Five IT Considerations for the Media-Centric Hotel Room

The New Focal Point

Built-in screen sharing technologies allow users to bring their own media and eliminate the need for hotels to supply in-room speakers and docks for mobile devices. Keeping up with consumer expectations for a Smart TV experience is critical to guest satisfaction.

Implementing the latest display technologies helps reduce energy consumption, providing cost savings that can add up.

Unleashing the best content available requires the proper digital rights management (DRM) and infrastructure.

Growth of the "Second Screen"

Quantifying the Savings:

Now multiply that by 300 rooms...

The Consumer Electronics Association provides simple guidelines to easily determine the ideal screen size for a given room:

10" x 12" = 120"

Convert to inches
120" / 3 = 40"

minimum

divide by three for minimum size

120" / 2 = 60"

maximum

divide by two for maximum size

Design & Industry Trends

Unlocking content options

41% of tablet owners watch content in their bedrooms

Social Media

Web Surfing

Top 'Second Screen' Activities

Shopping

TV design for hoteliers comes down to maximizing the experience and providing a living room environment within the constraints of room size and setup.

45" TV running for 5 Hours

LCD 131w

LED 88w

LED TVs TCO Savings up to 30%

Average Unit Screen Size

2010 33.2"

2015 (projected) 39.2"

10 feet Viewing distance in feet

Optimum TV screen size is between 40 and 60 inches.

Average Unit Pricing Costs

2014 $450

2010 $650

Effective DRMsolutions are necessary to provide the latest content.

save money, increase reliability, enhance quality, simplify administration/remediation.

To learn about Samsung's line up of Smart Hospitality TVs with energy-efficient LED technology and interactive content management solutions, visit samsung.com/hospitality

Based on comparison between Samsung LED and previous generation LCD models.

VS.

40% of Americans homes subscribe to streaming video services

In-room bandwidth and video-on-demand are top two areas of dissatisfaction for hoteliers

Source: Nielsen (2014)

Source: Norden (2014)

Source: Arris (2014)

More Visible Image, Same Footprint

50"

189.3 square inches of additional screen area

2" Bezel

20.5" 20.5" 39.6" 39.6" 811.3 square inches

0.5" Bezel

24.5" 24.5" 43.6" 43.6" 1000.6 square inches

Source: IHS (2015)

Source: NPD (2014)

84% of Americans engage in other digital activities while watching TV.

© 2015 Samsung Electronics America, Inc. All rights reserved. Samsung is a registered trademark of Samsung Electronics Co., Ltd. All products, logos and brand names are trademarks or registered trademarks of their respective companies. Screen images simulated. This infographic is for informational purposes only. Samsung makes no warranties, expressed or implied, in this infographic.