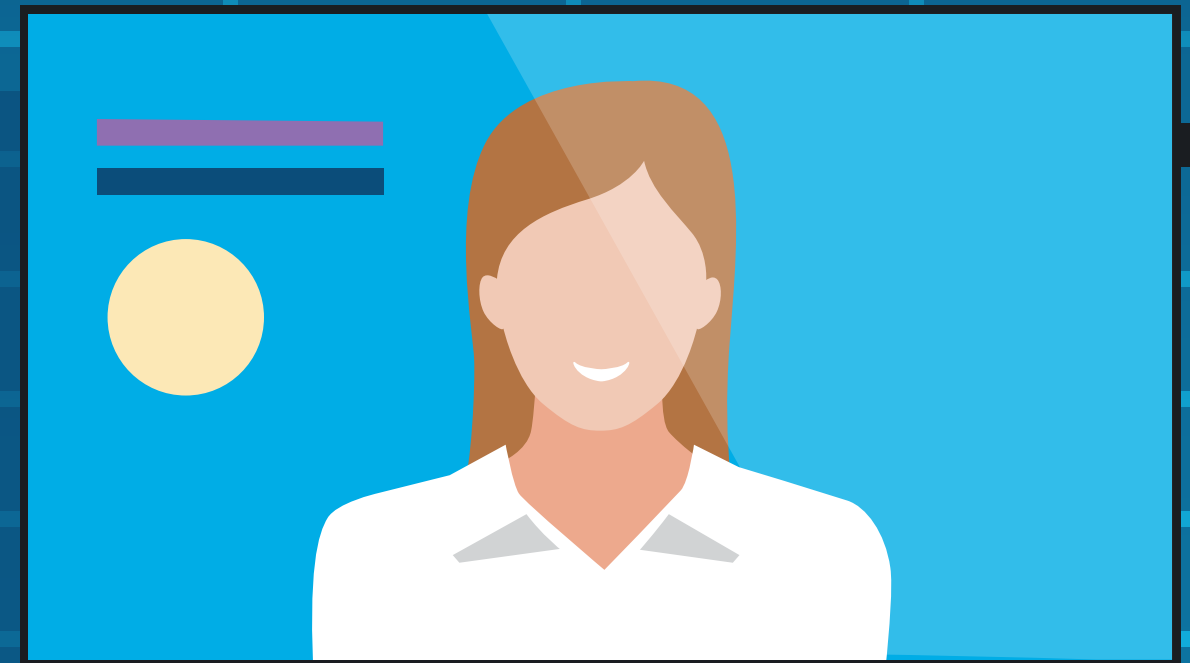
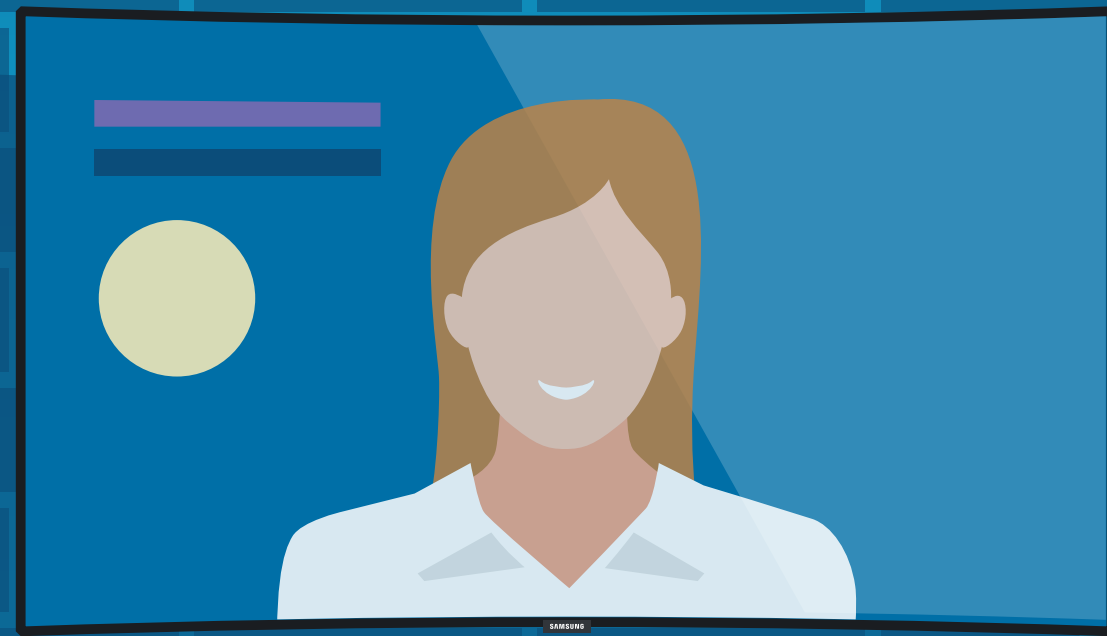
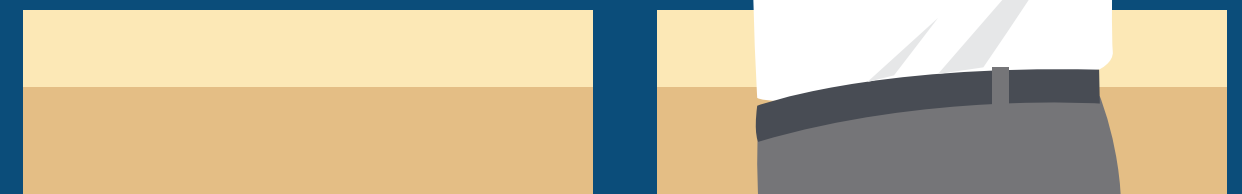
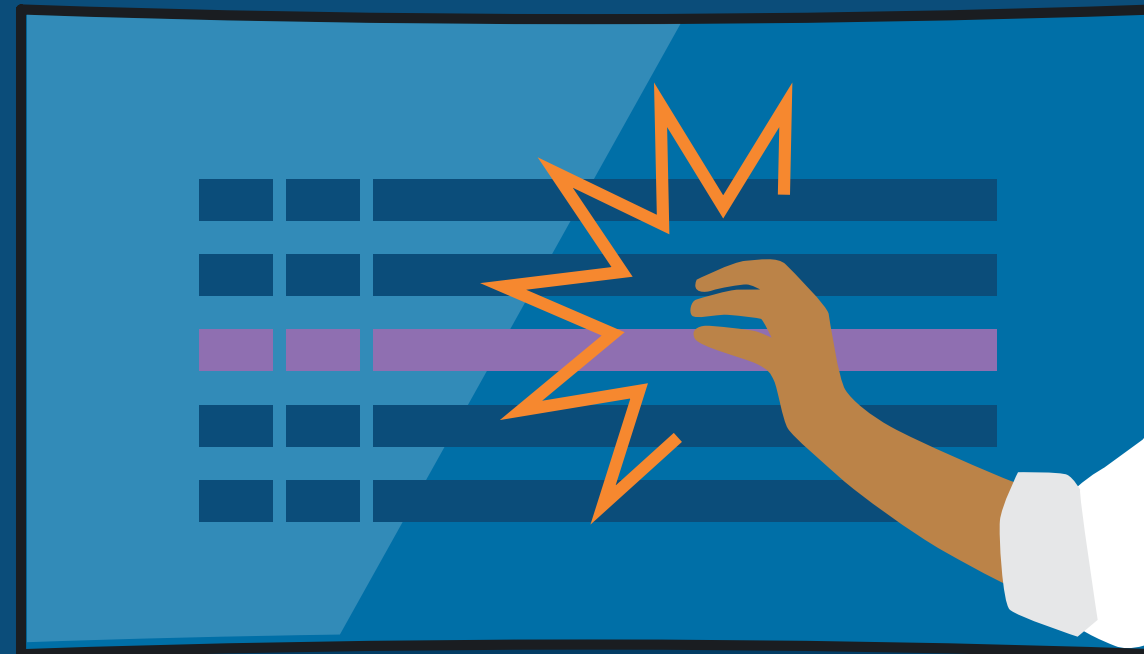


SAMSUNG

Seeing the Big Picture: Commercial Displays or Consumer TVs



Commercial displays used for digital signage may look similar to TVs, but outfitting consumer technology in a business environment is likely to lead to problems.



This guide will help clear up the static, highlighting **15 key reasons** why you should select a commercial-grade solution like Samsung's Smart Signage displays.



1 Applications

Consumer

Designed just for viewing TV, Blu-Ray and streaming services.



Commercial

Wide array of applications and use settings, from lobbies and restaurants to wayfinding and classrooms.



2 Industrial Design

Consumer

Designed more for aesthetics, not always ideal for business settings.



Commercial

Designed with clean, symmetrical lines. Sometimes doesn't have manufacturer's logo.



3 Durability

Consumer

Designed for light residential use.



Commercial
Rugged construction for high-traffic areas; ranging from conference rooms to public outdoor spaces.



Your future. On Display. See Samsung's commercial display portfolio.

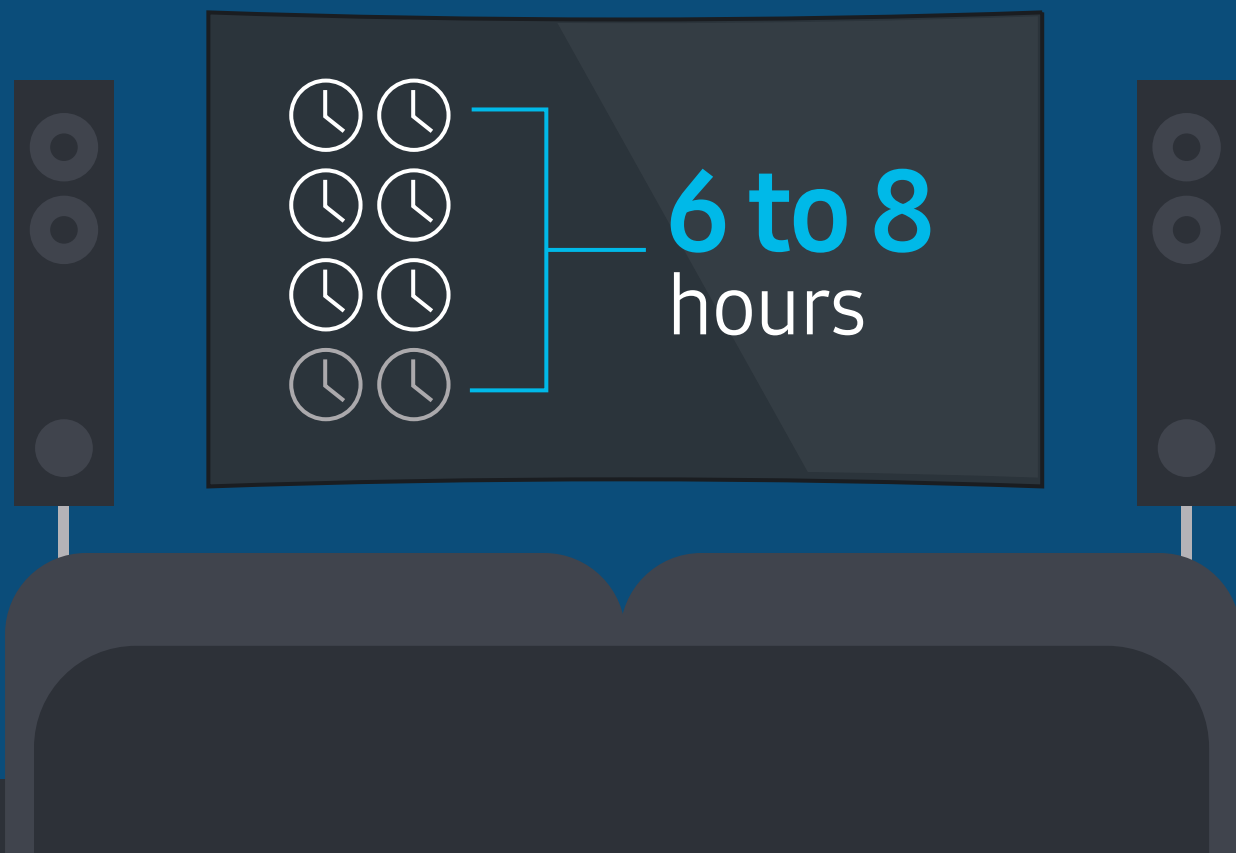


Read on for twelve more key differences.

4 Reliability & Runtime

Consumer

Designed to run a maximum of 6 to 8 hours per day, limited onboard cooling.

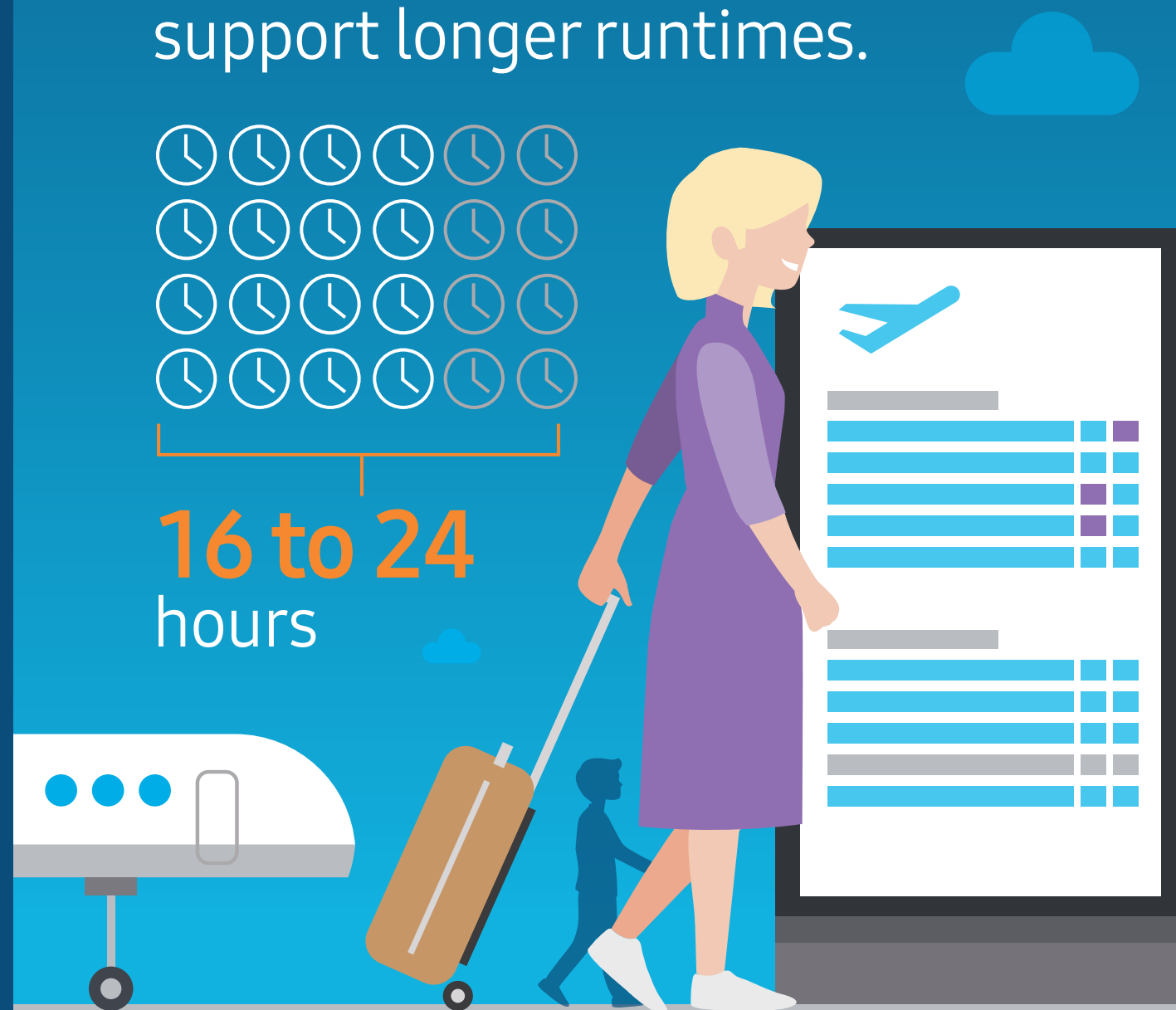


Commercial

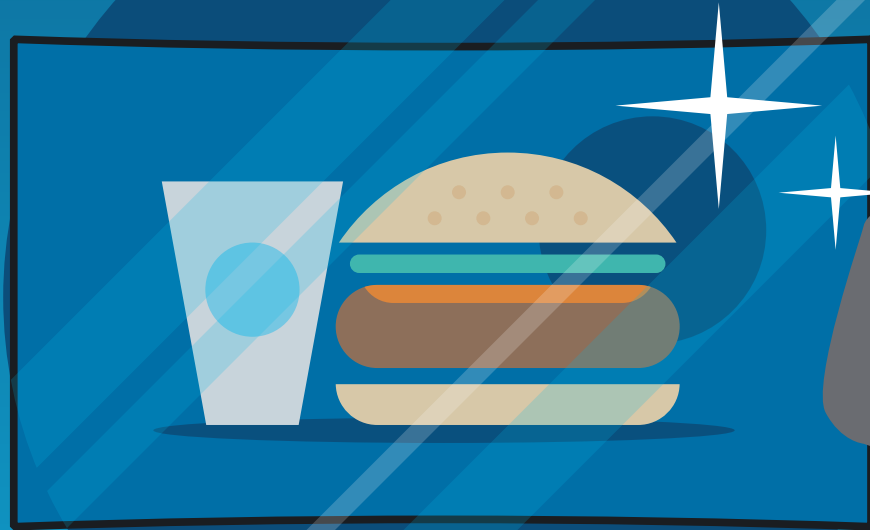
Built to run 16 to 24 hours per day, with better cooling to support longer runtimes.



16 to 24 hours

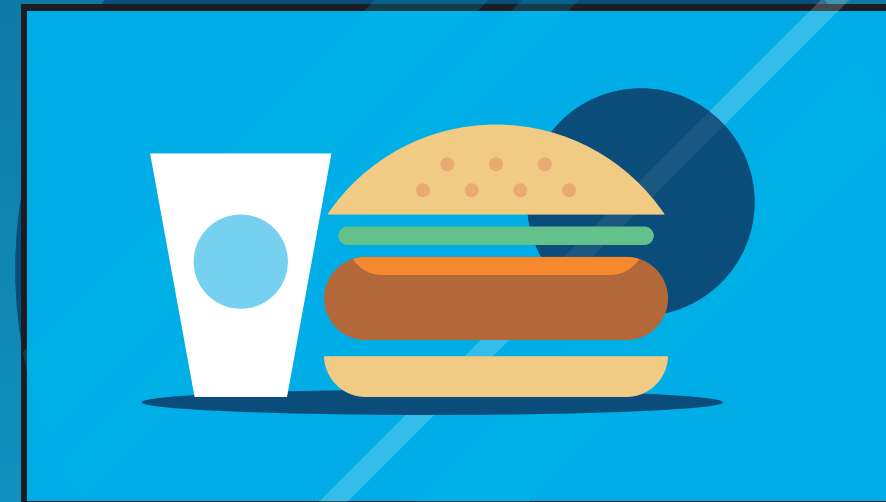


5 Brightness



Consumer

Brightness levels built for in-home environments - typically limited to 300 nits.



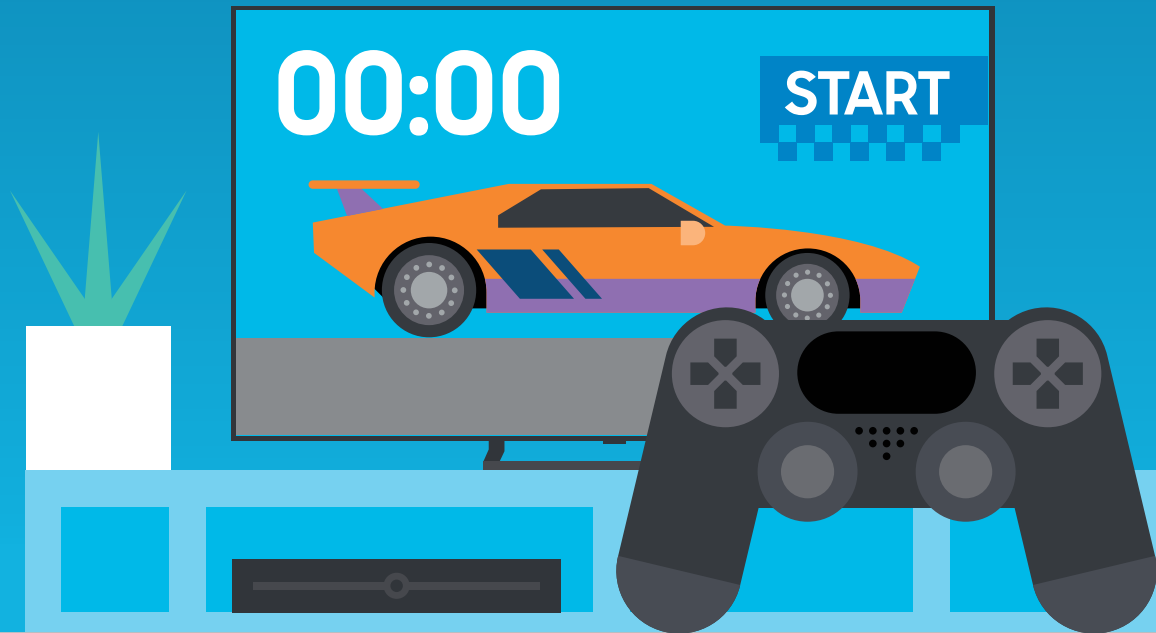
Commercial

High-brightness models available for sunlit locations - all the way up to 2,500 nits.

6 Content Displayed

Consumer

Designed for use as a television, primarily for TV content, streaming video or connecting gaming consoles.



Commercial

Designed to simultaneously display scheduled content and urgent messages.

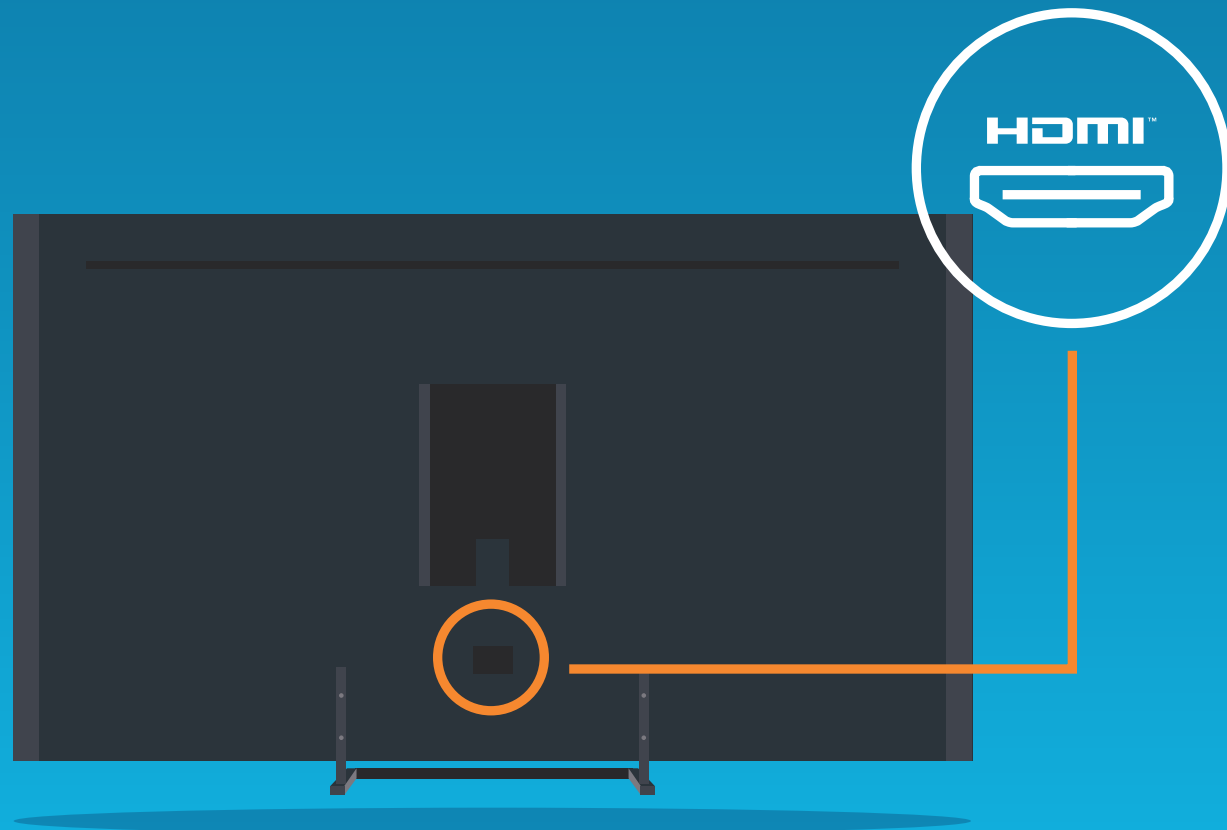


7

Connectivity

Consumer

Usually limited to HDMI inputs.



Commercial

Expanded input panels, including VGA, DVI, DisplayPort, Ethernet and video-loop out.



8

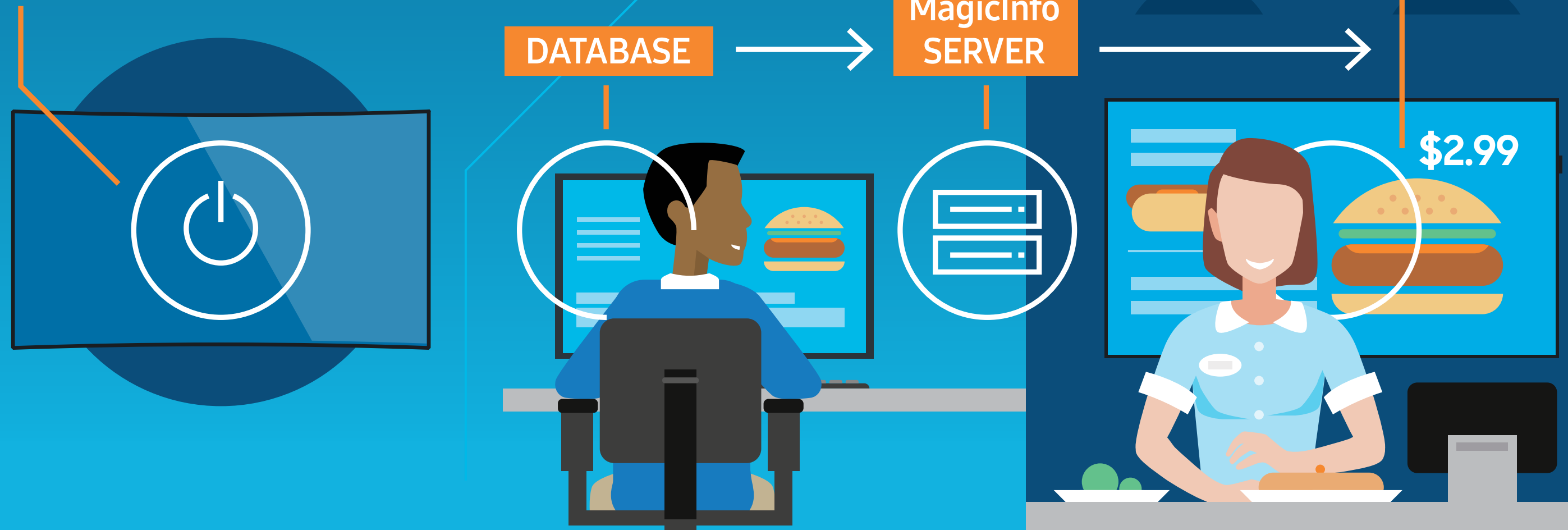
RS232 Control

Consumer

Typically, don't include RS-232 control. If included, limited to on/off and input switching.

Commercial

Many control protocols, including RS-232, IP, SNMP, MagicInfo Remote Management and Javascript APIs.



9 Remote Lockout

Consumer

Don't allow lockout of IR or front panel, leaving TVs vulnerable to pranksters.



Commercial

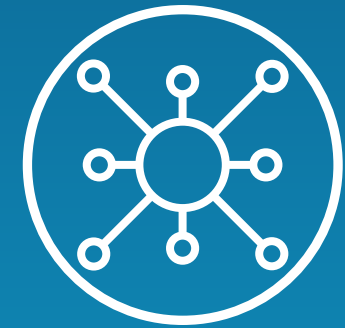
Feature IR remote, USB Port lockout controls to prevent tampering, with USB lockout on select models.



All-in-One

Commercial

Displays include built-in media players to install compatible web-based signage applications.

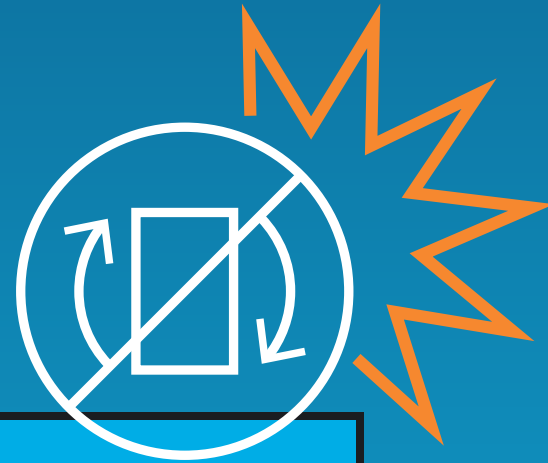


11

Orientation

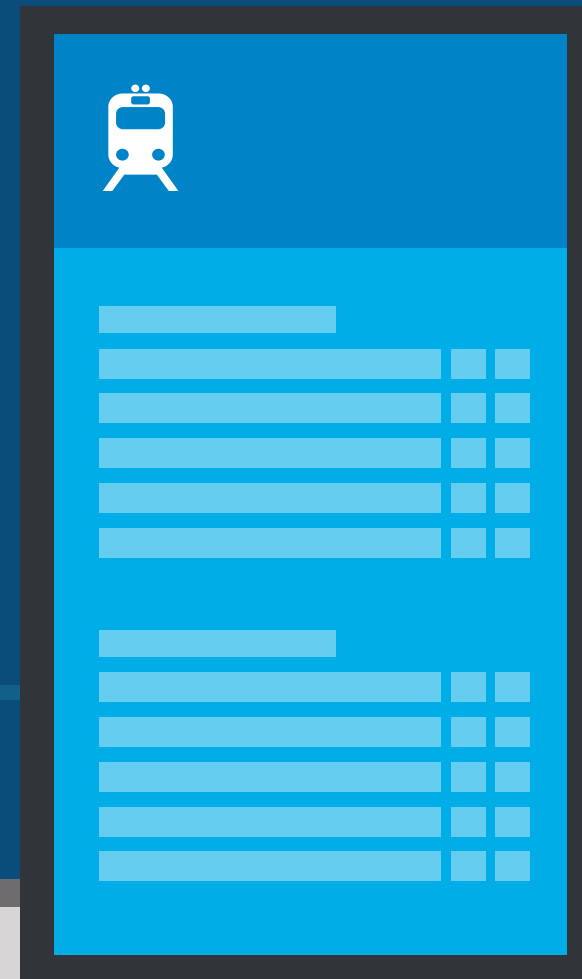
Consumer

Not designed to support portrait mode.



Commercial

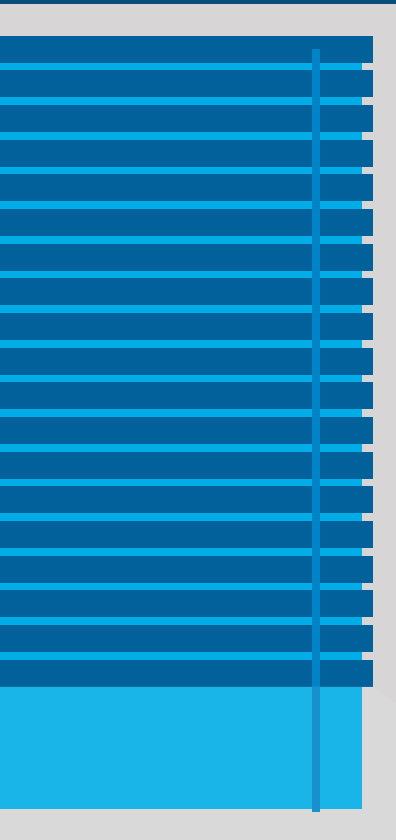
Supports portrait mode with proper cooling technology and symmetrical design.



Glare and Finish

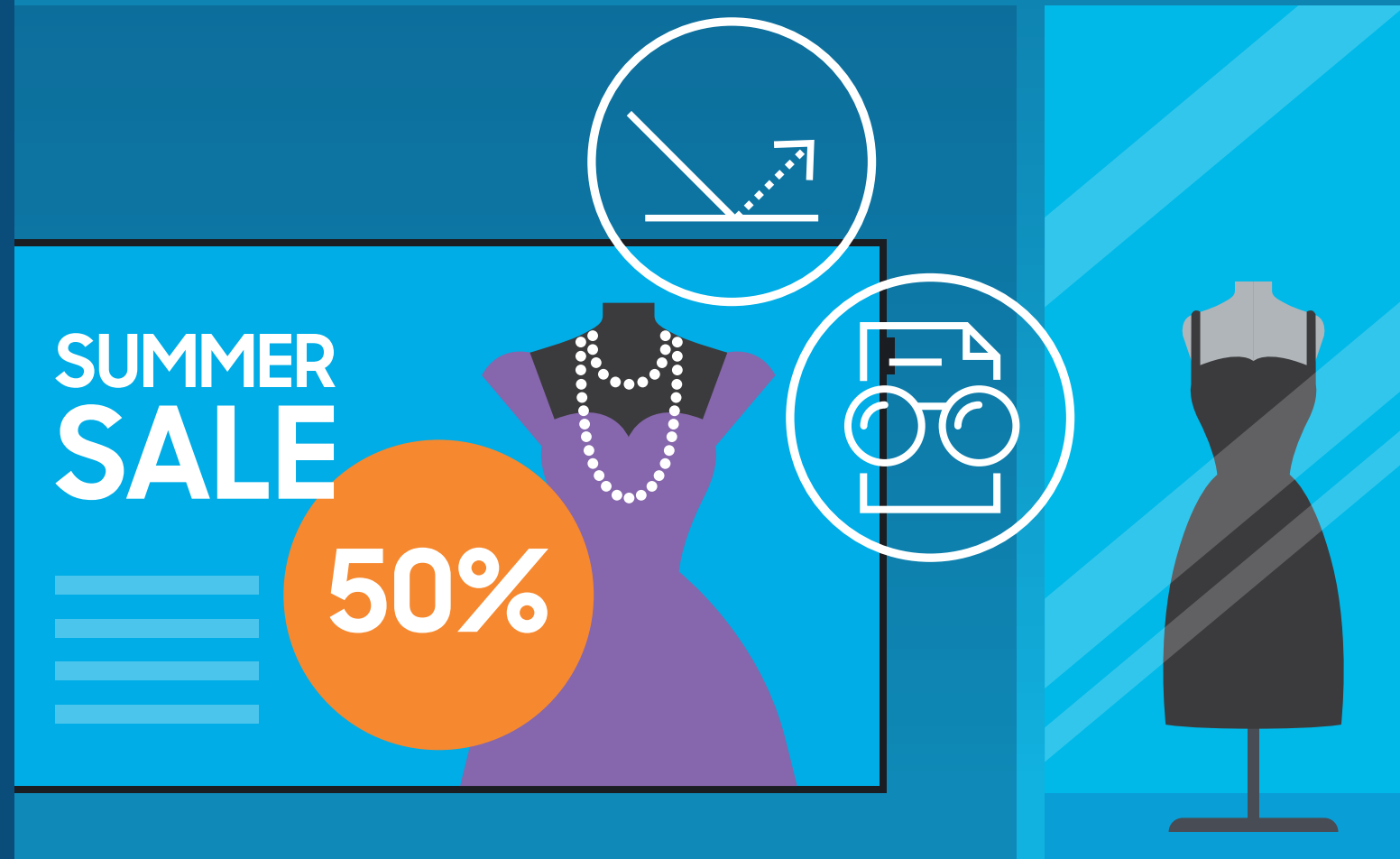
Consumer

Have a glossy finish to the glass — fine for use with low ambient light and closed windows



Commercial

Many have anti-glare coatings to provide readability and visibility in ambient light situations.



13

Image Retention

Consumer

Develops image retention issues when static imagery presented for long periods.

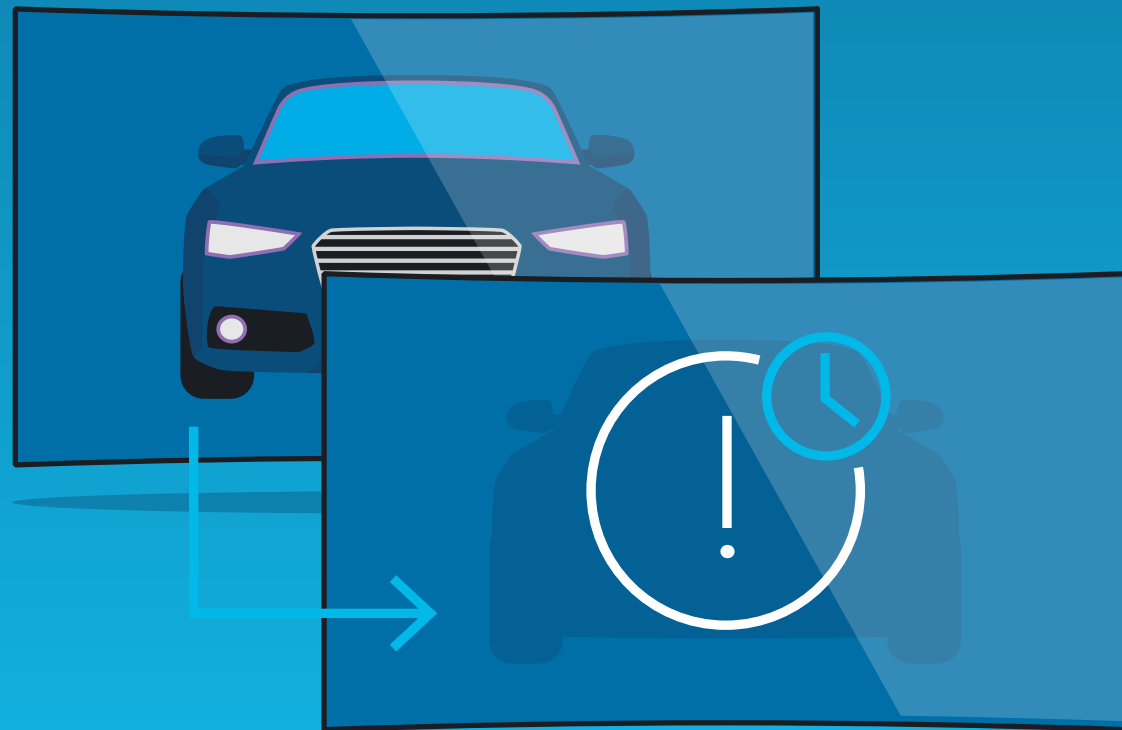
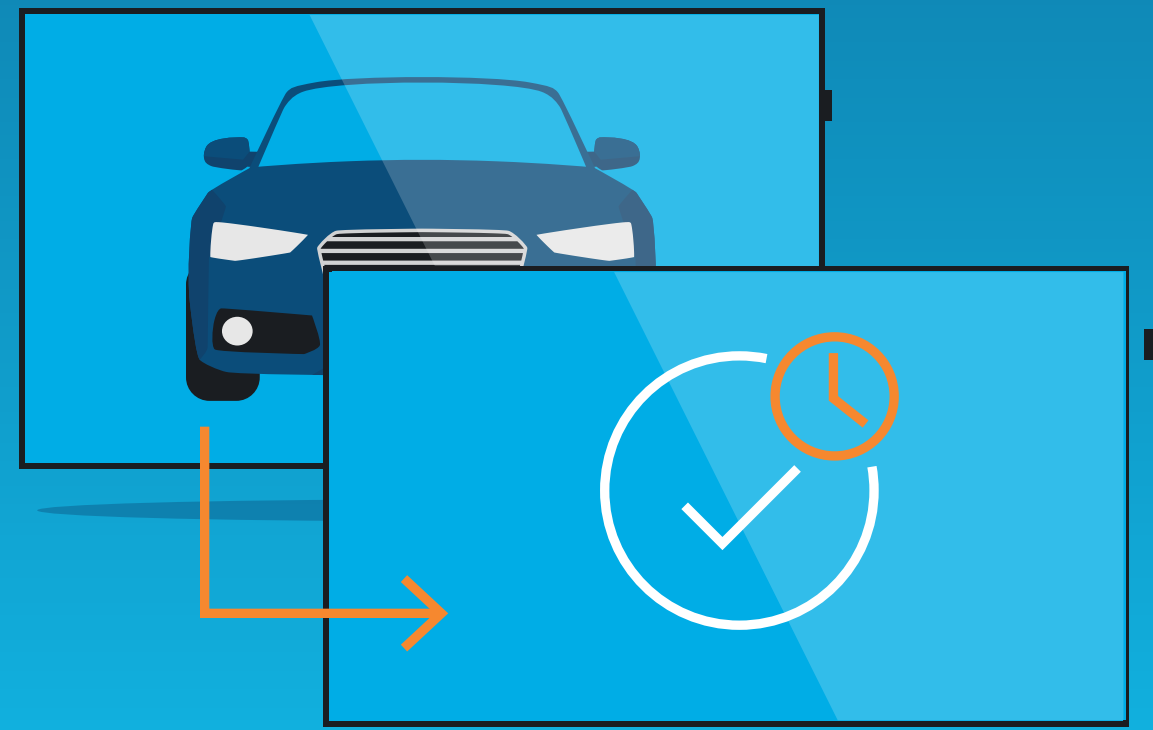


IMAGE
RETENTION

Commercial

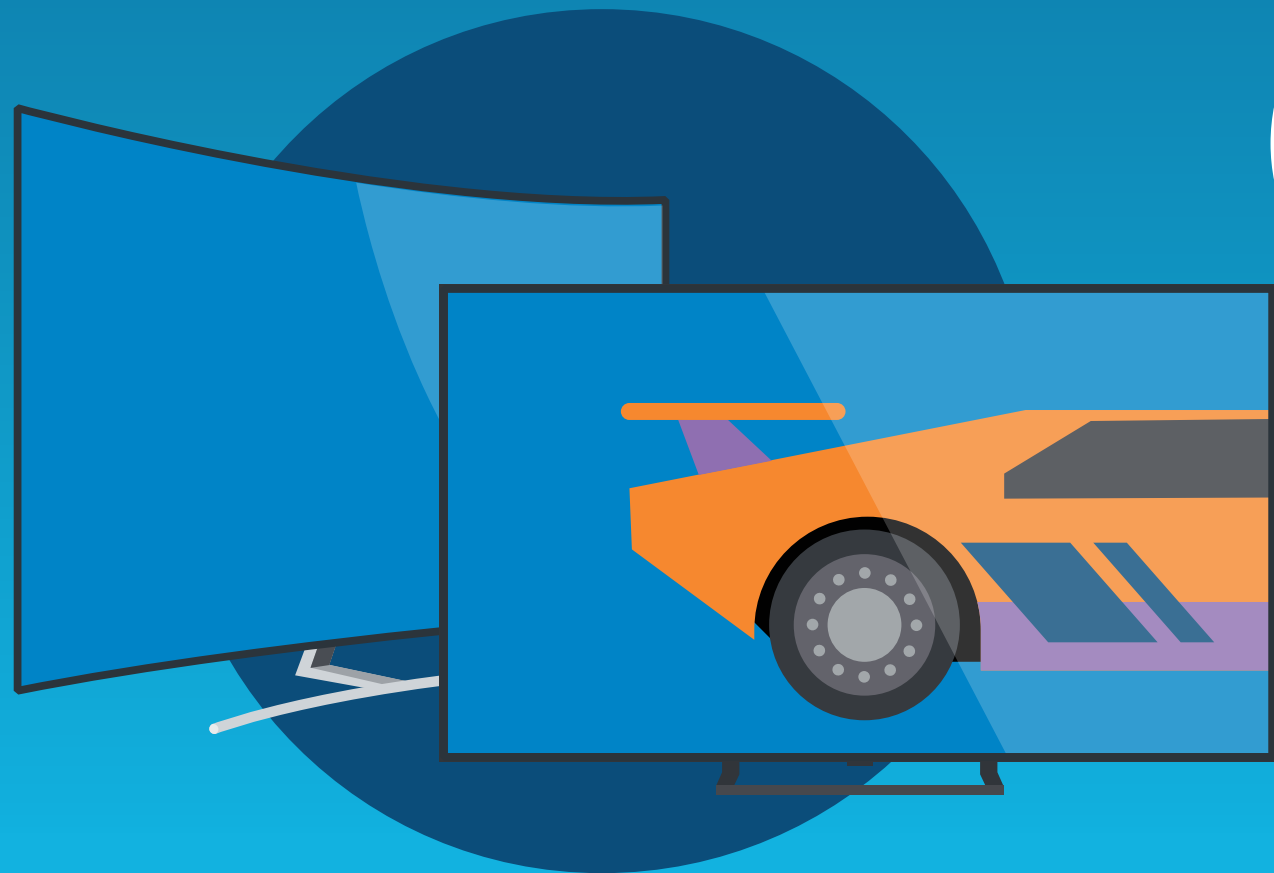
Leverages LCD technology protecting against image retention.



14 Design Life Cycles

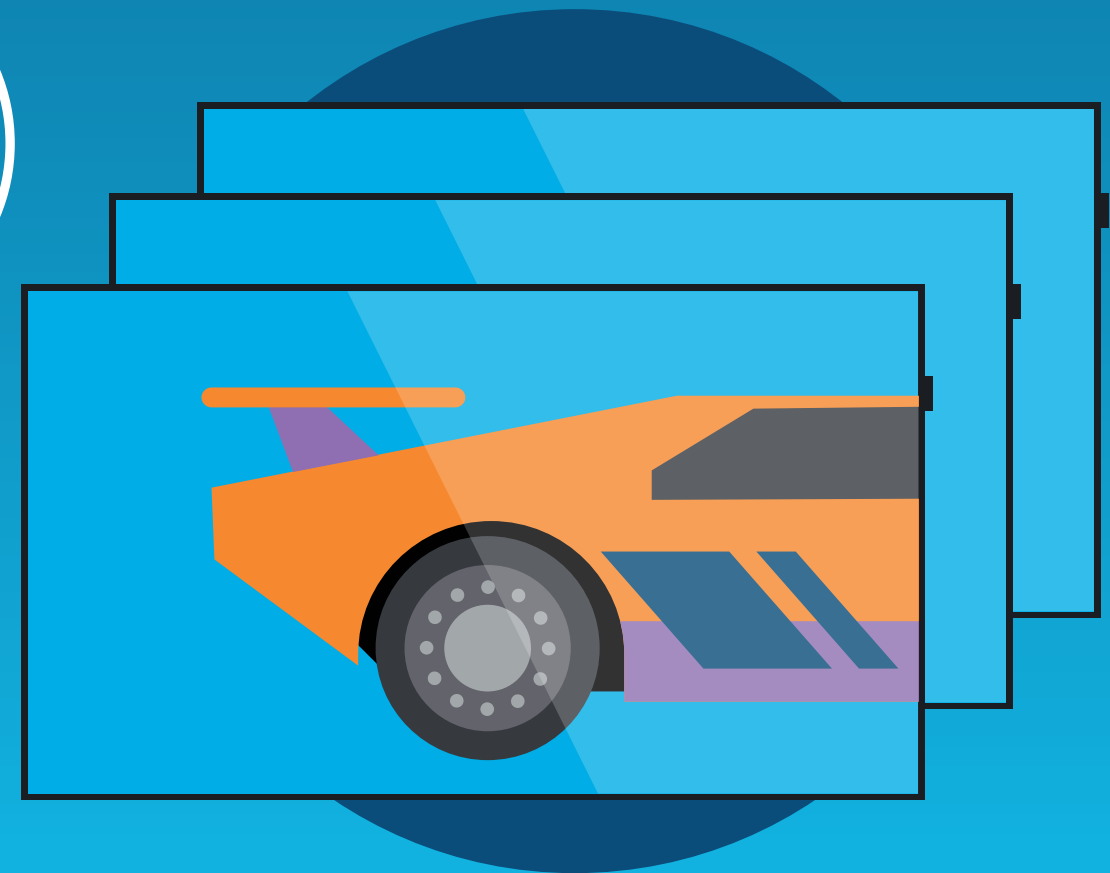
Consumer

Regular chassis design changes.



Commercial

Maintain longer lifecycles with consistent industrial design, enabling a cleaner more consistent deployment.



Service and Support

Consumer

Typically a one-year, over-the-counter warranty – often void for commercial use.

Commercial

Sold by authorized B2B reseller partners and supported with three-year onsite warranty and enterprise post-sales support – some extending to 5 years.



Your Future. On Display.

Samsung offers a broad portfolio of commercial displays to support your business needs.

Learn more:
samsung.com/digital-signage