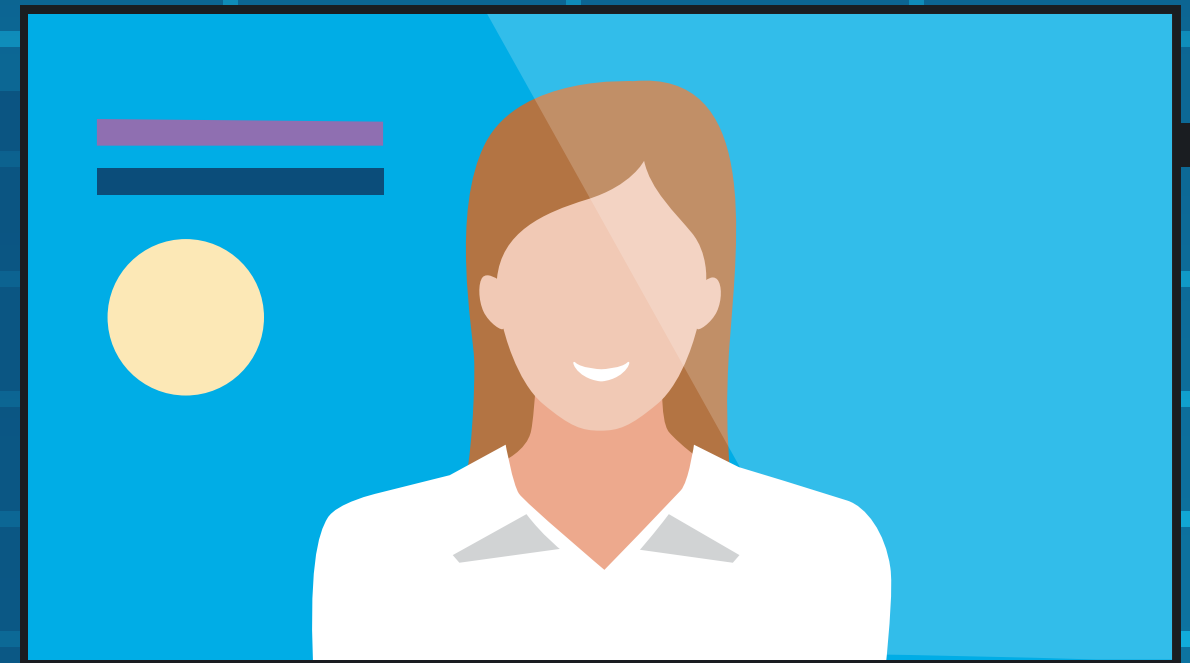
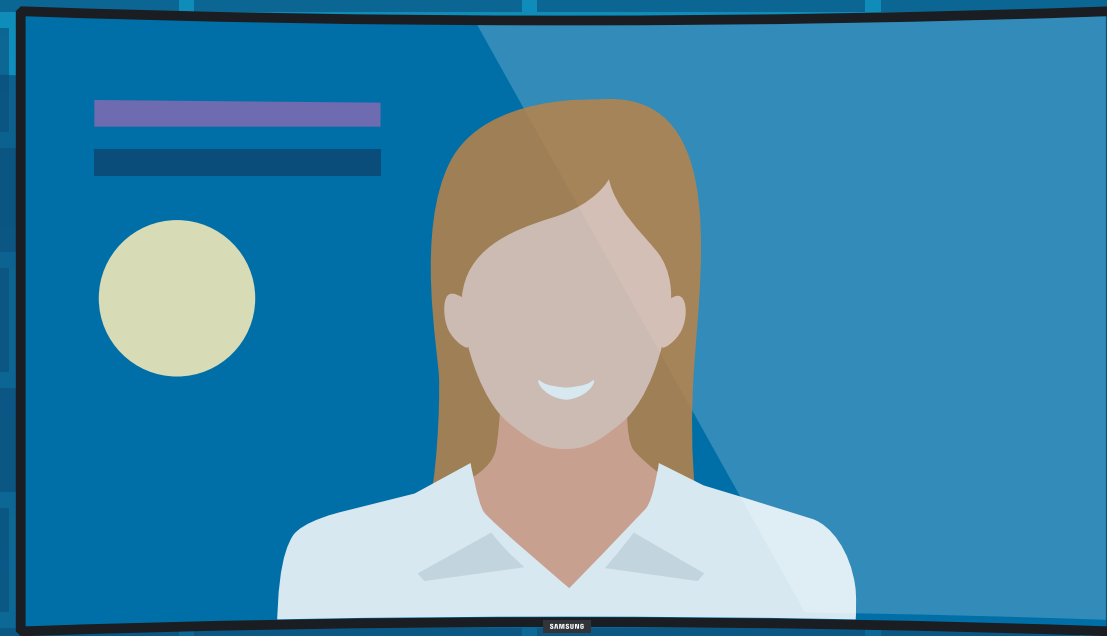
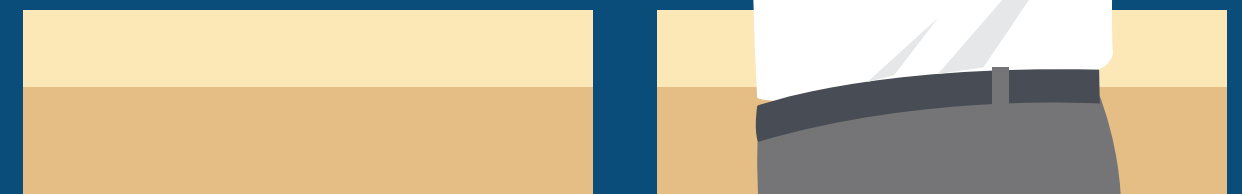
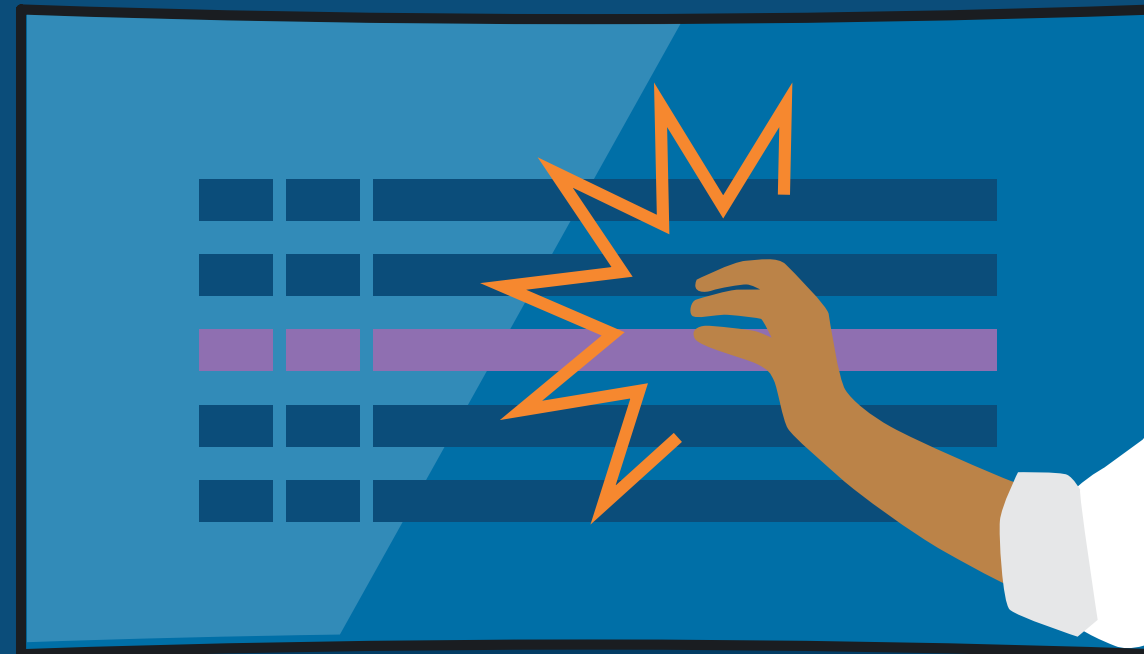


SAMSUNG

# 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.

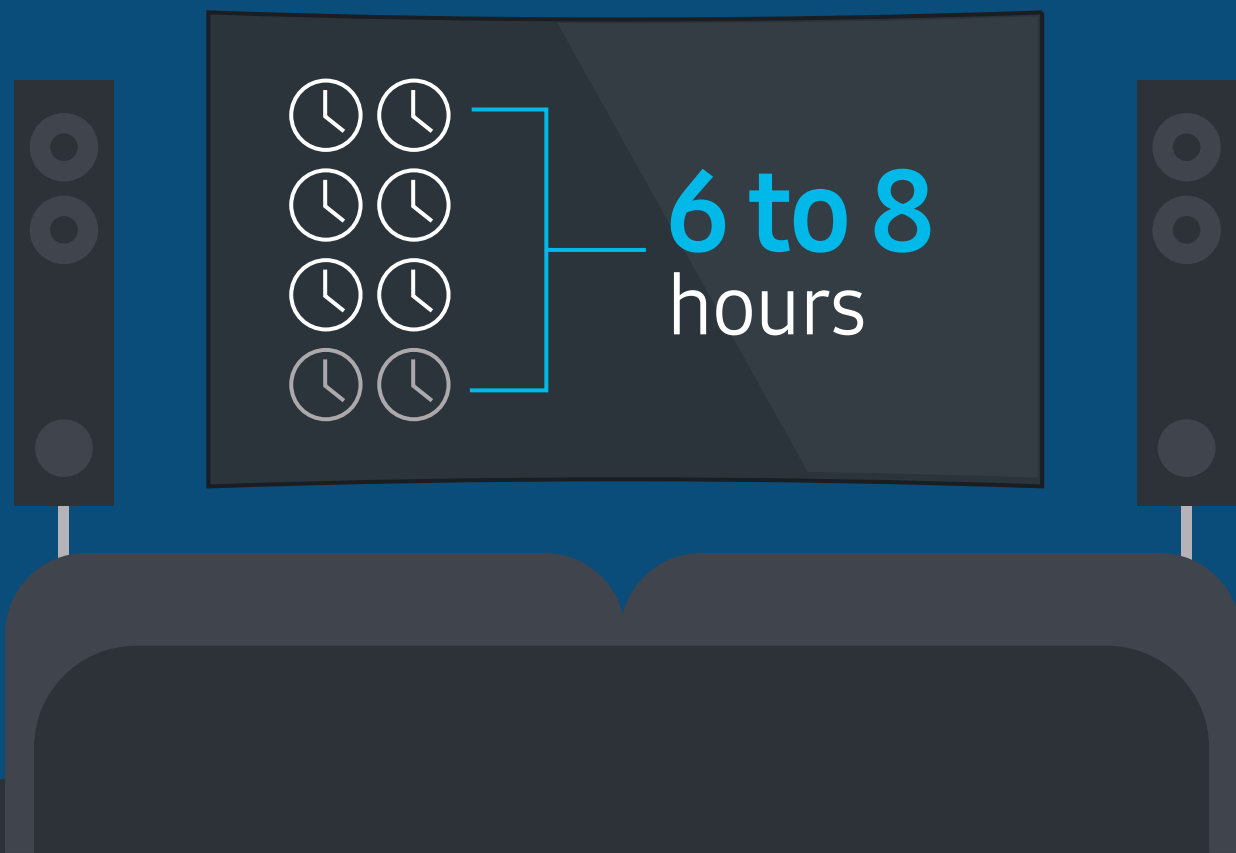


Read on for twelve more key differences.

# 4 Reliability & Runtime

## Consumer

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

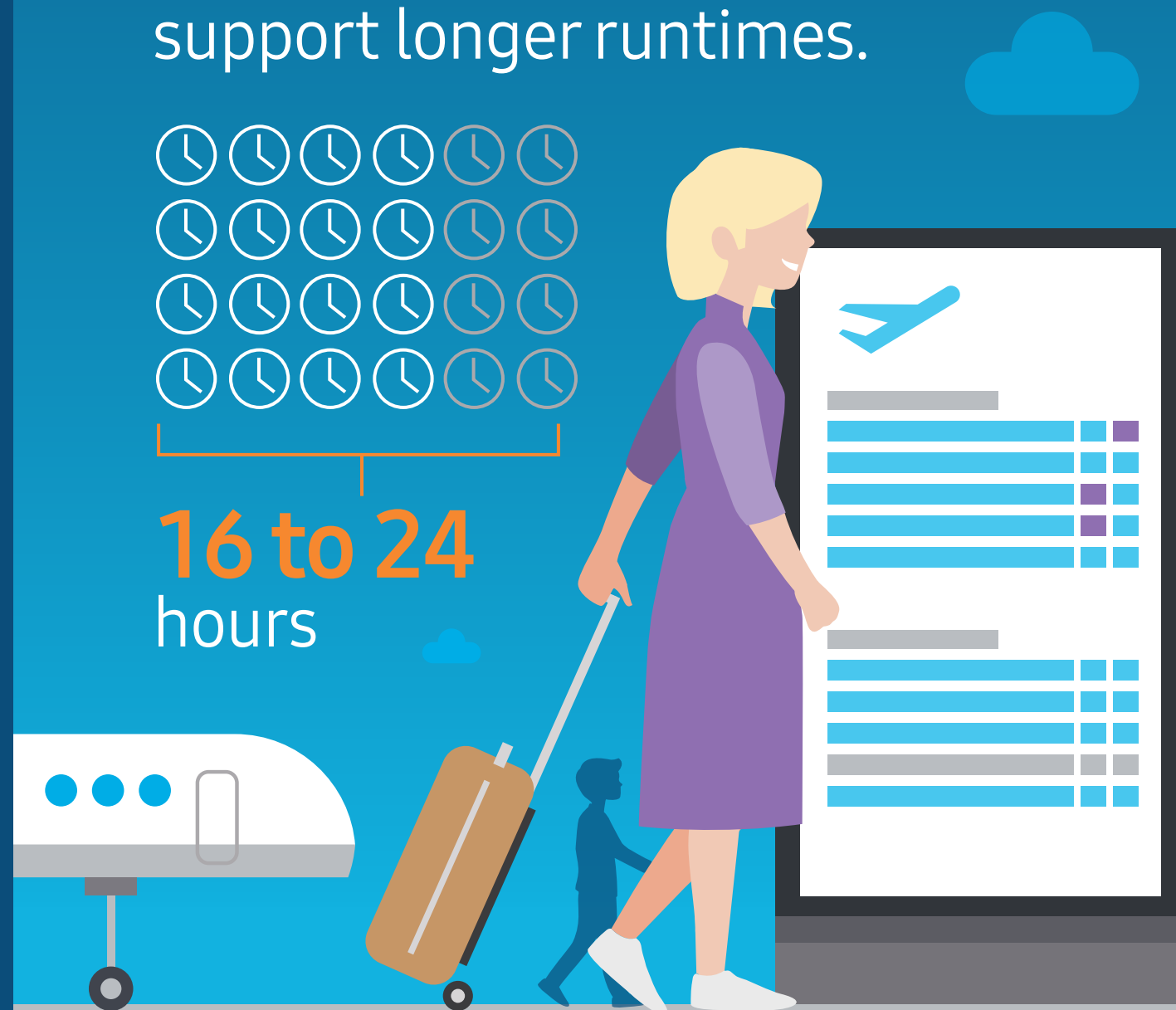


## Commercial

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

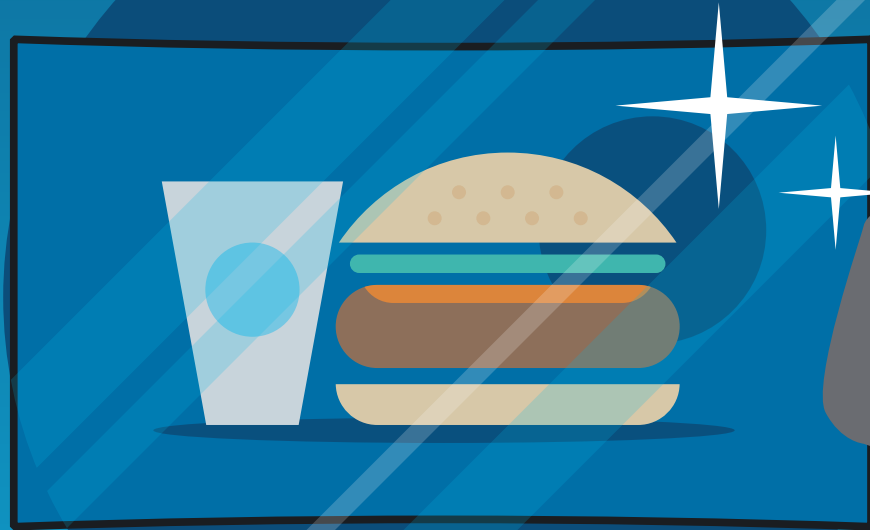


16 to 24 hours



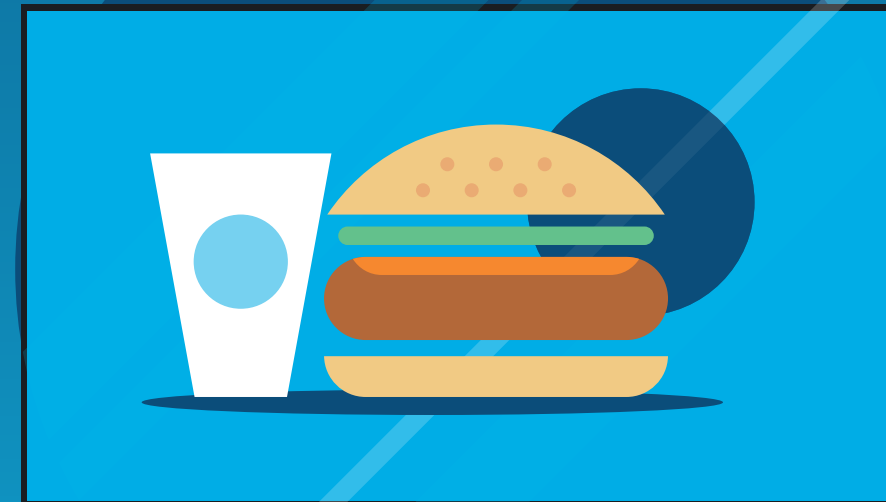


# 5 Brightness



## Consumer

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



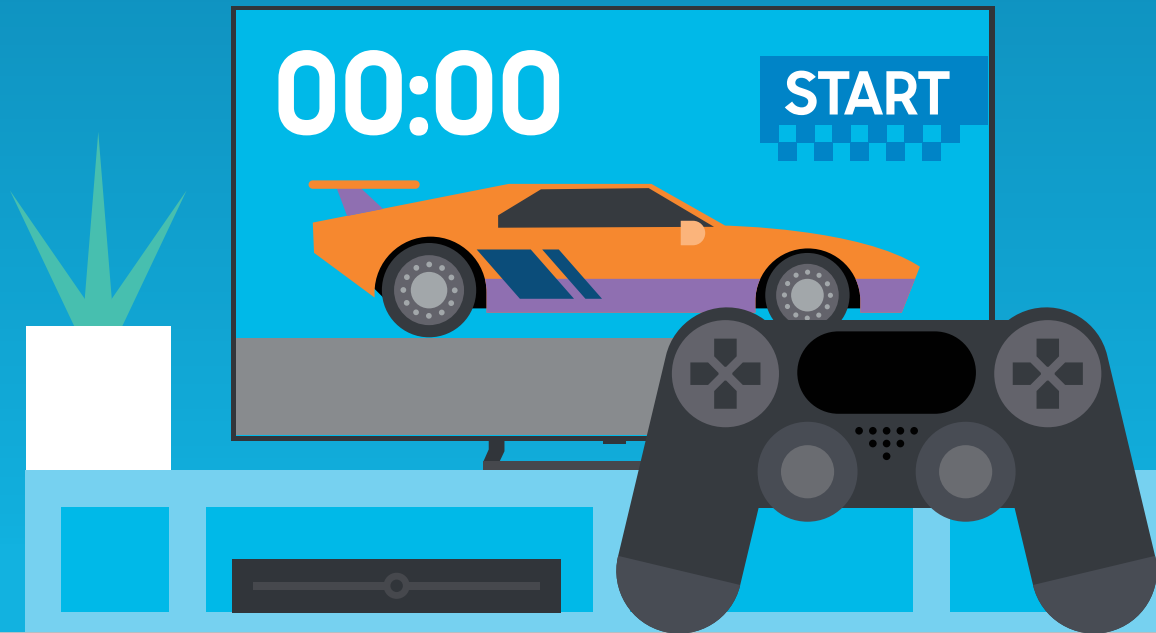
## Commercial

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.

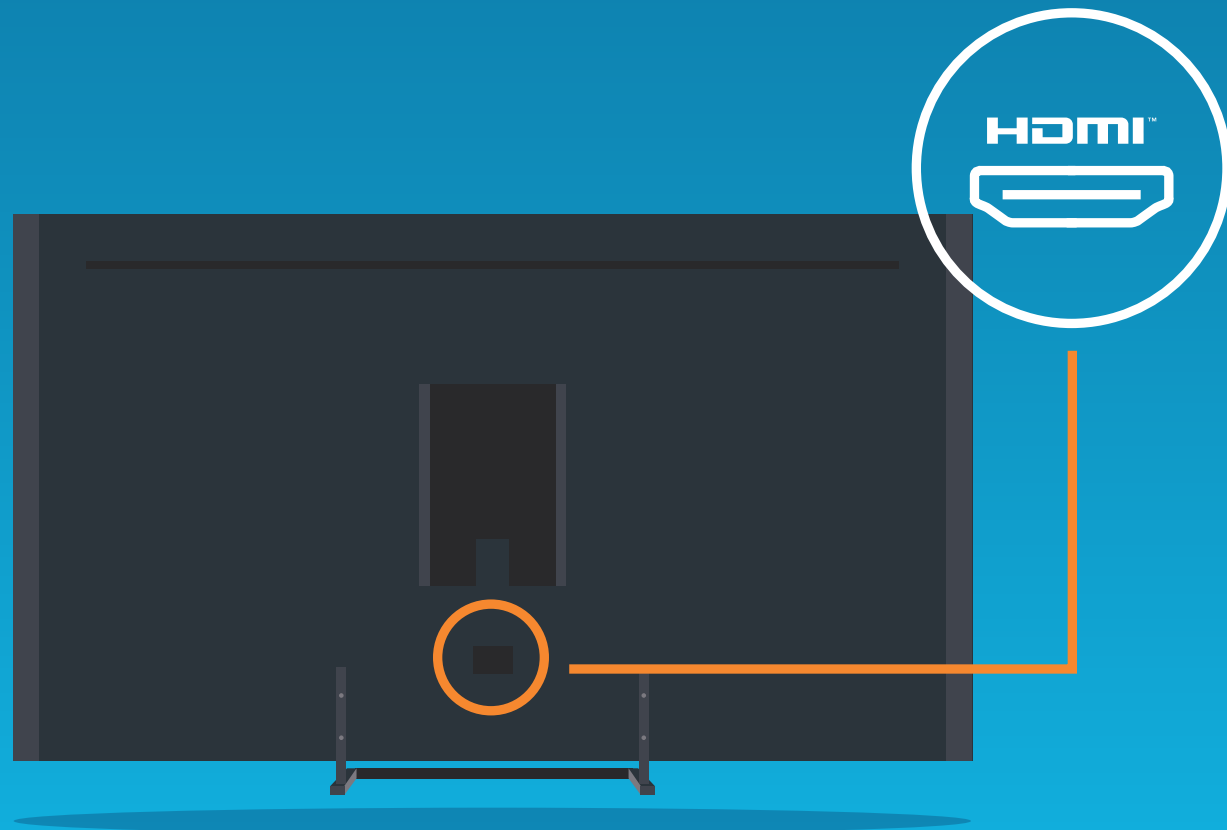


# 7

## Connectivity

### Consumer

Usually limited to HDMI inputs.



### Commercial

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



8

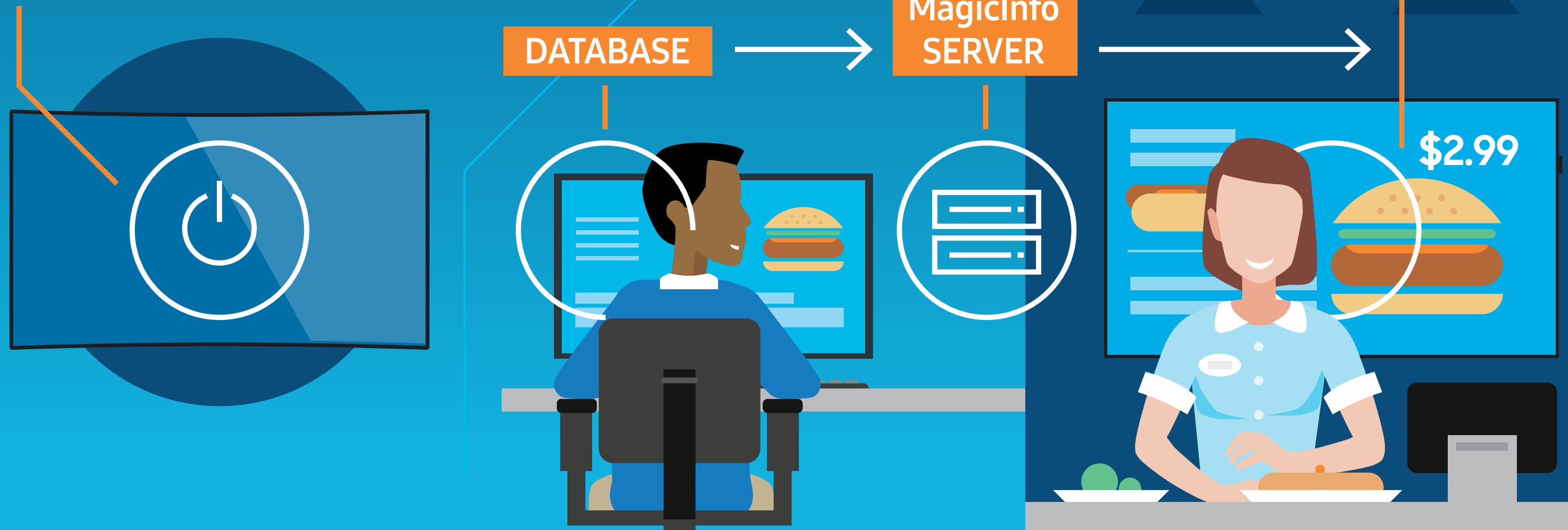
# RS232 Control

## 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.

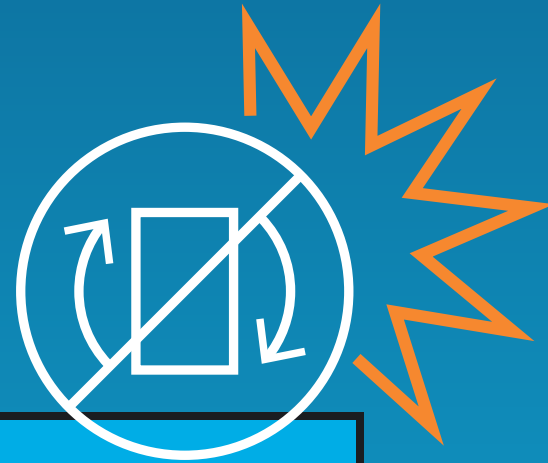


11

# Orientation

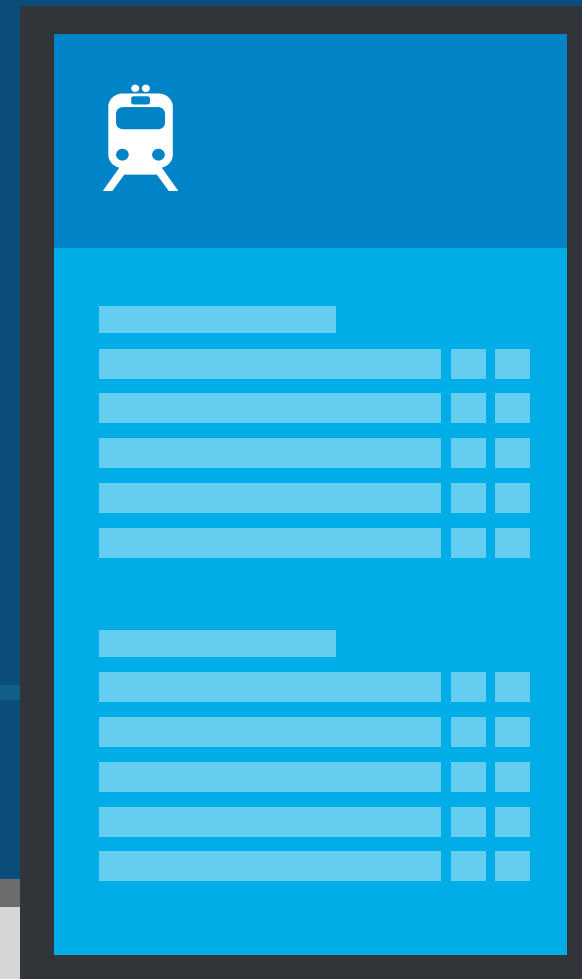
## Consumer

Not designed to support portrait mode.



## Commercial

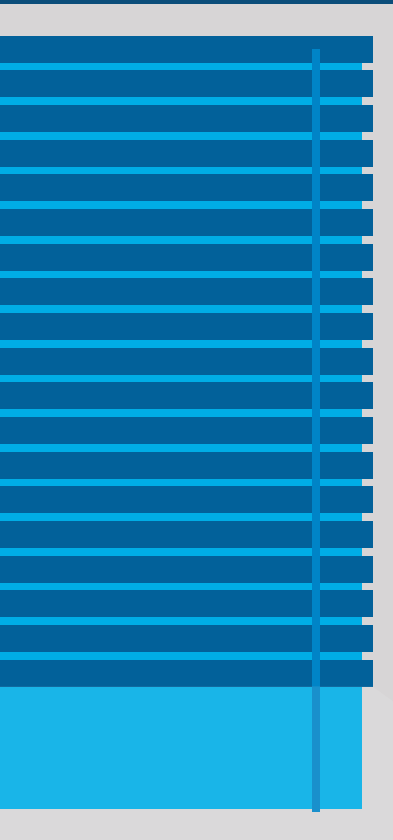
Supports portrait mode with proper cooling technology and symmetrical design.



# 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.

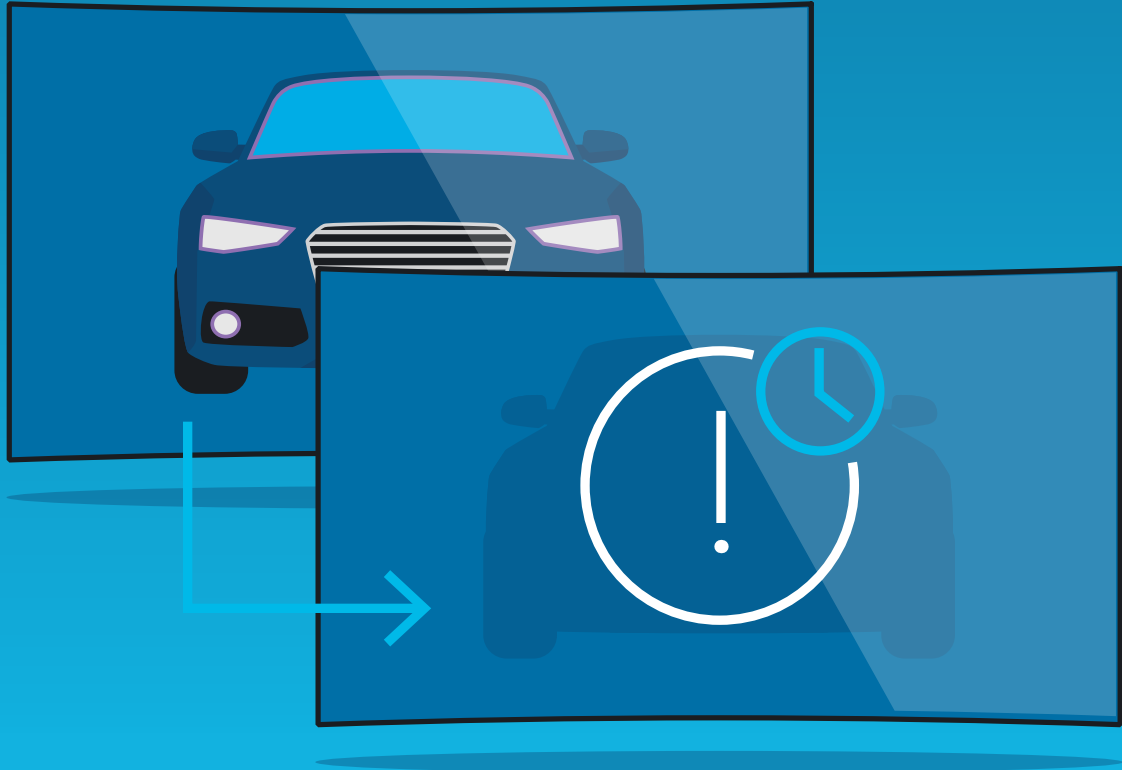
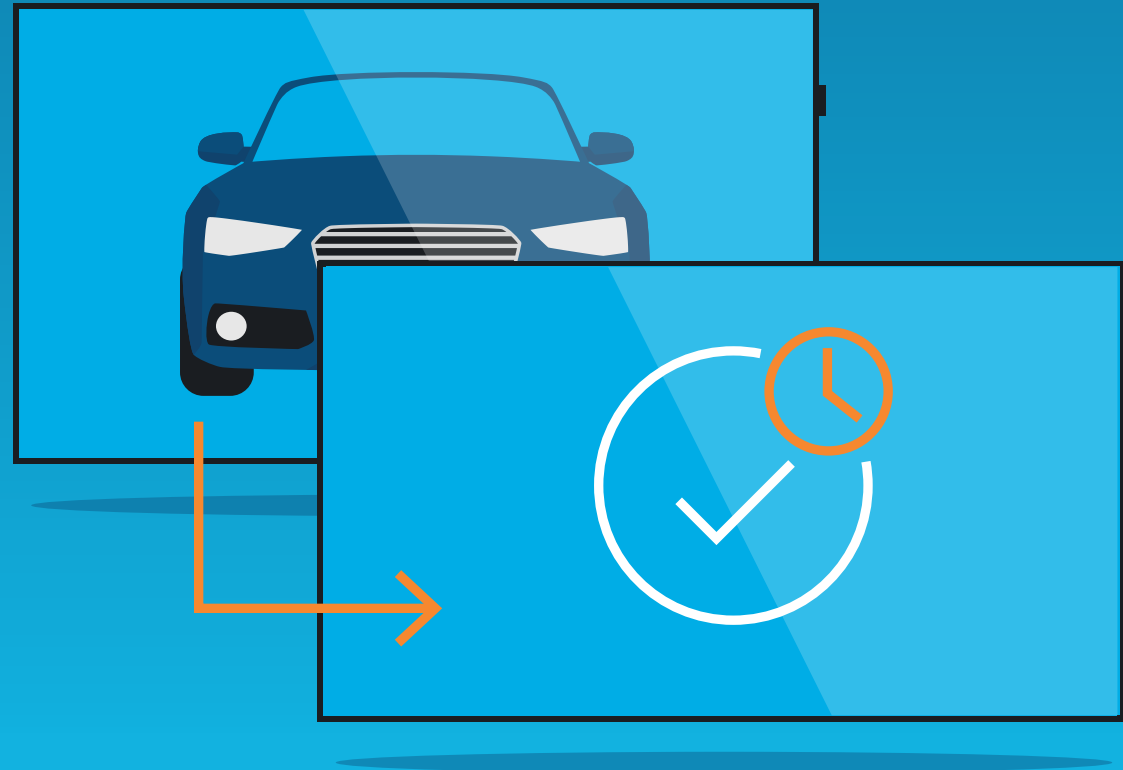


IMAGE  
RETENTION

## Commercial

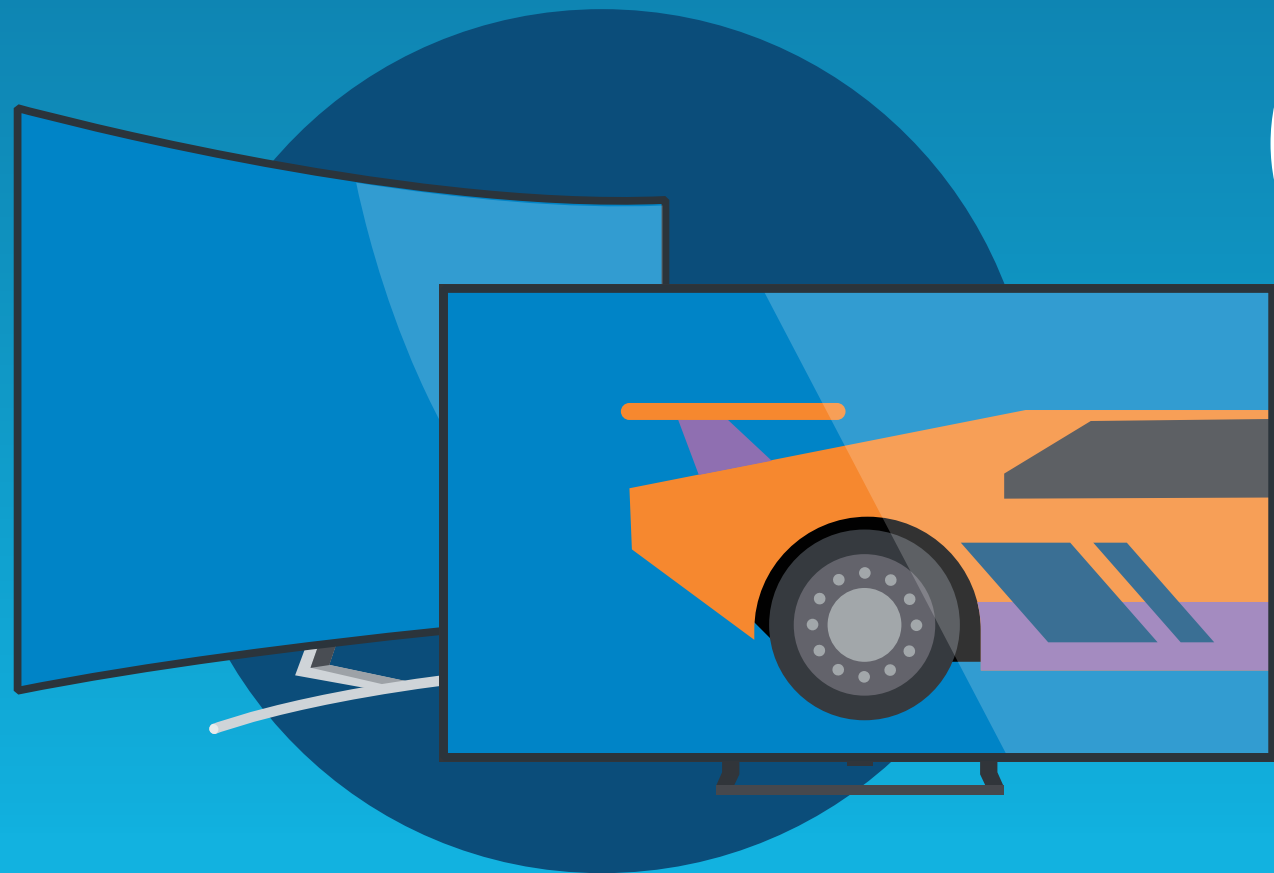
Leverages LCD technology protecting against image retention.



# 14 Design Life Cycles

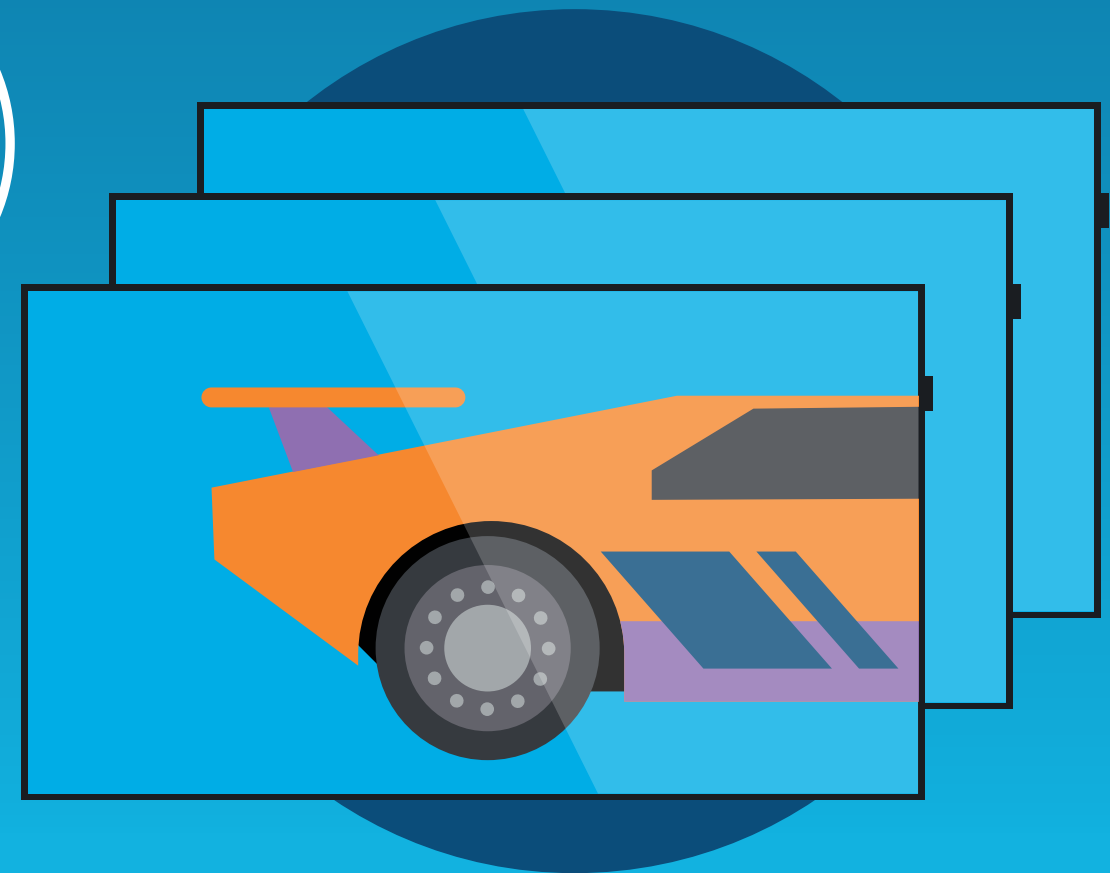
## Consumer

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](https://samsung.com/digital-signage)