

Consumer vs. Commercial TVs

The Difference is in the Details

It may be tempting to buy the less expensive consumer televisions for your hotel rooms, but this may end up costing you more in the long run. There are significant differences between consumer TVs offered through discount retailers and the brand-specified commercial-grade units negotiated by Strategic Sourcing. Learn how a Samsung commercial TV can better help your hotel operations while keeping your guests well-entertained.

Commercial Televisions



Consumer Televisions

Commercial Warranty & Services

Commercial TVs typically come with two year warranties and dedicated support technicians, familiar with hotel needs, who can provide onsite services.



Limited or No Coverage

Consumer TVs have limited warranties (i.e. 90 days) that can be voided when a TV is used in a commercial setting. Owner would have to incur full cost of service, negating any savings generated upfront.

Ability to Manage Content from One Central Location

Commercial TVs are compatible with technology solutions that allow content across hundreds of in-room displays to be managed from one central location. This allows for much more efficient operations of your hotel.



Potential for Higher Set-Up Cost with Individual

Commercial content management solutions cannot be operated with consumer TVs which requires more manual labor and costs to setup each in-room display individually.

Embedded Digital Rights Management (DRM) including Pro:Idiom™ Technology

DRM makes it easier to delivery in-room entertainment to your guests. Pro:Idiom™ is a hardware-based highly secure technology platform that provides rapid broad deployment of HD digital content.



No built-in encryption means higher costs on external hardware

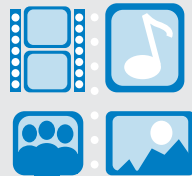
Consumer TVs do not come equipped with encryption technology to protect HD programming. A set-top box would be required with each television which would significantly increase ownership costs.

COMMERCIAL TVs

Commercial Televisions

Embedded MPEG Technology to Minimize Cost

Motion Picture Experts Group (MPEG) is a compression format that allows digital information to take up less space on a device or during transmission. This format compresses digital video and is commonly used to compress HD signals for satellite and hotel systems.



Pre-set Hospitality Settings Make for Simple & Easy Installation

Through advanced plug-and-play settings, hotel staff can activate hundreds of in-room displays with minimal effort. Operations teams simply have to navigate three basic launch settings to synchronize multiple displays while also defining connectivity and language needs. More importantly, commercial TVs offer lockable features to prevent guests from tampering with the settings.



Consumer Televisions

No MPEG-4 Built-In Could Mean Requiring More Hardware

Consumer TVs do not come with MPEG-4 built-in which means receiving HD signals could be costly as satellite providers require more hardware in each guestroom and/or at hotel's head-end.

Lack of security and control over the in-room TV

Consumer TVs lack the ability to lock-out guests from altering the TV settings. All Samsung commercial TVs come with lockout controls and volume limiters to prevent guests from causing any disruptions to your day-to-day business.

Only goods and services that have passed extensive quality, life cycle and durability testing are chosen to be part of the Sourcing program. Samsung is an approved supplier for commercial-grade televisions to fit your hotel needs. For more information on Samsung's complete product offering and pricing, visit [samsung.com/hospitality](https://www.samsung.com/hospitality).

SUPPLIER INFO

SAMSUNG

Learn more about Samsung's commercial-grade Hospitality TVs. For more details,

call (551) 215-5938

email k.mulvihill@sea.samsung.com
or visit [samsung.com/hospitality](https://www.samsung.com/hospitality)

 [youtube.com/samsungbizusa](https://www.youtube.com/samsungbizusa)

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