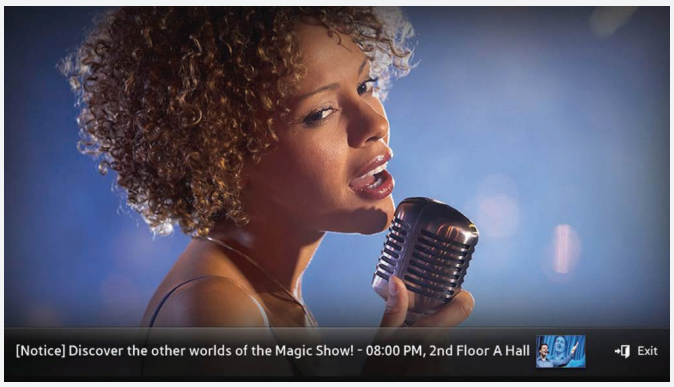

Figure 3. Hotels can display property information and marketing messages on a ticker during live channel broadcasts.

An attractive, intuitive UI helps guests find services, information and entertainment.

LYNK REACH comes equipped with familiar, intuitive UIs for hotel staffers and guests. The LYNK REACH solution contains a simplified tree hierarchy of settings that resembles a desktop folder system.

Enhanced visual contrast between the list of settings and the working window helps employees find the setting or element to be modified without delay. LYNK REACH provides a selection of different UIs to set up a customized property portal. The UIs included with LYNK REACH are highly flexible with features such as editable background messages and images.

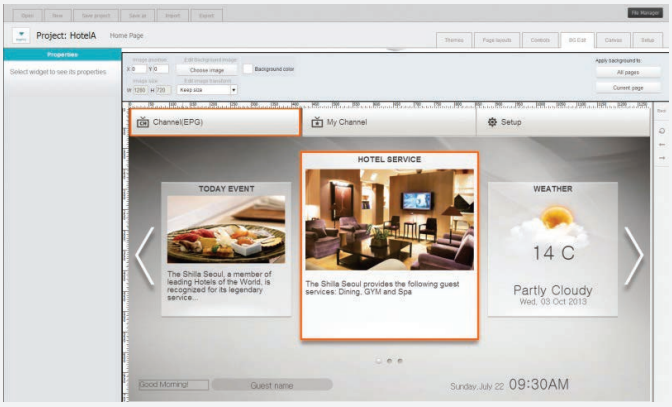

Figure 4. An intuitive UI simplifies content management.

Provide hotels with greater freedom for customized UI design and creation

LYNK REACH solution is based on a simple WYSIWYG (what you see is what you get) interface. This allows property managers to easily create their own menus without system integrators or installers.

LYNC REACH provides various types of templates including a blank page enabling property managers to efficiently organize and manipulate any aspect of UI content including background color, picture, text, main-page and sub-page.

The property manager can even resize a menu and transfer it to any desired screen while generating and editing content.

The basic TV menu supporting its native features, such as alarm clock, can be integrated into the customized template using LYNK REACH. And with the group management feature, a dedicated UI can be designed and deployed for a particular person or group.

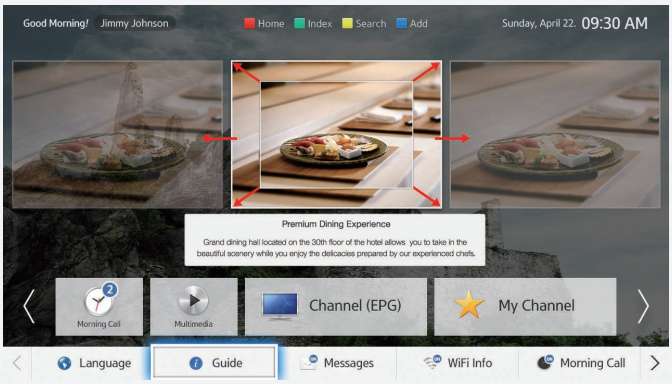

Figure 5. Hotels can freely change UI aspects such as size, color, font, location, etc.

Deliver weather, event and flight information to displays in near real time

Help guests find property services and information

Guests can access services and find information with a UI that fills the DTV screen and functions like displays on most in-home large format TVs. Using the service and information menus is straightforward so that guests can more easily access the resources they need. Plus, multiple languages are supported, providing a property the ability to cater to and communicate with global visitors.

Available resources include:

Useful hotel information

Using customizable widgets, hoteliers can display useful information such as room service, restaurant and spa menus.

Weather information

The weather information is automatically updated, providing guests with the latest weather information for planning their outdoor activities.

Timely flight information

Availability of up-to-date flight information is of great benefit to guests who want to coordinate their checkout time with their flight departure. Hotels can show airport flight information on-screen via a separate purchasing license key from third-party service providers.

Advertisements and events

Property owners can increase revenue by providing and servicing paid advertisements and information about neighborhood shopping, restaurants and attractions.

Welcome message

Property owners can welcome guests with an on-screen message in the guest's native language.

Figure 6. In-room displays provide guests with current weather information so they can plan their day's activities

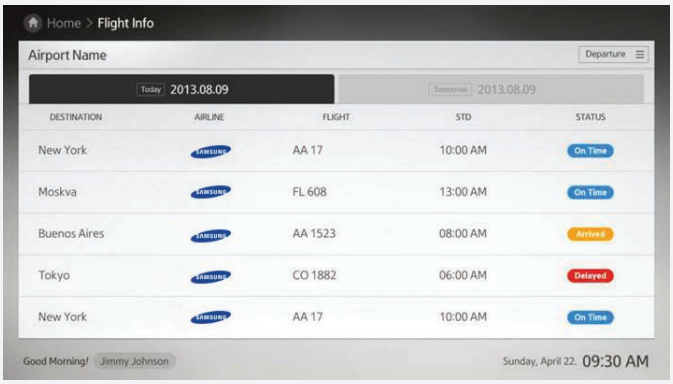

Figure 7. Guests can conveniently coordinate their checkout time with their flight departures using real-time flight information delivered by guest room TVs.

Figure 8. Hotels can advertise information about neighborhood restaurants and tourist attractions on the displays to generate additional revenue for the hotel.

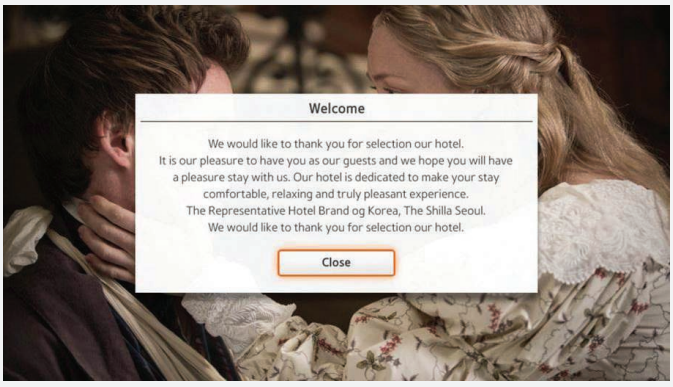

Figure 9. Hotels can generate customized welcome messages in multiple languages for guests when they check in

Guests can access TV content and information through an interface that matches a property's brand image, location or amenities.

Samsung LYNK REACH and LYNK REACH Server

Features and benefits

	Benefits
Remote TV management	Companies save labor costs by eliminating the need to visit each room individually to perform firmware and software upgrades.
Customizable UI and multiple language support with hotel, weather and local event information	Hotels can cater to guests' needs and deliver an enhanced guest experience.
Service content expansion	Property managers can deliver marketing messages and weather information to a specific room or event group without interrupting TV content.
Embedded server and software solution that works with existing infrastructure	By implementing the Samsung LYNK REACH solution, hotels can experience advanced features without purchasing expensive STBs or installing IP networks.

Specifications

		CY-HDS02A
General information	Product	REACH Server
	Type	Rack-mounted server (1U)
	OS	Windows® Embedded Standard 7
	REACH 2.0	Yes
	REACH 3.0	Yes
PC system	CPU	AMD Ontario 1.6 GHz Dual
	North bridge	AMD Radeon HD 6320 Graphics
	South bridge	AMD Hudson M1
	GPU	AMD Radeon HD 6320 Graphics
	SSD	128 GB
	Memory	4 GB (1-channel)
	Ethernet	Gigabit LAN
Connectivity	USB downstream	4
	Video out	RGB, DVI-D
	RF Out	DVB-C, Open cable
Electrical	Clock battery	1
	Number of fans	1
	RF out frequency	40 - 999 MHz
	RF output power	50 - 35 dBmV
	RF matching impedance	75 ohm
	RF channel bandwidth	DVB-C (2.694 - 8.28 MHz), open cable (6 MHz)
Power	Power supply	AC 100 - 240 V, 50/60 Hz
	Power consumption (Rated) (Watts)	50
	Power consumption (Stand-by) (Watts)	Under 2.0
Certification	Safety	Yes
	EMC	Yes
Dimension (W x H x D)	Set dimension (w/o bracket)	422.0 x 200.8 x 46.0 mm / 16.6 x 7.9 x 1.8 in.
	Set dimension (w/ bracket)	477.6 x 200.8 x 46.0 mm / 18.8 x 7.9 x 1.8 in.
	Package dimension	521.0 x 278.0 x 98.0 mm / 20.5 x 10.9 x 3.8 in.
Weight	Set Weight (w/o bracket)	2.5 kg / 5.5 lb
	Set Weight (w/ bracket)	2.6 kg / 5.7 lb
	Package Weight	3.4 kg / 7.4 lb
Accessory	Quick setup guide	Yes
	Warranty card	Yes
	Power cord	Yes
	Rack mounting brackets	Yes

Legal and additional information

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For more information

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