

# SAMSUNG

## Let your guests access their most loved content.

Introducing the HBU800, a new hospitality TV delivering premium hotel entertainment experiences. Featuring detailed UHD picture quality and access to top streaming services, Samsung's elevated in-room content solution adds a personal touch to each stay, turning new guests into repeat visitors.

[samsung.com/hospitality](https://samsung.com/hospitality)

## HBU800 Series Hospitality TVs

43"	HG43BU800NFXZA	65"	HG65BU800NFXZA
50"	HG50BU800NFXZA	75"	HG75BU800NFXZA
55"	HG55BU800NFXZA		

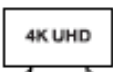


## Key features



### An instantly familiar UI for faster navigation

Upon turning on their room TV, guests are treated to a recognizable UI filled with the most popular entertainment applications such as Netflix and YouTube. Guests can sign-in to dive back into the latest show they're bingeing or find new suggestions through their apps.



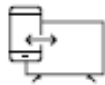
### Feel the reality of 4K UHD Resolution and lifelike color

Offer guests the vivid picture quality of home entertainment systems. Upscaling technology displays content in UHD resolution (3,840 x 2,160). Dynamic Crystal Color elevates your hotel's entertainment experiences. And with a billion shades of color, guests will enjoy every subtlety of every image.



### Create an unforgettable welcome

The Home app provides a first-class welcome experience for guests. This intuitive, customizable application can incorporate customized welcome messages, as well as hotel logos, branding and other useful information.



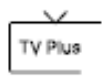
### See it all on one screen

Enable content from guests' mobile devices and your hotel TVs on the same screen at the same time. Whether it's live sports stats or video guides for games, guests can connect their phones with a tap, and see it all.



### Surround your guests with theater sound

Curate a fully immersive content experience with Adaptive Sound. Movies and shows sound dynamic, and the external Speaker Out port can connect sound to other areas of the guest room, such as the bathroom.



### Free TV, no strings attached with Samsung TV

Enjoy free live streaming TV content on Samsung TV Plus. Choose from over 180 channels offering trending content.



### Uncover insights with an integrated cloud platform

Empower hotel managers to enhance the guest experience with a powerful set of tools. LYNK Cloud provides remote display management and can even analyze guests' content use to help hotel managers deliver optimized promotions. (More detail on the following pages.)



### Tizen Enterprise Platform [TEP]

TEP is a new IP-based open platform designed to seamlessly manage all the Tizen based Samsung devices. System Integrators can easily develop smarter solutions allowing Hotels can deliver customized content and interactive services without the need for Set-Top Boxes.



### Pro:Idiom HD content decryption

Pro:Idiom MPEG4 technology makes the HBU800 Series TVs compatible with most major VOD/PPV systems.



### Ultra-slim minimalist design

The ultra-slim design and clean cable solution blends the TV into the room, for minimalist and flexible layouts.



# Samsung LYNK Cloud gives you seamless device management, content management and business intelligence.

From single boutique hotels to a portfolio of properties, Samsung LYNK Cloud offers a scalable, cloud-based solution for monitoring, managing and maintaining your entire fleet of guestroom TVs.

LYNK Cloud	Standard	Premium	Premium Plus
Device Management	X	X	X
OTT Apps	X	X	X
IPG	X	X	X
Content Management		X	X
Business Intelligence			X



The HBU800 Series is natively compatible with LYNK Cloud, meaning it doesn't require a set-top box to power the system. It's simply plug and play.

# HBU800 Series Hospitality TVs

LYNK Cloud Standard, Premium and Premium Plus

## Device management

Hotel managers can monitor all devices at all locations, and check errors in real time to quickly resolve any issues and ensure guests enjoy a seamless experience. Samsung LYNK Cloud also allows full access to controls, to allow hotel managers to remotely set volume, adjust configuration settings, and map access to specific channels and broadcasters.



### TV configuration

Easily track firmware versions of every connected device and remotely push TV configuration settings when needed.



### Virtual control

With the virtual remote control, you can power on/off, reboot, mute, change channel or source or change the volume remotely either immediately or at a scheduled time.



### Interactive Program Guide

Configure, maintain or change the interactive program guide in real-time from any location with the web-based portal.



### Device info

You can automatically capture info on each connected device, including TV model, serial number, firmware version, IP address, MAC address and location on property.



### Device grouping

Easily push updated messaging to groups of devices. For example, a promotion geared to your most exclusive rooms. Or push messages to select properties.

## OTT apps

With LYNK Cloud and Property Management System (PMS) integration, guests can access their own content accounts, including YouTube, YouTube TV, Facebook Watch and more.

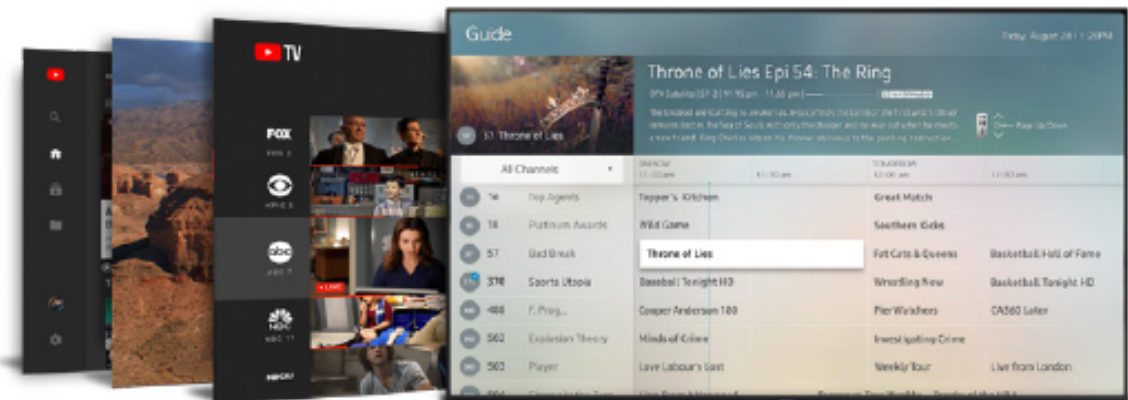
When guests check in, they simply launch the application through the TV menu, log in, and begin streaming their favorite content. They stay logged in for the duration of their visit, and when guests check out, the Samsung TV automatically deletes their login information.



Apps mentioned here are just a sampling, and are not a complete list. Available apps subject to change.

## Interactive Program Guide

LYNK Cloud enables hotels to offer a custom IPG. It's easy to introduce guests to your exclusive content while also offering them a simple way to navigate to your complete content offering. And you can update it any time through the LYNK Cloud portal.





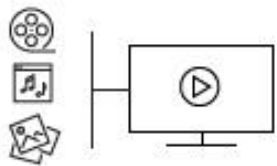
# HBU800 Series Hospitality TVs

SAMSUNG

LYNK Cloud Premium and Premium Plus

## Content management

LYNK Cloud features a powerful yet easy-to-use content management platform. It supports web-based content creation, powerful multimedia hosting of large video and image files, and efficient content deployment across locations. Additionally, in-room TVs can be used to support staff through interactive menu ordering, booking onsite services such as spas and conference rooms, and more.



### Powerful multimedia hosting

Upload videos, images and GIFs with minimal restrictions on file sizes.



### Web-standard content creation tools

Get simplified content framework and templates that support HTML5/Javascript.



### Interactive service support

With an Open API platform, you have virtually endless options in incorporating interactive modules for ordering, booking and more.



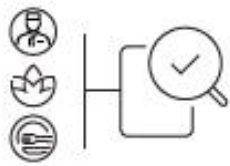


# HBU800 Series Hospitality TVs

LYNK Cloud Premium Plus

## Business intelligence

By analyzing guest behaviors such as what content they watch on TV, which applications they use and which hotel information they're interested in during their stay, Samsung LYNK Cloud can help managers uncover valuable business insights. Based on these insights, hotels can provide relevant, personalized content to guests, to increase engagement and ultimately revenue.



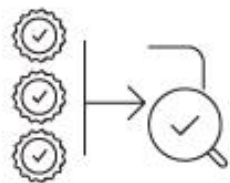
### Service usage analysis

Samsung LYNK Cloud also enables users to analyze which services guests engage with most. It's possible to look at how many times a guest views promotional content, which hotel services they use – from in-room dining to the spa – and what purchasing decisions they ultimately make.



### TV and OTT content usage analysis

Samsung LYNK Cloud allows hotel managers to analyze TV and OTT content usage of guests, including channel/OTT, duration and applications, in order to better cater to guest preferences and optimize entertainment content expenses.



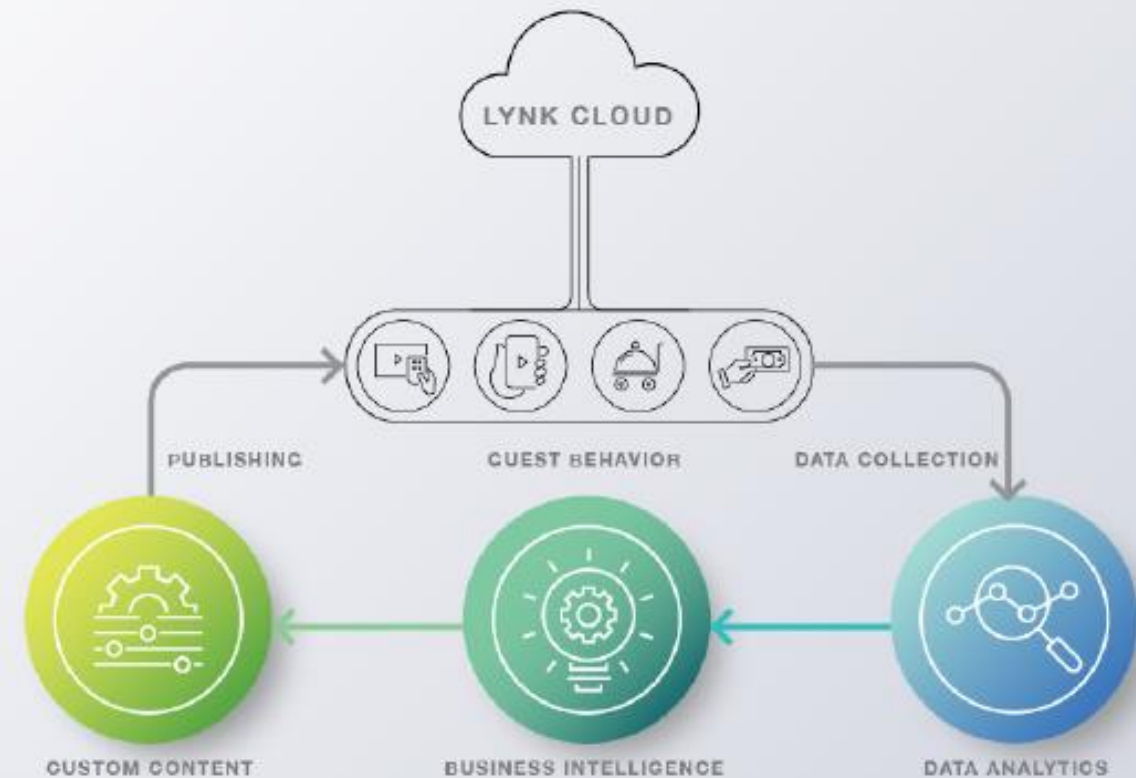
### Promotion entry analysis

Samsung LYNK Cloud allows users to analyze the point at which each guest entered to access a specific promotion, whether a notification page, preview page or the hotel application page.



### Promotion flow analysis

Samsung LYNK Cloud lets hotel managers analyze the user flow of any promotion. They can gather insights regarding the route through which a guest enters the final purchase page. If an abnormal number of guests exit through any single point, hotel managers can know to change the content or process.



## DRM

### Digital Rights Management (DRM)

#### Samsung LYNK DRM HD Content Decryption (RF)

Samsung's software-based DRM technology is integrated into the entire Samsung Hotel TV line. Samsung LYNK offers a robust solution to unlock premium HDTV content from content providers such as cable, satellite and VOD providers, with maximum efficiency and security.



#### Pro:Idiom DRM HD Content Decryption

The HBU800 Series is equipped with Pro:Idiom MPEG4 technology, making the TVs compatible with most major VOD/PPV systems. You can offer your guests premium HDTV content from cable, satellite or video-on-demand services with no optional cards or external box needed.



## Glossary

### Connections

#### Anynet+ (HDMI – CEC)

This Samsung protocol allows the user to control other HDMI devices connected to the TV display, such as DVD players, PC computers and Soundbars.

#### ConnectShare (USB 2.0)

Connect a thumb drive or digital camera quickly and easily. User-friendly interface allows access to videos, a music playlist and pictures via the remote.

### Management and Guest Convenience

#### Anti-Theft Battery Cover

Battery door is secured, ensuring batteries remain in the remote controller.

#### Auto Channel Search

Auto detect channel while in Hotel mode.

#### Clock On Timer and Alarm Key

Allows guests to program their TVs to turn on as a wake-up alarm.

#### Closed Captioning

A text display of all audio content, including spoken dialog and non-speech information such as the identity of the speakers and symbols for sound effects and music.

#### Hotel Channel List

Guest master channel listing of program content. This will display content in analog or HD.

#### Hotel Logo and Custom Message with Samsung Home App

Easily edit the Home App to display your hotel logo and custom message.

#### Hotel Mode Plug & Play

Interactive and Stand-Alone modes available.

#### Lockout Controls

The hotelier can enable front panel and menu display lock-outs.

#### Power On Status Setting

Settings include Power Always On, Last Option or Standby.

#### On Screen Display Language

Choose English/French/Spanish.

#### Security for HDMI and USB

You can enable or disable HDMI and USB access. If HDMI is disabled, HDMI source, HDMI-type external channels, and Anynet+ will not be accessible to guests. If USB is disabled, access to USB media is blocked.

#### Sleep Timer

Allows guests to set TV turn-off time in 30-minute intervals up to 180 minutes.

#### USB Cloning

A quick and easy way to copy the ideal settings off one television to others on the property. Saves time and helps provide a consistent viewing experience for all televisions.

### Picture and Audio

#### 4K Resolution

HBU800 Series TVs feature 3840 x 2160 4K resolution, to deliver incredible picture quality and a premium experience.

#### Samsung Soundbar Compatible

Samsung Hospitality Displays enable Soundbar compatibility by supporting HDMI-CEC. When you connect the Soundbar to the Samsung Hospitality Display with an HDMI cable, the TV audio settings and menu lock feature are automatically applied, so you don't have to set up the Soundbar separately. You can also prevent guests from changing the settings. With a single remote, guests can control both the TV and Soundbar simultaneously.

### Warranty

#### Hospitality Warranty

2-year parts and 2-year labor warranty backed by the Samsung Hospitality Hotline at 1-866-894-0524. Optional professional installation, accessories and extended warranty are available.

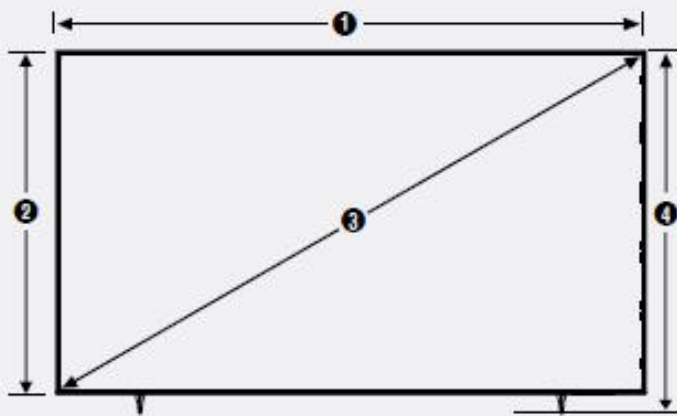


# HBU800 Series Hospitality TVs

**SAMSUNG**



## Dimensions



### 43" | HG43BU800NFXZA - 4K

1	2	3	4	5	6
38.0"	22.0"	43.1"	23.6"	1.0"	7.7"

### 50" | HG50BU800NFXZA - 4K

1	2	3	4	5	6
44.0"	25.4"	50.0"	26.9"	1.0"	8.9"

### 55" | HG55BU800NFXZA - 4K

1	2	3	4	5	6
48.5"	27.9"	55.1"	29.5"	1.0"	8.9"

### 65" | HG65BU800NFXZA - 4K

1	2	3	4	5	6
57.1"	32.8"	65.0"	34.4"	1.0"	11.0"

### 75" | HG75BU800NFXZA - 4K

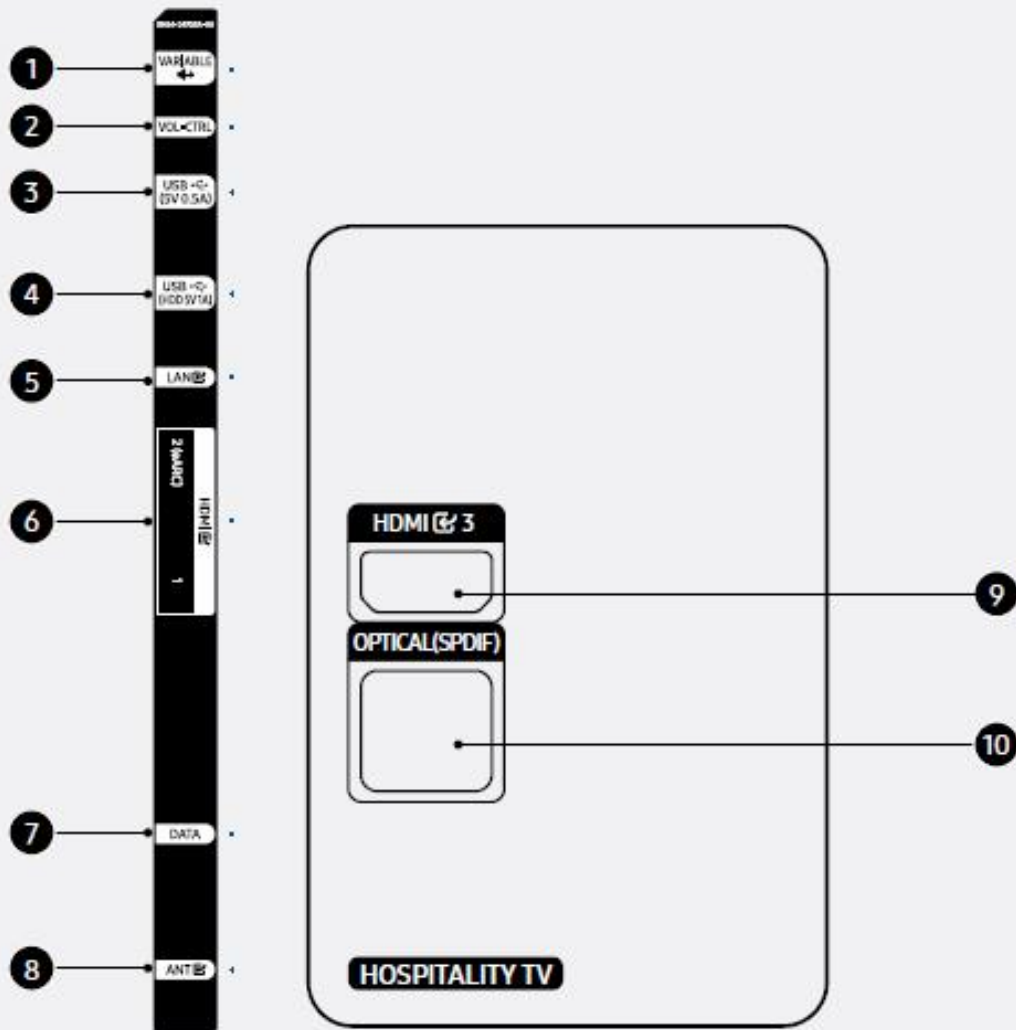
1	2	3	4	5	6
66.0"	37.8"	75.1"	39.5"	1.0"	13.1"



# HBU800 Series Hospitality TVs

## Connectivity

HG43BU800NFXZA	1. Variable	5. LAN In	8. ANT IN
HG50BU800NFXZA	2. Vol-Ctrl	6. HDMI IN 2 (eARC)	9. HDMI IN 3
HG55BU800NFXZA	3. USB (5V 0.5A)	HDMI IN 1	10. OPTICAL (SPDIF)
HG65BU800NFXZA	4. USB (HDD 5V 1A)	7. DATA	
HG75BU800NFXZA			



# HBU800 Series Hospitality TVs

SAMSUNG

Specifications For complete product specifications, visit <a href="http://samsung.com/hospitality">samsung.com/hospitality</a>							
		HG43BU800NFXZA	HG50BU800NFXZA	HG55BU800NFXZA	HG65BU800NFXZA	HG75BU800NFXZA	
Display	Panel	Backlight LED	Backlight LED	Backlight LED	Backlight LED	Backlight LED	
	Screen Size	43"	50"	55"	65"	75"	
	Resolution	3,840 x 2,160	3,840 x 2,160	3,840 x 2,160	3,840 x 2,160	3,840 x 2,160	
Video	Picture Engine	Quantum Processor Lite	Quantum Processor Lite	Quantum Processor Lite	Quantum Processor Lite	Quantum Processor Lite	
	Micro Dimming	UHD Dimming	UHD Dimming	UHD Dimming	UHD Dimming	UHD Dimming	
	Auto Motion Plus	Yes	Yes	Yes	Yes	Yes	
	Clear Motion	LED Clear Motion	LED Clear Motion	LED Clear Motion	LED Clear Motion	LED Clear Motion	
	Film Mode	Yes	Yes	Yes	Yes	Yes	
	PQI (Picture Quality Index)	2200	2200	2200	2200	2200	
	HDR (High Dynamic Range)	HDR	HDR	HDR	HDR	HDR	
	HDR10+	Support	Support	Support	Support	Support	
	HLG (Hybrid Log Gamma)	Yes	Yes	Yes	Yes	Yes	
	Contrast	Mega Contrast	Mega Contrast	Mega Contrast	Mega Contrast	Mega Contrast	
	Color	Dynamic Crystal Color	Dynamic Crystal Color	Dynamic Crystal Color	Dynamic Crystal Color	Dynamic Crystal Color	
Viewing Angle (H / V)	178 / 178	178 / 178	178 / 178	178 / 178	178 / 178		
Contrast Enhancer	Yes	Yes	Yes	Yes	Yes		
Audio	Dolby Decoder	MS12 2ch	MS12 2ch	MS12 2ch	MS12 2ch	MS12 2ch	
	Object Tracking Sound	OTS Lite	OTS Lite	OTS Lite	OTS Lite	OTS Lite	
	Sound Output (RMS)	20W	20W	20W	20W	20W	
	Speaker Type	2CH	2CH	2CH	2CH	2CH	
VESA	Bluetooth Audio	Yes	Yes	Yes	Yes	Yes	
	VESA Mount	200 x 200 mm	200 x 200 mm	200 x 200 mm	400 x 500 mm	400 x 400 mm	
VESA Screw Size	VESA Screw Size	M8	M8	M8	M8	M8	
	Convergence	TV to Mobile - Mirroring	N/A	N/A	N/A	N/A	
Convergence	Mobile to TV - Mirroring, DLNA	Yes	Yes	Yes	Yes	Yes	
	Ambient Mode	Ambient Mode	Ambient Mode	Ambient Mode	Ambient Mode	Ambient Mode	
	WiFi Direct	Yes	Yes	Yes	Yes	Yes	
	Sound Mirroring	Yes	Yes	Yes	Yes	Yes	
General Feature	Voice Guide	US English, Mexico Spanish, Canada French, Finnish, German, Greek, Hungarian, Italian, Norwegian, Polish, Portugal Portuguese, Romanian, Slovak, Swedish, Czech, Danish, Dutch, Korean	US English, Mexico Spanish, Canada French, Finnish, German, Greek, Hungarian, Italian, Norwegian, Polish, Portugal Portuguese, Romanian, Slovak, Swedish, Czech, Danish, Dutch, Korean	US English, Mexico Spanish, Canada French, Finnish, German, Greek, Hungarian, Italian, Norwegian, Polish, Portugal Portuguese, Romanian, Slovak, Swedish, Czech, Danish, Dutch, Korean	US English, Mexico Spanish, Canada French, Finnish, German, Greek, Hungarian, Italian, Norwegian, Polish, Portugal Portuguese, Romanian, Slovak, Swedish, Czech, Danish, Dutch, Korean	US English, Mexico Spanish, Canada French, Finnish, German, Greek, Hungarian, Italian, Norwegian, Polish, Portugal Portuguese, Romanian, Slovak, Swedish, Czech, Danish, Dutch, Korean	
	Auto Channel Search	Yes	Yes	Yes	Yes	Yes	
	Auto Power Off	Yes	Yes	Yes	Yes	Yes	
	Caption (Subtitle)	Yes	Yes	Yes	Yes	Yes	
	Connect Share* (HDD)	Yes	Yes	Yes	Yes	Yes	
	ConnectShare* (USB 2.0)	Yes	Yes	Yes	Yes	Yes	
	EPG	Yes	Yes	Yes	Yes	Yes	
	OSD Language	English, Spanish, French	English, Spanish, French	English, Spanish, French	English, Spanish, French	English, Spanish, French	
	Picture-In-Picture	N/A	N/A	N/A	N/A	N/A	
	BT HID Support	Yes	Yes	Yes	Yes	Yes	
	USB HID Support	Yes	Yes	Yes	Yes	Yes	
	Teletext (TTX)	N/A	N/A	N/A	N/A	N/A	
	V-Chip	Yes	Yes	Yes	Yes	Yes	
	MBR Support	Yes	Yes	Yes	Yes	Yes	
	IPv6 Support	Yes	Yes	Yes	Yes	Yes	
	System	Digital Broadcasting	ATSC / ClearQAM	ATSC / ClearQAM	ATSC / ClearQAM	ATSC / ClearQAM	ATSC / ClearQAM
		Analog Tuner	Yes	Yes	Yes	Yes	Yes
CI (Common Interface)		N/A	N/A	N/A	N/A	N/A	
Data Broadcasting		N/A	N/A	N/A	N/A	N/A	
Hospitality Feature	H.Browser Compatibility	N/A	N/A	N/A	N/A	N/A	
	Samsung LYNK* REACH (IP)	N/A	N/A	N/A	N/A	N/A	
	Samsung LYNK* REACH (RF)	N/A	N/A	N/A	N/A	N/A	
	Samsung LYNK* Cloud	Yes	Yes	Yes	Yes	Yes	
	Hospitality Home Menu	N/A	N/A	N/A	N/A	N/A	
	Hospitality Plug & Play (Easy Set-up)	Yes	Yes	Yes	Yes	Yes	
	Auto Source Mode	N/A	N/A	N/A	N/A	N/A	
	Power On Mode	Yes	Yes	Yes	Yes	Yes	
	Hotel Channel List	Yes	Yes	Yes	Yes	Yes	
	Channel Menu Display	Yes	Yes	Yes	Yes	Yes	
	Mixed Channel List (ATSC, DVB-T/T2/C/S2, Analog)	Yes	Yes	Yes	Yes	Yes	
	My Channel	Yes	Yes	Yes	Yes	Yes	
	Energy Saving Mode (BLU Control)	Yes	Yes	Yes	Yes	Yes	
	RLT/IR Pass Through	Yes	Yes	Yes	Yes	Yes	
	USB Cloning	Yes	Yes	Yes	Yes	Yes	
	Wake-up Timer (Alarm)	Yes	Yes	Yes	Yes	Yes	
	Samsung LYNK* DRM	Yes	Yes	Yes	Yes	Yes	
	Proclidiom HW	N/A	N/A	N/A	N/A	N/A	
	Proclidiom SW	Yes	Yes	Yes	Yes	Yes	
	bl.AN	N/A	N/A	N/A	N/A	N/A	
Security Mode	Yes	Yes	Yes	Yes	Yes		



# HBU800 Series Hospitality TVs

**Specifications** For complete product specifications, visit [samsung.com/hospitality](http://samsung.com/hospitality)

	HG43BU800NFXZA	HG50BU800NFXZA	HG55BU800NFXZA	HG65BU800NFXZA	HG75BU800NFXZA
<b>Input &amp; Output</b>	USB	2	2	2	2
	Ethernet (LAN)	1	1	1	1
	Headphone	N/A	N/A	N/A	N/A
	Audio Out (Mini Jack / LR)	N/A	N/A	N/A	N/A
	Digital Audio Out (Optical)	1	1	1	1
	RF In (Terrestrial / Cable Input / Satellite Input)	1/1 (Common Use for Terrestrial) /0	1/1 (Common Use for Terrestrial) /0	1/1 (Common Use for Terrestrial) /0	1/1 (Common Use for Terrestrial) /0
	HDMI A / Return Ch. Support	Yes	Yes	Yes	Yes
	WiFi	Yes (WiFi5)	Yes (WiFi5)	Yes (WiFi5)	Yes (WiFi5)
	Anynet+ (HDMI-CEC)	Yes	Yes	Yes	Yes
	RJ12	Yes	Yes	Yes	Yes
<b>Design</b>	Front Color	Black	Black	Black	Black
	Stand Type	Float Lift	Float Lift	Float Lift	Float Lift
	Bezel Type	3 Bezel-less	3 Bezel-less	3 Bezel-less	3 Bezel-less
<b>Eco</b>	ENERGY STAR (Latest effective version)	N/A	N/A	N/A	N/A
	Eco Sensor	Yes	Yes	Yes	Yes
<b>Power</b>	Power Supply (V)	AC110-120V 50/60Hz	AC110-120V 50/60Hz	AC110-120V 50/60Hz	AC110-120V 50/60Hz
	Power Consumption (Max)	120 W	130 W	150 W	205 W
	Power Consumption (Energy Saving Mode)	N/A	N/A	N/A	N/A
	Power Consumption (Stand-by)	0.5 W	0.5 W	0.5 W	0.5 W
	Power Consumption (Typical)	55 W	63 W	65 W	80 W
<b>Dimensions (W x H x D)</b>	Set Dimension without Stand (W x H x D)	965.5 x 559.9 x 25.7 mm / 38.01" x 22.04" x 1.01"	1118.3 x 644.6 x 25.7 mm / 44.03" x 25.38" x 1.01"	1252.1 x 708.8 x 25.7 mm / 49.51" x 27.91" x 1.01"	1450.9 x 831.9 x 25.7 mm / 57.12" x 32.75" x 1.01"
	Set Dimension with Stand (W x H x D)	965.5 x 599.0 x 205.6 mm / 38.01" x 23.58" x 8.09"	1118.3 x 683.6 x 228.8 mm / 44.03" x 26.91" x 9.01"	1252.1 x 747.8 x 228.8 mm / 49.51" x 29.44" x 9.01"	1450.9 x 869.6 x 281.8 mm / 57.12" x 34.24" x 11.09"
	Package Dimension (W x H x D)	1093 x 677 x 129 mm / 43.03" x 26.65" x 5.08"	1246 x 771 x 137 mm / 49.06" x 30.35" x 5.39"	1399 x 846 x 148 mm /	1612 x 950 x 164 mm / 63.46" x 37.4" x 6.46"
<b>Weight</b>	Set Weight without Stand	8.4 kg / 18.5 lbs	11.5 kg / 25.4 lbs	15.5 kg / 34.2 lbs	20.9 kg / 46.1 lbs
	Set Weight with Stand	8.7 kg / 19.2 lbs	11.8 kg / 26 lbs	15.8 kg / 34.8 lbs	21.3 kg / 47 lbs
	Package Weight	11.9 kg / 26.2 lbs	16 kg / 35.3 lbs	22 kg / 48.5 lbs	28.3 kg / 62.4 lbs
<b>Accessory</b>	Remote Controller Model	TM2280E	TM2280E	TM2280E	TM2280E
	Samsung Smart Control (Included)	Yes	Yes	Yes	Yes
	Mini Wall Mount Supported	Yes	Yes	Yes	Yes
	VESA Wall Mount Supported	Yes	Yes	Yes	N/A
	Power Cable	Yes	Yes	Yes	Yes
	Quick Install Guide	Yes	Yes	Yes	Yes
	Data Cable	Yes	Yes	Yes	Yes
Optional Stand Support (Studio)	N/A	Yes	Yes	Yes	N/A

Learn More [samsung.com/business](http://samsung.com/business) [insights.samsung.com](http://insights.samsung.com) [samsung.com/hospitality](http://samsung.com/hospitality)

Product Support 1-866-SAM4BIZ Follow Us [youtube.com/samsungbizusa](https://www.youtube.com/samsungbizusa) [@SamsungBizUSA](https://twitter.com/SamsungBizUSA)

**SAMSUNG**