

SAMSUNG

LYNK™ REACH 4.0

ENTERTAINMENT DELIVERED  
adcommTV

# Meet the In-Room Concierge



# A single, integrated content management solution

Samsung's LYNK™ REACH 4.0 content management solution enables hoteliers to deliver a personalized guest experience, while simultaneously improving their own operational efficiency.

The fully integrated LYNK REACH system gives hotel managers visibility and control of hundreds of on-site displays through a central server, and elevates these displays into all-in-one hubs for personalized content and channel access. Additionally, LYNK REACH accommodates any new or existing hospitality communication infrastructure, including coax, LAN and Wi-Fi, to drive faster and easier implementation.

By promoting effective in-room communication and eliminating laborious maintenance tasks, Samsung's LYNK REACH enables hotels to enhance guest stays at a reduced cost. Hotel properties can now elevate the guest experience from mediocre to memorable.



## Works with any IT infrastructure

Upgrade your guest experience without having to upgrade your infrastructure. LYNK REACH comes in two versions to fit within any hotel IT environment - LYNK REACH (RF) and LYNK REACH (IP).

### LYNK REACH (RF)

CY-HDS02A/ZA



Purchase Samsung-manufactured Server (1 per property)

**HARDWARE**



Free license key provided with Samsung-manufactured Server

**SOFTWARE**



One-way communication Coaxial Cable

**INFRASTRUCTURE**

### LYNK REACH (IP)

BW-LRNE01A



Hotel to utilize own server; Samsung to provide software only

**HARDWARE**



One-time license fee per TV with annual maintenance included in first year

**SOFTWARE**



Two-way communication LAN or Wi-Fi

**INFRASTRUCTURE**



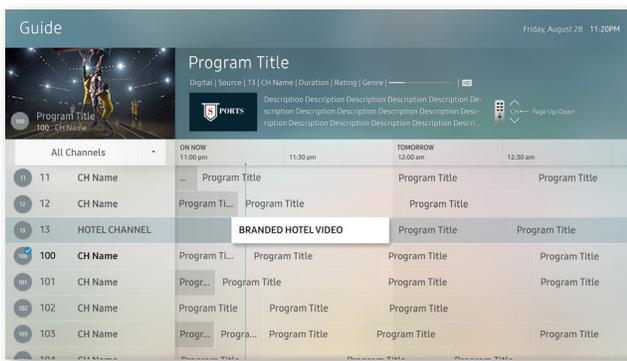
## Remotely manage hundreds of guestroom TVs

Centralized control of the property reduces much of the maintenance and costs required to maintain a fleet of in-room displays. With LYNK REACH, you can remotely configure TV settings or update firmware to all the guestrooms from one, central location.



## Fully customizable graphical user interface

LYNK REACH provides an easy way to extend your hospitality beyond the front desk into the guestroom. Choose from pre-built templates or upload your own images to develop a GUI from scratch. Samsung also has a network of certified LYNK REACH installers who can provide turnkey design services.



## Interactive program guide with channel insertion

Content managers can upload branded videos or embed URL links to produce up to four dedicated channels for the hotel. LYNK REACH offers the ability to customize the program guide to change channel display numbers, reorder channels, or create a mix of RF and IP programming.

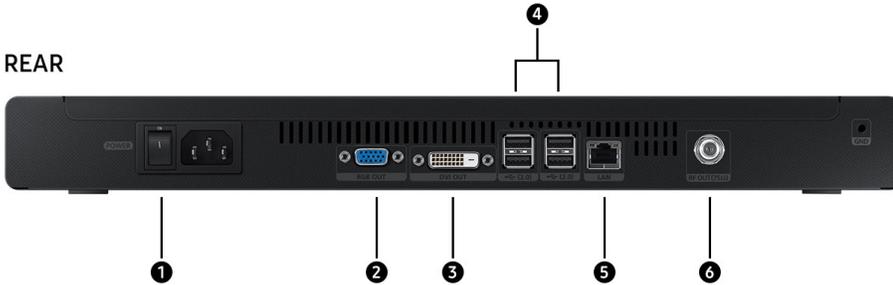
# CY-HDS02A/ZA (RF Server)

## Product Specifications

### FRONT



### REAR



### Connectivity

1. Power
2. RGB Out
3. DVI Out
4. USB (2.0)
5. LAN
6. RF Out (75 Ω)

PC System	Operating System	Windows Embedded Standard 7
	Type	Rack Mounted server (1U)
	CPU	AMD Ontario 1.6GHz Dual
	SSD	128GB
	Memory	4GB (1-channel)
Connectivity	Ethernet	Gigabit LAN
	USB Downstream	4
	Video Out	RGB, DVI-D
	RF Out	DVB-C, Open Cable
Dimensions	Without Bracket	422.0 x 200.8 x 46.0 mm / 16.6 x 7.9 x 1.8 in
	With Bracket	477.6 x 200.8 x 46.0 mm / 18.8 x 7.9 x 1.8 in
Weight	Without Bracket	2.5 kg / 5.5 lb
	With Bracket	2.6 kg / 5.7 lb