

Samsung in Hospitality

Modernized solutions for a new standard of hospitality excellence



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Tailor the guest experience while driving increased productivity

Industry trends

Growing impact of digitization on hospitality branding, services and operations

Increasing tourism

Because of increasing population and income, more people from a wider range of social, geographic and economic origins are traveling. To appeal to these travelers, more hospitality organizations are seeking to unify their branding to provide guests consistent, high-quality service across their chains. Hospitality facilities are also personalizing guest services to meet the various needs of this diverse group.

Deepening operational complexity

Expanding globalization is increasing operational complexity for hotel chains as they grow their global market presence. Hospitality facilities are challenged to standardize and personalize guest services because of inconsistent operating systems.

Consumer demand for tech-driven services

Mobile platforms are indispensable to today's tech-savvy consumers. They expect a far superior experience from hospitality providers than they have at home, demanding modern conveniences and integrated services. In addition, the spread of online booking and wireless check-in has significantly changed consumer behavior. More mobile-equipped consumers expect an integrated experience with hotel devices. Hotels are also providing devices such as tablets to deliver seamless guest services.

Competitive advantage through brand differentiation

Competing hospitality players continue to expand their presence in emerging markets, leveraging technology as a key differentiator. Leading hospitality providers are adopting cutting-edge technologies to deliver a more personalized guest experience and increase their market share, with other industry players following suit.

Customer needs

Elevate the guest experience through operational excellence

Meet higher customer expectations

Opportunities exist across the hospitality environment to delight guests while increasing revenues and maintaining operational efficiency. To meet tech-savvy traveler demands, hospitality providers must create an optimal guest experience supported by high-end services uniquely tailored to guests.

Manage resources more efficiently

To deliver these premier guest services effectively, hospitality providers must ensure their facilities run smoothly by making better use of their assets and human/physical resources to drive operational excellence.

Samsung capabilities

Delight guests and enhance efficiency with modernized amenities and seamless workflow

Samsung offers smart technologies to help hospitality providers meet and exceed customer expectations and resolve their operational challenges with:

- **Personalized and seamless guest experience.** Make guests feel at home with Full High Definition (FHD) digital signage that connects with their personal devices. Extend this digital technology by changing the way guests check in and shop with cutting-edge connectivity and interactivity.
- **Automated and integrated operation.** Deploy Samsung handheld smart devices equipped with mobile point-of-sale (POS) functions, accelerate services and management. Using robust content management tools, hospitality managers can update in-room TVs and operate digital signage with ease.

Create a guest-centric experience through a superior hospitality environment

Smart hospitality environment

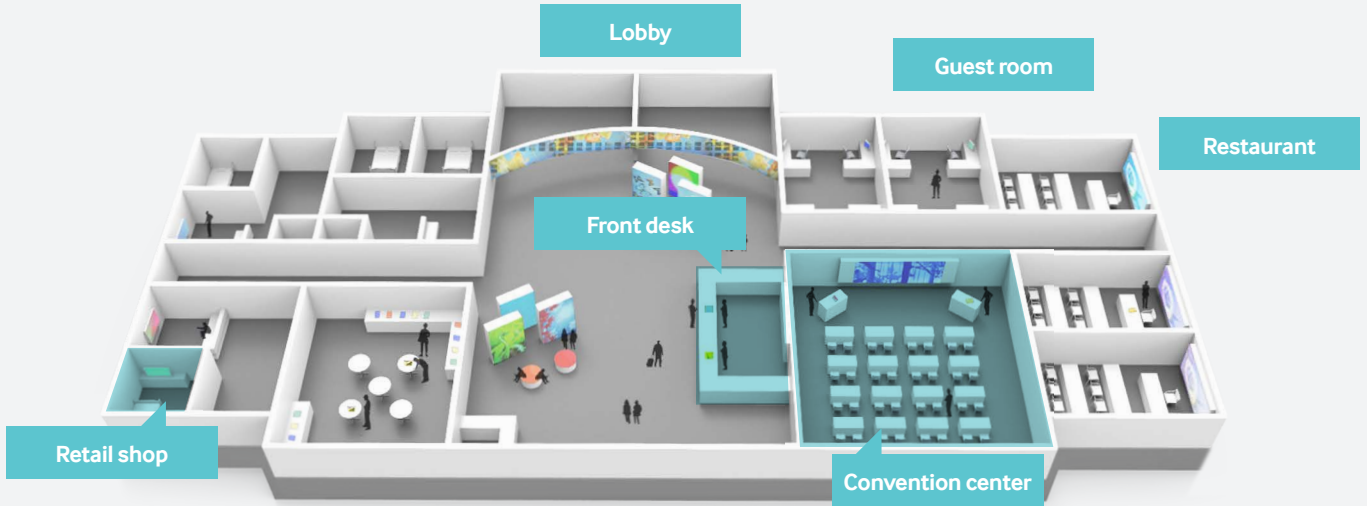


Figure 1. Smart hospitality environment areas

	Description	Key offerings		
Area 1 Front desk	Enhance guest satisfaction with self-service options and immersive technologies that enable fast check-in and check-out, and mobile devices for easy payment and information access.	 SMART Signage	 Mobile device	 Samsung KNOX
Area 2 Lobby	Captivate guests with stunning imagery on dynamic displays that welcome them into a comfortable lobby ambience.	 SMART Signage	 System air conditioner	 Samsung Wireless Enterprise WLAN solution
Area 3 Guest room	Deliver a luxurious, multimedia in-room experience with mobile printing and LED lighting that allow guests to integrate their mobile devices for customized guest room control.	 SMART Hospitality Display	 LED lighting	 Samsung Mobile Print
Area 4 Restaurant	Elevate dining with ambient lighting and integrated solutions to create a rich dining atmosphere while increasing efficiency.	 Tablet	 Samsung Mobile POS	
Area 5 Retail shop	Drive sales and enhance the shopping experience with immersive promotions to draw customers back into the store.	 SMART Hospitality Display	 LBS Marketing Solution	
Area 6 Convention center	Optimize the meeting environment with interactive displays that allow attendees to ask and answer questions, and mobile printing for convenient, anywhere productivity.	 MagicWB	 Samsung Cloud Print	
Area 7 Administrative office	Drive employee productivity with integrated communications and printing that enable staff to print remotely and manage workflow seamlessly using mobile devices.	 Samsung Business Core Printing Solutions	 Mobile device	 Samsung KNOX

Deliver service excellence from the start with interactive kiosks and convenient mobile technologies

Area 1: Front desk scenario

- **Check in guests.** Using tablets, staff efficiently check guests in by verifying room preferences and arrival and departure dates based on the guest's history.
- **Provide self-service options.** Guests bypass the front desk and enjoy quick, 24/7 check-in using the interactive kiosk, where they also make dinner reservations and get more hotel information.
- **Check out guests.** At check-out, a concierge provides guests a quick, easy payment process using a mobile POS-equipped tablet. Alternatively, guests conveniently check out using their personal mobile devices.



Samsung offerings for the front desk

Interactive kiosks

Self-service kiosks help hotels better serve guests with flexible and time-efficient service. Samsung interactive kiosks enable guests to enjoy speedy check-in and check-out 24/7 as well as other self-service options such as making dining reservations. Hotel management can reduce costs using customized content creation, and the display's slim bezels offer more surface area for messaging.

Mobile devices

Samsung mobile devices enhance service and mobility for swift processing with a more personalized guest experience. Samsung GALAXY® tablets, smartphone, and GALAXY Note® devices allow guests to easily self-check in while browsing the web for nearby attractions, or staff can quickly check guests in while viewing guest history, then jot down notes and communicate with other staff. Staff can also provide convenient payment options with POS-equipped smartphones. These mobile devices offer only authorized access for secured confidential data as well as a slim, lightweight design for increased productivity on the go.

Enterprise mobility solution

Front desk staff increasingly use mobile devices to handle customer transactions which involve processing guests' sensitive personal and financial data. By using Samsung KNOX™-enabled mobile devices, hoteliers can safeguard front-desk transactions with multilayered device security to provide guests secure payment options without compromising their privacy. Samsung KNOX, a mobile security platform, delivers enterprise-class protection for business and personal data to support security-rich business processes.

Offer a captivating first impression with vibrant displays along with wireless access and the ideal climate

Area 2: Lobby scenario

- **Greet and captivate guests.** A customer is awestruck by brilliant displays and a comfortable atmosphere, which create a welcoming and pleasant ambience.
- **Offer efficient concierge services.** Equipped with a mobile device, the concierge roams the lobby assisting customers, providing agile, personalized customer service.
- **Provide access to helpful information.** Guests acquire information about surrounding attractions and hospitality amenities for a memorable experience.



Samsung offerings for the lobby

Video wall and management solution

A lavish hotel experience begins as guests enter the lobby, presented with majestic video walls composed of Samsung UD and UED Series SMART Signage units. These video wall displays add sophistication to the lobby ambience, displaying customized content such as welcome messages for guests in a near-seamless presentation. With the MagicInfo® VideoWall display solution, hotels can conveniently manage and control impressive video walls from a centralized location to unify the brand message across the entire chain. Flexible display positioning enables hoteliers to create dynamic video wall configurations with up to 250 Samsung SMART Signage units.

System air conditioner and control solutions

Samsung System Air Conditioners (SACs) create a comfortable lobby ambience that meets the needs of each unique hospitality environment, from high-rise hotels to smaller hospitality facilities, while lowering operational costs through energy efficiency. Hotel staff can use the Data Management System (DMS) to remotely operate and monitor multiple air conditioning units from anywhere using the Internet with powerful data backup and easy on/off control.

Wireless connectivity

Hotel concierge staff can offer guests personalized service using their mobile devices, and guests can enjoy continuous Internet access across the hotel facility with the Samsung Wireless Enterprise solution. In the lobby area, staff and guests can network smoothly with up to 64 devices connected to a single access point that provides steady wireless access.

Present a luxurious guest room ambiance, complete with enhanced entertainment and mobile printing

Area 3: Guest room scenario

- **Experience exciting in-room entertainment.** Guests can lie back on the bed and enjoy multi-device entertainment with integrated control of TVs.
- **Enjoy a comfortable ambiance.** Guests luxuriate under the comfortable and decorative lighting and air conditioner.
- **Communicate offsite.** Before guests arrive, they can use their smartphones to close their room's curtains, order champagne and cool the suite with complete mobile connectivity and room control.
- **Print from anywhere.** Guests print a copy of their travel itinerary from their mobile devices directly to a multifunction printer by tapping to print without leaving the guest room.



Samsung offerings for the guest room

Hospitality displays

The luxurious guest experience continues in a multimedia-equipped guest room with a sleek hospitality entertainment and information hub. Guests can enjoy an immersive viewing experience by displaying their mobile content, such as photos, videos or even games, on Samsung SMART Hospitality Displays. They can stream mobile device content on the display and watch TV on their mobile devices for dynamic, multi-device entertainment. For added convenience, guests can control the in-room environment, such as lighting, temperature and room service, using their connected Samsung devices.

Display and content management solution

LYNK® SINC 3.0 enables property managers to conveniently cater to the individual viewing tastes of their guests over an IP-based infrastructure without additional STBs or maintenance costs. Managers can also use an intuitive UI and editing tool to simply organize and display customized content, such as hotel information or images, over existing infrastructure with Samsung LYNK REACH™.

Lighting infrastructure

Properties can create just the right guest room ambiance with natural, true-to-life Samsung LED lighting that provides long-lasting, decorative illumination. Samsung Bulbs and Candles add elegant comfort to the guest room and aesthetic lighting for graceful decorations, such as chandeliers and luminaries. With a longer life and an energy savings of up to 80 percent, Samsung LED lighting increases operational and cost efficiency.

Mobile printing solution

Hotel guests can print their documents without leaving the comfort of their guest room by simply selecting a printer and printing directly from the Samsung Mobile Print app on their mobile device. Featuring Wi-Fi-Direct and NFC tap-to-print functionality, Samsung multifunction printers used with the Samsung Mobile Print app offer guests unparalleled mobile printing from anywhere for increased productivity at all times.

Attract customers with stunning displays and provide convenient, personalized services

Area 4: Restaurant scenario

- **Enjoy ordering convenience.** Diners enjoy lightweight digital menus that provide dining information in rich multimedia.
- **Pay easily on the go.** The restaurant automatically connects the order system with POS at the time of order for convenient tableside checkout for diners.

Samsung offerings for the restaurant

Tablets

Restaurants can provide better service and improve the guest experience with Samsung tablets. Guests can use portable, lightweight tablets as paperless menus that not only provide visual explanations of new and existing menu items in rich multimedia but also directly order for an interactive and fun dining experience. Diners can watch full HD videos of items in multiple windows or use onscreen digital handwriting to make selections. Employees can keep abreast of order status and operations, and chefs can promptly respond to orders, increasing guest satisfaction.

Mobile point-of-sale solution

Diners can experience simple, quick and convenient check-out with the Samsung Mobile POS (mPOS) on Samsung mobile devices for increased customer satisfaction. By offering a personalized dining experience with mPOS, restaurant management can increase customer conversion, reduce time to sell and differentiate themselves from competitors to drive brand loyalty.



Area 5: Retail shop scenario

- **Attract customers.** The merchant draws the customer's attention with stunning visual displays showcasing products in high resolution.
- **Provide store promotions.** The retailer provides store information, such as sales and promotional items, to boost impulse shopping and upselling.

Samsung offerings for the retail shop

Touchscreens

Merchants can attract customers by displaying stunning, high-resolution product images on Samsung Smart Signage. To facilitate purchasing, sellers can deploy relevant, timely brand messaging through mobile devices using SMART Signage with a built-in Wi-Fi module. With the optional Touch Overlay, retailers can offer customers a more personalized and immersive shopping experience through touchscreen interactivity.

Location-based marketing solution

Retailers can deliver personalized mobile promotions to customers before, during and even after their visit with Samsung's location-based services (LBS) marketing solution. Merchants can interact with customers' mobile devices while customers are near their stores and then target them with real-time promotions to entice them in. Once inside, merchants can automatically apply points and coupons to stimulate impulse shopping, and even provide auto-payment. Post-visit, retailers can offer bonus points and special offers for returning patrons to promote customer loyalty.

Increase productivity in the office and convention meetings with dynamic connective capabilities

Area 6: Convention center scenario

- **Deliver interactive meetings.** Using interactive whiteboards, meeting facilitators deliver an interactive, highly productive meeting that promotes participant collaboration and engagement.
- **Print easily from the cloud.** An attendee accesses the cloud from his or her smartphone and retrieves an uploaded scanned document, which he or she prints on a nearby printer.

Samsung offerings for the convention center

Interactive whiteboard solution

Hotel administrators can create an optimal environment for conventions and business meetings using Samsung's complete interactive whiteboard solution. Facilitators can present effective presentations, play multimedia content and touch-manage the display to better engage the audience using Samsung E-Board, which can also connect to personal devices for dynamic interactivity. With the optional interactive Touch Overlay, participants can communicate and share content for even further collaboration. The Samsung MagiclWB™ (Interactive White Board) solution adds interactive, FHD-quality content to meetings.

Cloud printing solution

Business guests and event attendees can securely print, scan or upload documents to or from the cloud using Samsung Cloud Print. Guests can easily and seamlessly manage documents and print operations from any device, whether smartphone or multifunction printers, at any time using an intuitive user interface for unsurpassed flexibility and constant productivity.

Area 7: Administrative office scenario

- **Accelerate workflow with automation.** Hotel staff scan documents that are automatically distributed to predetermined locations.
- **Manage room inventory.** The manager starts the day by checking each area of the property and then quickly goes over the entire room inventory with a secure mobile device.

Samsung offerings for the administrative office

Automated document workflow solution

Hospitality facilities can streamline their back-office operations with Samsung Business Core™ Printing Solutions, an essential suite of integrated document management offerings. Hotel staff can automatically capture and distribute scanned documents for increased productivity using Samsung SmarThru® Workflow Lite with support for anywhere cloud printing. They can also control printer usage to reduce waste and manage print jobs for workflow efficiency using Samsung SecuThru® Lite 2 with support for secure user authorization.

Mobile devices and enterprise mobility solution

Hotel staff can conveniently monitor facilities, check administrative information and manage operations from anywhere at any time using Samsung mobile devices to ensure the hotel is running smoothly and providing exceptional services for higher guest satisfaction. Staff can increase productivity and communicate securely using Samsung smartphones, Note and tablet devices with Samsung KNOX 2.0, a powerful mobile security solution.

Partner with a global hospitality solutions provider to build brand loyalty

Case studies

Peninsula Hotel

Client's challenge

The Peninsula Hotel needed to implement an advanced in-room guest entertainment system with hospitality displays serving as the centerpiece. The displays had to deliver an immersive viewing experience that harmonized with the “modern elegance” room décor. They also had to integrate seamlessly with other infotainment and comfort systems and provide long-term durability and manageability.

Solution

The Research and Technology team of the Hong Kong and Shanghai Hotels selected Samsung Smart Hospitality Displays to furnish the hotel's standard guest rooms and one-bedroom suites. In addition, each room was outfitted with three Samsung GALAXY tablets. The displays enable guests to watch FHD video content on large LED screens, connect to web-based Smart TV content, display content from a guest's own device and operate in-room systems like air conditioning, lighting, curtains, messages and printer.

Benefits

The near-700-display deployment provided hotel guests with an immersive viewing experience, modern ambience and seamless connectivity. Samsung SMART Hospitality Displays feature FHD resolution for stunning picture quality as well as a modern, elegant style befitting the guest room décor. Because of their slim profile, the sleek displays are brilliant when turned on but unobtrusive when turned off. Plus, a custom-built app connects Samsung GALAXY tablets with the SMART Hospitality Displays and in-room functions for seamless connectivity and control. Now, a guest can turn off the lights, open curtains, control the television channels, listen to music and order in-room dining—all with the swipe of a touchscreen.

Global hotel chain

Convenient accessibility to hotel services and amenities

A global hotel chain wanted to shine during an international sporting event with tourists from more than 60 countries. Its signature property provided Samsung GALAXY S® III smartphones to hotel guests, allowing them to access hotel services and TV and room comfort controls. Each phone also displayed special offers, information about event destinations and attractions, live updates and scores.

White Lodging

Immersive, cost-efficient in-room entertainment

As a world-class hotelier, White Lodging sought to integrate premium hospitality TVs that were IP-based and scalable to provide superior in-room entertainment in their Clark and Grand Hotels. Streamlined Samsung Hospitality Displays that were both IP-based and future proof were deployed in all 650 guest rooms at the three Clark and Grand Hotels eliminating the need for set-top-boxes for significant hotel savings. It also enabled the creation of customizable user interfaces for in-room control through mobile devices. The sleek, modern look of the displays allowed for beautiful, space-saving guest room designs.

Luxury resort casino and hotel

Reliable print operations with superior service and support

Dissatisfied with its existing copier/printer, a new luxury resort casino and hotel in Las Vegas chose to revamp its print operations using Samsung copiers. Samsung representatives provided the hotel with a new refreshed fleet for a lower lease payment with no onsite service technician. Installing Samsung copiers equipped with customized firmware meant quicker response time and more flexible solution support from the local Samsung dealer.

Samsung hospitality offerings

Samsung hospitality offerings portfolio

Device

SMART Signage

Stunning display with a slim profile and embedded display software that provides hotels crisp, accurate color representation and convenient manageability



Mobile device

Lightweight, high-powered tablet and smartphone that empower hotel employees to improve the guest experience and streamline operations



SMART Hospitality Display

Attractive and high-performing guest room displays that create an enhanced in-room entertainment environment for an enjoyable hotel stay



Multifunction printer

High-performance printer equipped with mobile printing function and enhanced security features to drive hospitality operations



System air conditioner

Durable, energy-efficient heating and cooling unit that provides a fresh hotel experience



Access point

Compact devices that enable wireless connectivity and improved mobile service coverage for guests and hotel staff



LED lighting

High quality, energy-efficient lighting for illuminating hotel lobbies, conference rooms, guest rooms and restaurants



Solutions

MagiCInfo

Easy-to-use display solution that enables effortless content creation and display management, seamlessly delivering timely and targeted messages to hotel guests



MagicIWB

Engaging solution with interactivity that enables effective presentations and dynamic collaboration at hotel convention centers



LYNK SINC

An IP-based solution that provides interactivity for guests through easy customizable content management with no need for set-top-boxes



LYNK REACH

A coaxial-based solution that offers seamless TV operation, content creation and display management with no need for set-top-boxes or IP infrastructure



Samsung Mobile POS

A packaged payment solution including a POS device, accessories and the mobile POS application to simplify and speed the payment process for hotel guests



LBS Marketing Solution

Location-based marketing solution that enables hotel merchants to market to customers through their mobile devices, with real-time promotions, coupons and other marketing offers



Samsung Mobile Print

BLI-evaluated* solution that can enable hotel managers and guests to scan and print using tablets or smartphones featuring a simple user interface



Samsung Cloud Print

A mobile app that seamlessly connects various Samsung devices—cloud displays, mobile devices and printers—for secure, anywhere printing to the cloud or Samsung printers for hotel staff and guests



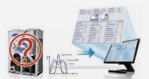
Samsung Business Core Printing Solutions

A robust suite of document and output management offerings to drive hotel productivity and security with automated workflow and secure authentication



Data Management System

Convenient management and control of hospitality system air conditioners, featuring easy on/off control and data backup



Remote Management System

Remote-controlled system air conditioner management through the Internet for heightened hotel operational efficiency



Samsung Wireless Enterprise WLAN solution

Secure and stable network solution for wireless enterprises that ensures smooth device interaction and efficient communication for hotel staff



Samsung KNOX

Multi-layered security for enterprise mobility that ensures the confidentiality of hotel guest personal information and data as well as communication between staff



Legal and additional information

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For more information

For more information about Samsung in Hospitality, visit www.samsung.com.

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