

SAMSUNG

Samsung Pro TV Battlecard



A stunning, high-performance 4K TV

that won't let you or your customers down and backed by a 3-year warranty at attractive price points for SMBs.

Main Features

- Ultra-fast **Crystal 4K processor** and **Crystal UHD resolution** takes content to the next level. Content will be displayed with more accurate and smoother color in **brilliant 4K, no matter the source**
- **High Dynamic Range** displays because every detail counts
- **Super-slim**, modern bezel that **leaves more room for your content**
- A TV that **you can count on** with **16/7 operating time** and **3-year warranty**
- **Play your favorite content** from broadcast cable, external media player, and YouTube
- **Create and upload dynamic content** with The Samsung Business TV app on your Android or iOS device in **three easy steps**
- **Showcase advertising content alongside TV programming**
- Choose from more than **100 customizable content templates** to upload to your TV
- Rotate your messages with the **slideshow feature**
- Showcase **your own photos** from your smartphone or tablet
- An **On/off timer** allows the TV to automatically operate during business hours

Key Advantages



Powerful Crystal UHD picture quality

A super crisp and clear picture that is 4X more powerful than the resolution of full HD. **Crystal UHD takes your content to the next level** by providing more accurate and smoother colors that deliver a naturally crisp and vivid picture. The ultra-fast processor **transforms everything you watch into stunning 4K.**



Highest level of content and display flexibility

The Samsung Pro TV has built-in TV tuners, multiple input ports and the ability to play content from YouTube so you can play what your customers want to watch. The intuitive, mobile-friendly **Samsung Business TV app** makes it easy to create and update content. And with **16/7 operation** time and a **3-year warranty** means you have the highest level of content and display flexibility.



Easy DIY Content Creation

With the intuitive **Samsung Business TV app** (available for Android and iOS) you can **create and upload dynamic, eye-catching content** to multiple TVs from your smartphone or tablet in three easy steps. Select from more than **100 customizable templates** sorted by industry and content type, including L-bar layouts, embedded motion, seasonal sales, and other pre-designed promotions. Add **your own photos** from your smart phone or tablet

Use Cases



RETAIL

Elevate the in-store experience and increase sales

To compete with brand-name retailers, smaller retailers must capture the attention of customers the moment they enter the storefront. With Samsung Pro TV's Powerful Crystal UHD resolution, retailers can take their content to the next level with stunningly vivid color and detail in brilliant 4K. Whether it's information about the latest promotion or new inventory, small retailers can create and upload dynamic content with the Samsung Business TV app from their Android or iOS device in three simple steps to impress customers and increase sales. Small retailers also can rest easy knowing their Pro TV investment is one they can count on with 16/7 operating time and a three-year warranty.



HEALTHCARE

Show important medical information

Small medical practices need better ways to engage with patients during medical appointments. Signage is often needed to share information on office hours, available procedures, and other important medical information. Practices need a solution that can more effectively and visually communicate with patients in the waiting area and while patients are in the exam rooms. Samsung Pro TV's brilliant and high-quality Crystal UHD displays available in a variety of sizes will brighten and elevate the patient experience in medical offices. Because smaller practices don't have big tech budgets, Samsung Pro TVs come with an attractive price tag and three-year warranty. The simple DIY content management system also makes it easy for owners and staff to create and upload important information for their patients.



RESTAURANT

Make the dining experience unforgettable

To compete with the myriad of dining options and well-known restaurant chains today, smaller restaurant owners must differentiate themselves by creating a dynamic dining experience that will keep patrons coming back again and again. Sleek, modern and brilliant Samsung Pro TVs will captivate customers and allow restaurateurs to share the latest menu options or feature the daily happy hour specials while still allowing customers to watch the "big game." Samsung Pro TV, which comes with an attractive price tag and a three-year warranty, will enable restaurant owners to take their business to the next level and significantly enhance the overall dining experience.

Discovery Questions

Q. Are you currently using TVs in your business? And are you familiar with Samsung Pro TV?

A. With crystal-clear 4K resolution, Samsung Pro TV offers a sleek, high-performance display to entertain and inform your customers. Pro TV also allows SMB owners to easily add custom content such as specials or promotions, alongside on-screen entertainment.

Q. What is Pro TV's DIY content management solution?

A. An incredibly simple interface allows you to edit, review, finalize and deploy content — even across multiple displays — with just a few quick taps. Utilizing the Samsung Business TV app (Android and iOS), you can easily create and upload dynamic, eye-catching content to your TV from your smartphone or tablet in three easy steps.

1. Choose a template
2. Add your own message (and even your own photos)
3. Send to your TV.

The app comes pre-loaded with over 100 content templates including vertical orientation, L-Bar layouts, motion-embedded graphics, seasonal sale and other pre-designed promotions and advertisements for easy DIY content creation.

Q. Do you see an opportunity to enhance your customers experience with TVs?

A. Samsung Pro TV delivers a more versatile TV experience that gives you the freedom to show the content the way you want. With built-in tuners and multiple input ports you can play the content your customers want to watch: cable TV programming, external media player and even YouTube. You can also showcase your advertising and promotions and business messaging, alongside TV programming.

Q. How does Pro TV fit the needs of SMBs?

A. Designed to fit the budget needs of SMBs, Samsung's Pro TV also provides peace of mind with a 3-year warranty and proven quality assurance from Samsung. With 16/7 operating time, this high-performance TV won't let down SMBs or their customers. Additionally, the Samsung Business TV app provides a hassle-free and cost-effective way to visually communicate with their customers.



Samsung PRO TV FAQ

Samsung Display Product Marketing has compiled the below FAQ to help our partners better understand the new PRO TV lineup launching on March 30th.

PRO TV HARDWARE

Q: Does the PRO TV have an RS232 port?

A: No, but all models have an RJ45 (LAN) port which can be used for control

Q: What screen sizes will the PRO TV be available in?

A: 43", 50", 55", 65", 70", 75

Q: Does PRO TV have the consumer Smart TV functionality?

A: No, PRO TV will feature YouTube and Weather

Q: Is there a built in TV Tuner?

A: Yes

Q: What is the screen resolution?

A: Crystal UHD (3840 x 2160)

Q: Is PRO TV capable of connecting to MI Platform or SSSP?

A: No

Q: Is this the same panel as a Samsung consumer TV?

A: No, the consumer panel has 8 hour usage rate, PRO as 16 hour usage rate

Q: What remote is included in box?

A: A standard commercial grade remote

Q: Will the PRO TV lineup be Energy Star certified?

A: No

Q: Is there a Samsung logo built into the bezel?

A: Yes

SAMSUNG BUSINESS TV APP

Q: Can you set scheduling for Samsung Business TV app contents?

A: On/Off scheduling is not supported but the user can set up a slideshow with multiple templates

Q: Can you setup a slide show with different templates within the app?

A: Yes, templates can be set to switch every 5 Sec ~ 60 Min

Q: Can you control the contents remotely with the app?

A: No, the displays and Mobile/Tablet device need to be connected to the same network/location

Q: How many templates will be available in the app?

A: Over 100 templates

Q: Is there a template that shows TV with the custom content?

A: Yes, the Samsung Business TV app has templates to display overlays or messages with any input

Q: Can you deploy contents to multiple TVs at once?

A: Yes as long as the mobile device (Tablet/Phones) with the app is connected to same network/location.

