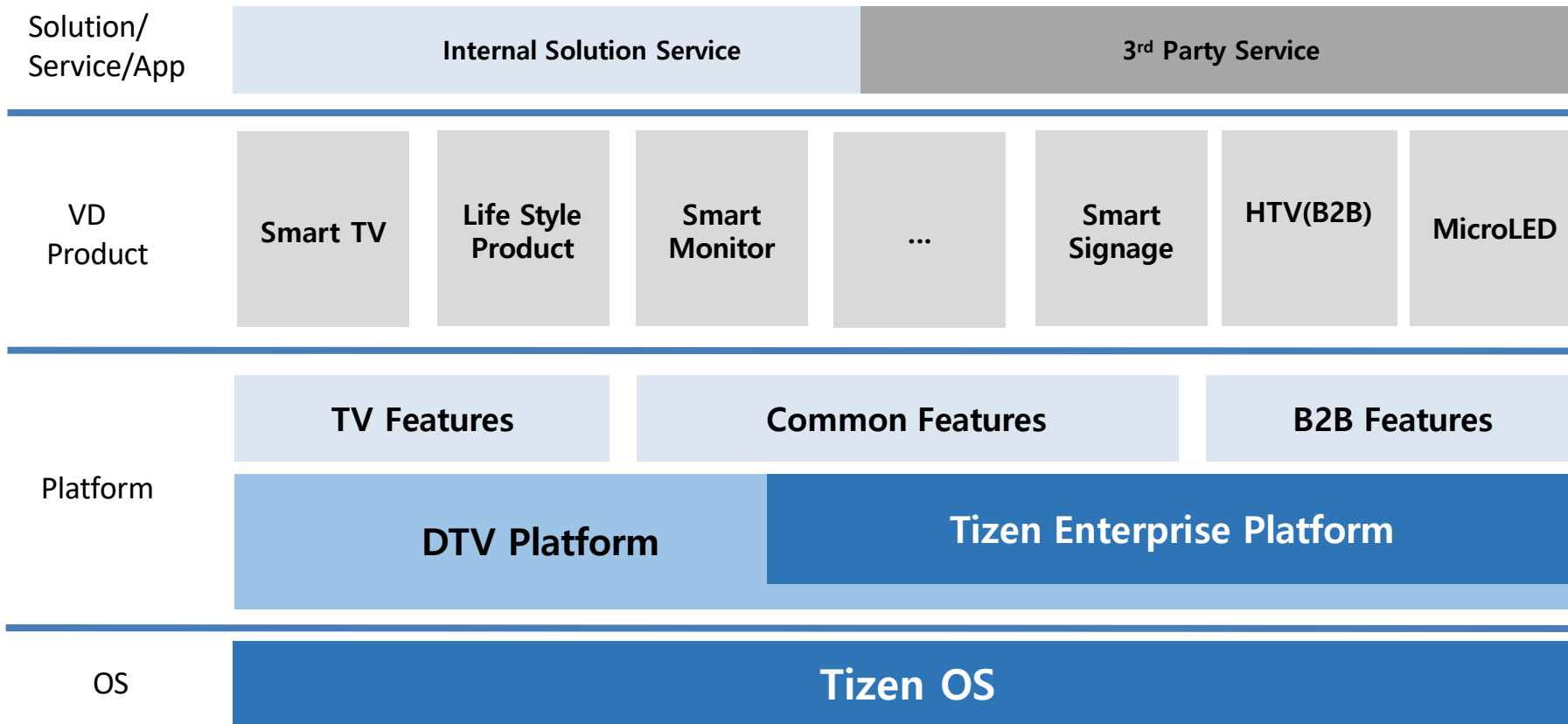


TEP & TBM Introduction

TEP - Tizen Enterprise Platform

- Develop and Enhance B2B Product (Signage, Smart Monitor, Biz TV, HTV, Kiosk, etc...) features
- Support for Internal solution and External Partner solution

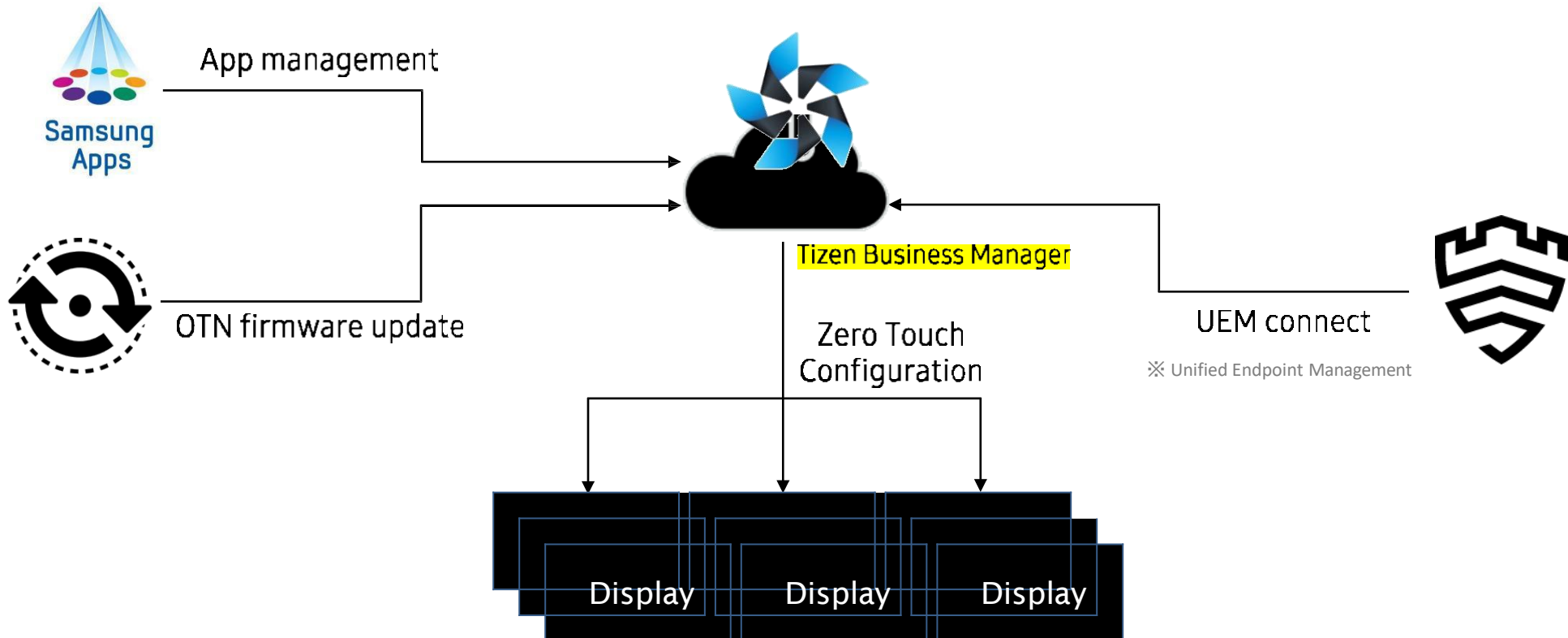


TBM - Tizen Business Portal

- **Cloud Infra for B2B Enterprise Product**

–Apps Server, F/W OTN and etc

- **Provide the Device Registration and Remote management , Zero Touch Configuration based on S/N**



TEP supported display model - Tizen 6.5 and above



Tizen Enterprise Platform



Tizen Business Manager

App Mgm Tool



Samsung
Smart Signage

Standalone: QxB, QxC
Business TV: BEC-H
Outdoor: OHB, OHB-S, OHC



Samsung Flip
Interactive series

Premium: WMB, WMC-P



Samsung Hotel TV

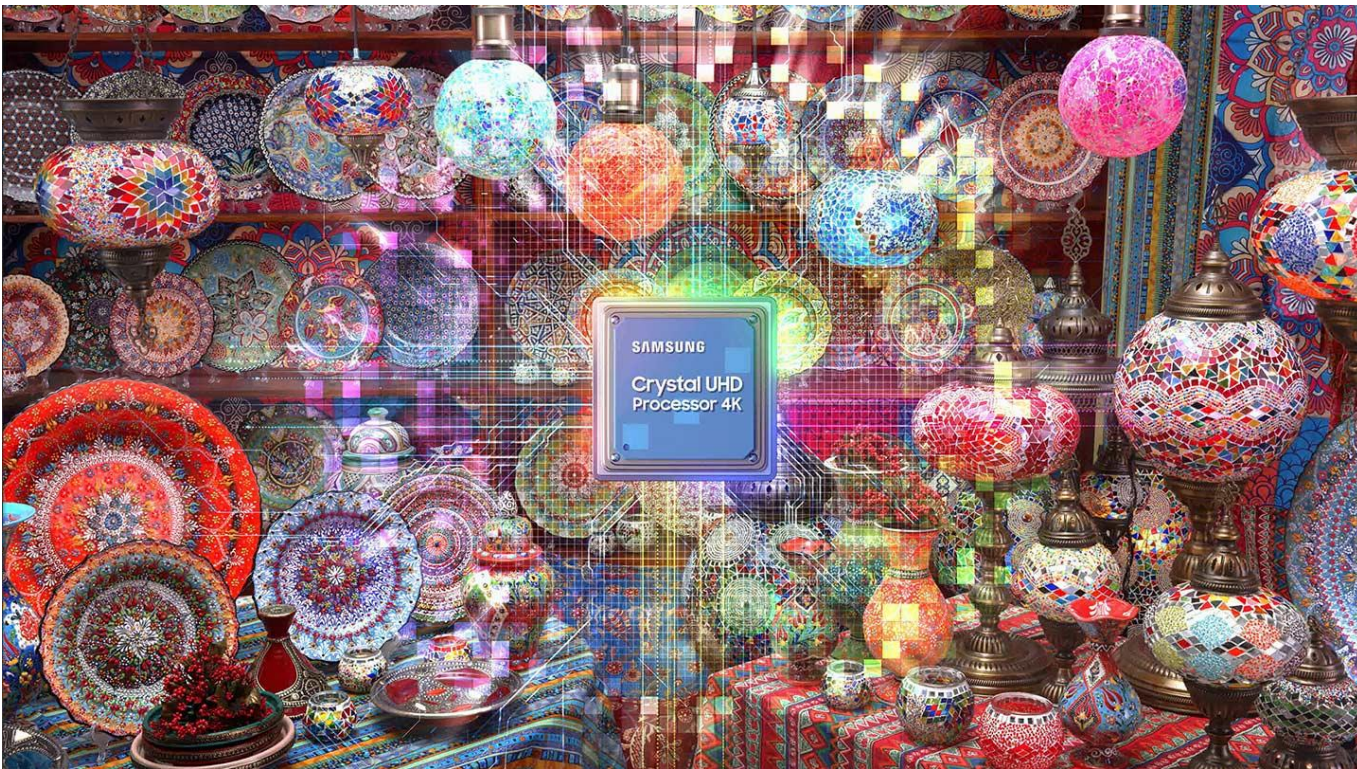
Mainstream: HBU8000
Flagship: HQ60B

Samsung Latest Hotel TV

HBU8000 / HQ60B

*Available in Southeast Asia and Oceania

HBU8000/HQ60B - 4K Processor and AI Upscaling



Crystal Processor 4K

Crystal UHD is equipped with the powerful **Crystal Processor 4K** which precisely maps every shade of color with 16-bit 3D Color Mapping algorithm and analyzes various data to adaptively optimize the picture for a lifelike 4K resolution with Adaptive 4K Upscaling.

16bit 3D
Color
Mapping

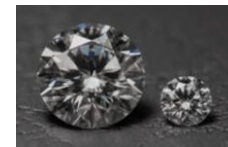
Conventional



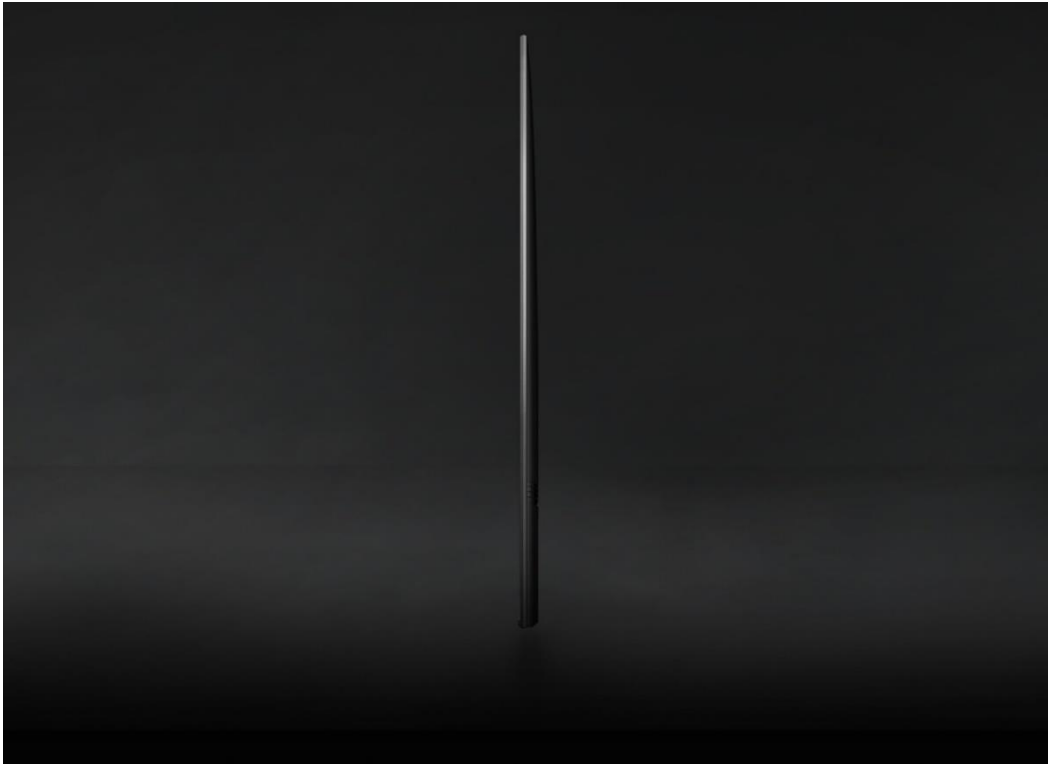
16bit Color Map



Adaptive
4K Upscaling



HBU8000/HQ60B – Slim Panel, Flush-to-wall installation

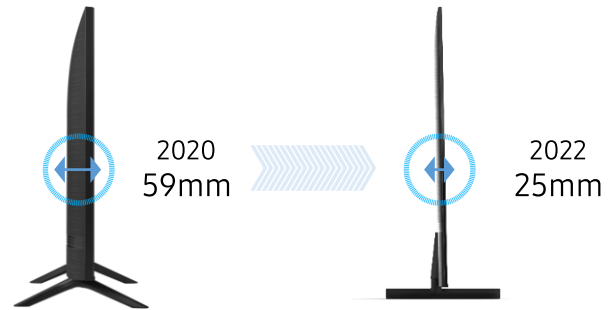


AirSlim

Expanding the premium design philosophy to the **Crystal UHD**.

Depth has been reduced by more than half compared to old TV model.

AirSlim allowing your TV to blend effortlessly with your interior for a minimalist look.



* Depth may vary by inch and series

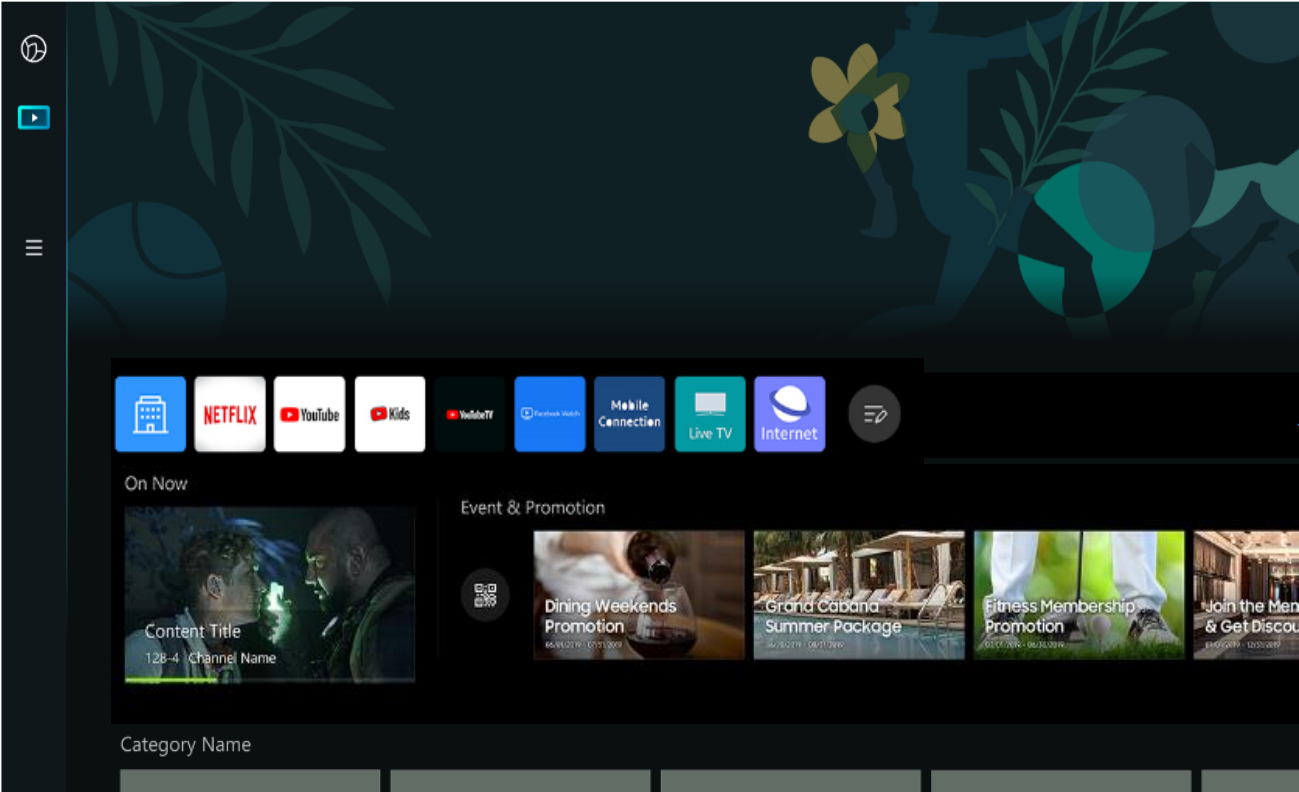
Clean Cable Management

Keep your cables tidy and conceal them, reducing clutter and keeping a seamless look for your TV.



* Stand type may vary by region

HBU8000/HQ60B – SmartHub in HomeUI



Home UI - Default TV Application

Launcher

Featuring access to the most wanted apps Netflix and Youtube, guest are treated to the same conveniences of their living room while traveling worldwide.

On now

It will provide Live broadcast channel (Include TV Plus) and Hotel Promotion and when the content tile is focused, it will be automatically tuned and played.

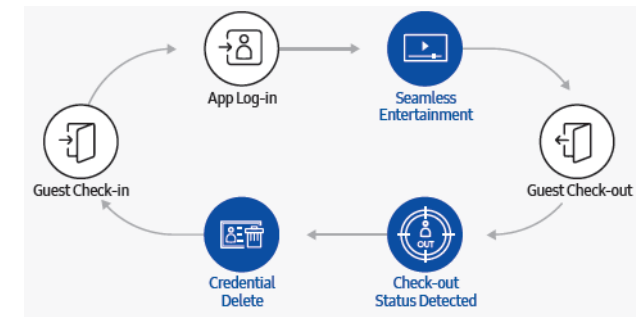
HBU8000/HQ60B - Netflix built-in



Netflix service in hotel room

To deliver a personalized touch during guest trips, Samsung Hospitality TV brings most popular OTT app Netflix in the hotel room.

Guest don't have to worry their personal information, Samsung LYNK Cloud will be manage guest log-in information in a very safe ways.



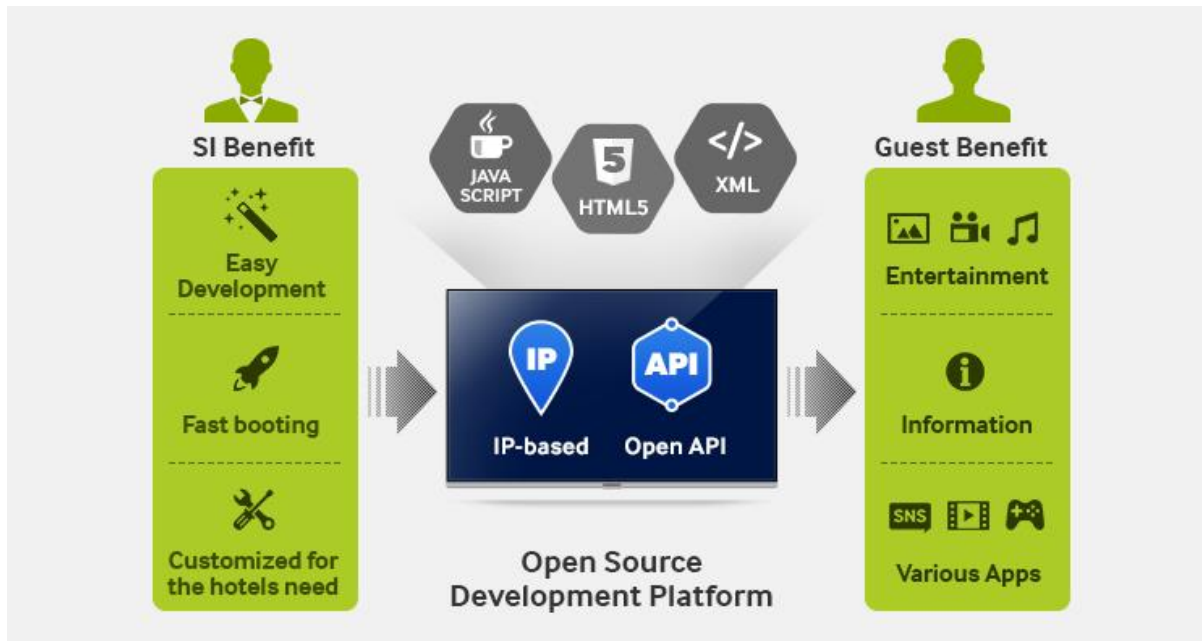
*Supported with LYNK Cloud and TBM (for authorized Netflix partner)

*Please contact Netflix local reseller for certification queries

HBU8000/HQ60B – Hospitality Solution support

TEP Partner App

TEP enables System Integrators/App Providers to provide fully customizable web based solutions that deliver premium interactive services on HTV , deployment by TBM



Web Engine Upgrade

Improved Chromium perform with upgraded Web Engine, better compatibility for HTML and Javascript

HJ/HT690U



HBU8000

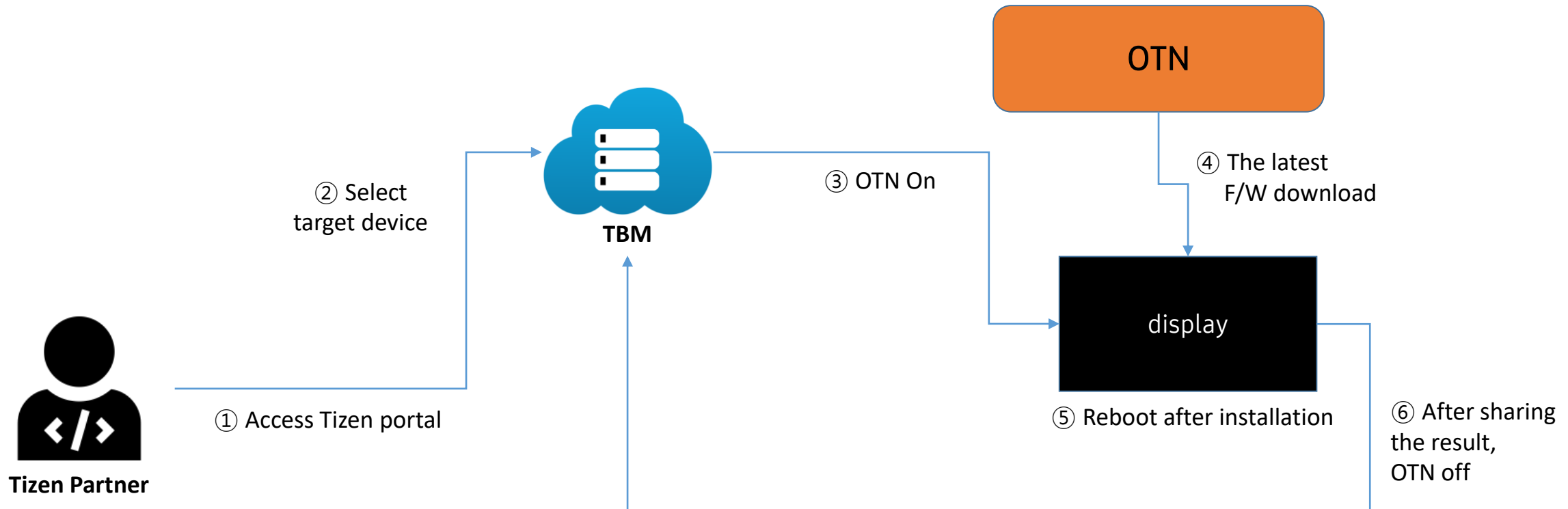


2022	M56	M85
2023	M56	M85 M90
2024	M56	M85 M99

TBM Applicable Scenario

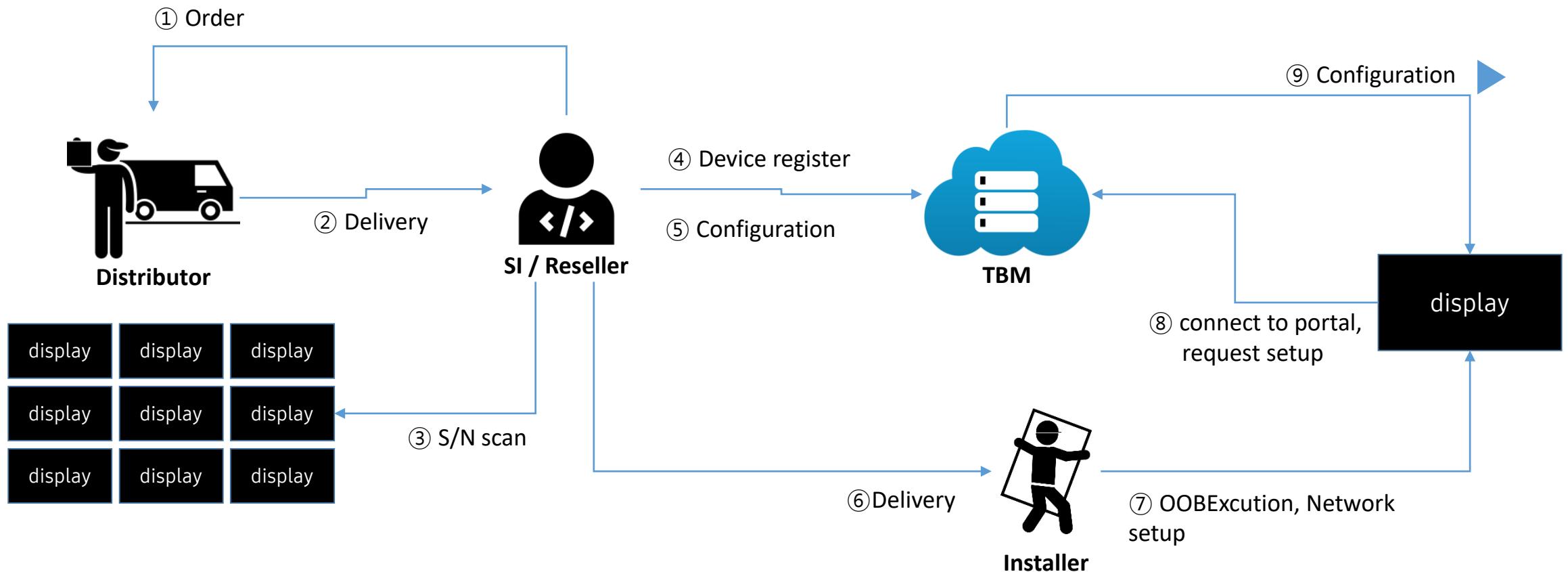
Scenario 1 - Firmware Update

- When OTN setting is turned on, display is able to auto receive firmware update via OTN server
- TBM supports configuring OTN setting for 1 or multiple display remotely
- Reduce manpower needed on-site
- **Suggestion: Before turning on OTN, new FW has to be tested before actual deployment**



Scenario 2 - Zero Touch Configuration (ZTC)

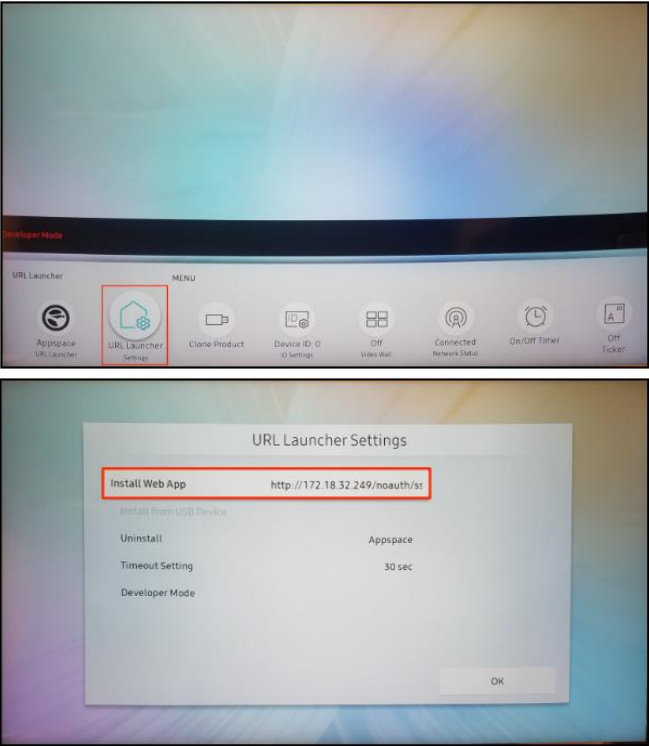
- Through registering serial number (14 or 15 digits), initial device set up can be done in advance and remotely
- Installer needs to connect network only
- Reduce manual efforts, easier for reseller to negotiate with installer partner for cost reduction
- Allow tracking of displays remotely



Scenario 3 - Partner App Installation

- App which is developed with new API (TEP API) can be registered in Samsung Apps server
- Partner Apps (TEP App) can be published to display by TBM

Before: Tizen 6.0 and below
Install by URL Launcher or USB



Now: Tizen 6.5 and above
Install by TBM



TEP app*



Signage

Flip

Hotel TV

*TEP app refer to partner app designed based on TEP and for Tizen 6.5 above devices

TBM Basics

- Register and login

The image shows a screenshot of the Samsung Tizen Business Manager website. The top left corner features the 'SAMSUNG' logo. The main header area displays 'Tizen Business Manager' in large white text, with the subtitle 'Enroll, Configure and Manage devices with Tizen Business Manager' below it. A blue 'Getting Started' button is visible. In the top right corner, there is a 'PARTNER' dropdown menu and a user profile icon. A 'Sign In' button is located near the profile icon, with a blue arrow pointing from it to a separate login form on the right. The login form is titled 'Sign in to your Samsung account' and includes an 'Email' input field, a checked 'Remember my ID' checkbox, and a blue 'Next' button. Below the 'Next' button are links for 'Find ID' and 'Create account'. At the bottom of the form are three buttons: 'Sign in with Google' (with the Google logo), 'Sign in with QR code' (with a QR code icon), and a partially visible 'Sign in with QR code' button.

<https://tbm.tizenenterprise.com/>

- Organization

- You can create new organizations, invite members to organizations and view organization information. You can organize your customers related device configuration systematically using the organization concept provided by the portal.

The screenshot shows the 'My Organizations' page in the Samsung portal. The header includes the Samsung logo and a user profile icon. The main content area features a 'Create' button, a dropdown menu for 'All Status', and a search bar. Below these is a table with columns for Organization Name, Domain Name, Business Location, Member Type, Updated Date, Status, and Action. A single organization, 'Global Tech & Sales', is listed with a status of 'Approved'.

Organization Name	Domain Name	Business Location	Member Type	Updated Date	Status	Action
Global Tech & Sales	@gts	South Korea	Admin	2022-02-17 16:52:58	Approved	

- Organization

1. Fill in mandatory fields
2. Click "Search ID" button

Create Organization ×

Organization can be used with the approval of the Admin. Please enter your managed organization information.

Organization Name* 1

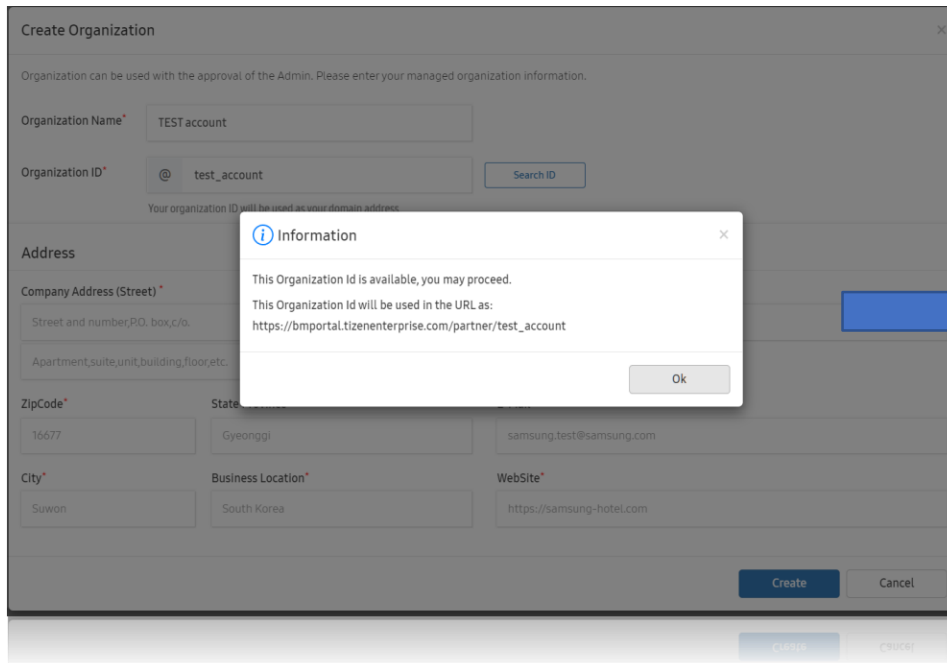
Organization ID* Search ID 2

Your organization ID will be used as your domain address.

Create Cancel

- Organization

- Once Organization ID is available you can fill Organization Details



Create Organization

Organization can be used with the approval of the Admin. Please enter your managed organization information.

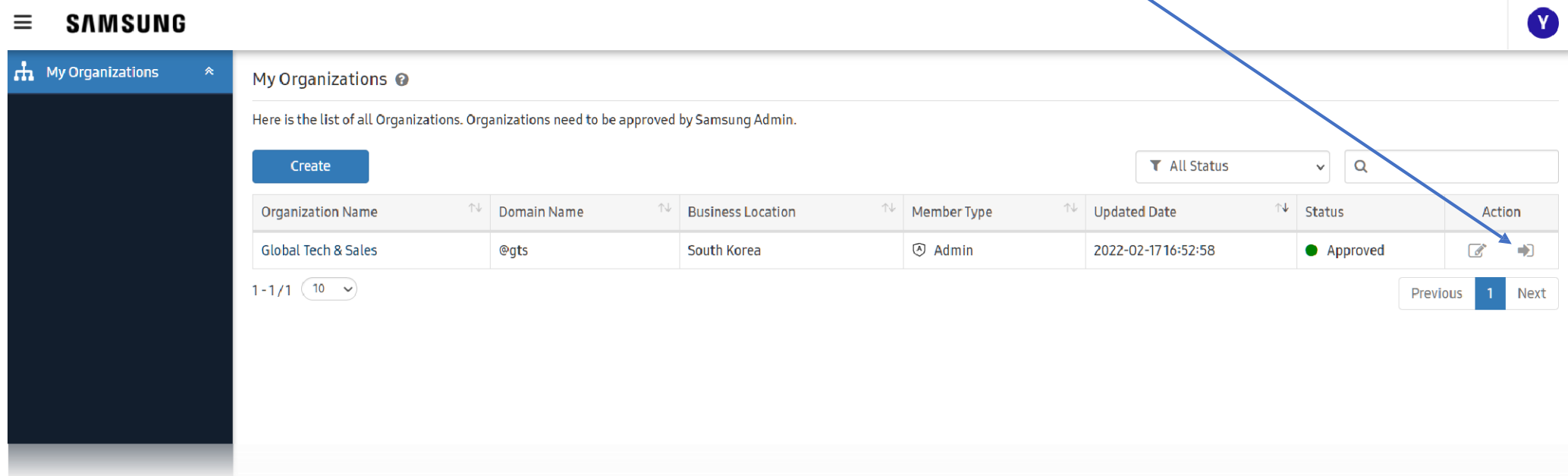
Organization Name*

Organization ID*



Your organization ID will be used as your domain address.

Address		Contact
Company Address (Street)* <input type="text" value="Street"/> <input type="text" value="A"/>		Company Telephone* <input type="text" value="1000000000"/>
ZipCode* <input type="text" value="16677"/>	State Province <input type="text" value="Gyeonggi"/>	E-Mail* <input type="text" value="TEST_ACCOUNT@samsung.com"/>
City* <input type="text" value="Suwon"/>	Business Location* <input type="text" value="South Korea"/>	WebSite* <input type="text" value="https://test.TizenBusinessManager.com"/>

- Organization
- After status changes to "Approved", organization can be entered



The screenshot shows the 'My Organizations' page in the Samsung admin interface. The page title is 'My Organizations' and it includes a 'Create' button. A message states: 'Here is the list of all Organizations. Organizations need to be approved by Samsung Admin.' Below this is a table with columns: Organization Name, Domain Name, Business Location, Member Type, Updated Date, Status, and Action. The table contains one entry: 'Global Tech & Sales' with domain '@gts', location 'South Korea', member type 'Admin', and updated date '2022-02-17 16:52:58'. The status is 'Approved' (indicated by a green dot). The Action column shows edit and delete icons. A blue arrow points from the text 'organization can be entered' in the list above to the 'Approved' status in the table. The page also features a search bar, a status filter set to 'All Status', and pagination controls showing '1' of 1 items.

Organization Name	Domain Name	Business Location	Member Type	Updated Date	Status	Action
Global Tech & Sales	@gts	South Korea	Admin	2022-02-17 16:52:58	Approved	 

- ## Device Enrollment

- Tizen Business Manager provides zero touch configuration for devices. It enables fast enrolment and control, giving organizations, a streamlined way to manage devices. Devices can be added using manual addition (Serial Number), through bulk import (CSV) or by scanning barcodes. Once devices are added a default MDM server is assigned to them.

The screenshot displays the Tizen Business Manager interface for device enrollment. On the left, a dark sidebar contains navigation options: Device Enrollment (selected), Device Configuration, Device Control, and Settings. The main content area is titled 'Device Enrollment' and includes a sub-header 'Device Registration Details and Management'. Below this, there are three buttons: 'Add Device', 'Import CSV', and 'Export CSV'. A table with columns for Device Type, Device Model, Serial Number, and MDM Server Name is visible, currently showing 'No data'. A blue arrow points from the 'Add Device' button to a modal window titled 'Add Device'. The modal form contains the following fields:

- Organization ID: SRPOL-test (@srpoltest)
- Device Type: Hotel TV / Biz TV (dropdown menu)
- Device Model: Enter Device Model (text input)
- Device Name: Enter Device Name (text input)
- Serial Number: Enter Serial Number (text input)
- Select MDM: srpoltest (Default) (dropdown menu)
- Note: Enter Note (text area)

At the bottom of the modal, there are 'Add' and 'Cancel' buttons. The background interface also shows a 'Previous' button and a 'Global Tech & Sales' dropdown menu.

- ## Device Configuration

- You can configure multiple devices through "**Zero touch configuration**". Devices can be configured remotely by creating profiles for different device types.

The screenshot shows a web interface for "Global Tech & Sales" with a user profile "Y". The left sidebar contains navigation options: "Device Enrollment", "Device Configuration" (selected), "Device Control", and "Settings". The main content area is titled "Device Configuration" and includes a sub-header: "Manage Device Configuration with Enrollment profile creation, assignment, modification and deletion. Device Enrollment details can be viewed from the Devices section." Below this are three tabs: "Profiles" (active), "Devices", and "Groups". A "Create" button is located on the left. A search bar is on the right. A table with columns "Enrollment Profile Name", "Target Device", "Description", and "Action" is shown, but it contains no data, displaying the message "No data available in table". At the bottom left, there is a pagination indicator "0-0/0" and a dropdown menu set to "10". At the bottom right, there are "Previous" and "Next" navigation buttons.

- Device Configuration
- Fill in fields according to your configuration needs and save them

Create Enrollment Profile

Define your Enrollment Profile Details.

Profile Name*

Profile Description

MDM*

Target Device Type*

<input type="checkbox"/> Policy Name	Policy Value
<input checked="" type="checkbox"/> Virtual Stand By Mode	<input type="checkbox"/> Off
<input checked="" type="checkbox"/> OTN	<input type="checkbox"/> Off
<input checked="" type="checkbox"/> Install App List	<input type="button" value="Select"/> Selected Apps (0)
<input type="checkbox"/> Default Home	<input type="radio"/> Hotel App <input type="radio"/> TV Home Custom App ID <input type="text" value="Select"/> Selected App ID (None) Home Key Action <input type="radio"/> Hotel App <input type="radio"/> TV Home
<input type="checkbox"/> PIN Code	<input type="text" value="4 or 6 digit PIN Code"/>
<input type="checkbox"/> Play Lock	<input type="checkbox"/> Off

Select App

The selected app(s) may not be installed because installation time may be different and there may be other factors such as device model group difference.

<input type="checkbox"/>	App Icon	Title	Application ID	Countries	Languages
<input type="checkbox"/>		WASM_Player	3202203026704	<input type="button" value="LI"/> + 49	<input type="button" value="en"/>
<input type="checkbox"/>		SyncPlay65	3202201026423	<input type="button" value="PL"/> + 1 <input type="button" value="AA"/>	<input type="button" value="en"/>
<input type="checkbox"/>		TIZEN65timesettings	3202203026787	<input type="button" value="PL"/> + 1	<input type="button" value="en"/>
<input type="checkbox"/>		UDPStreamingTizen65	3202205027516	<input type="button" value="KR"/> + 198	<input type="button" value="en"/>
<input type="checkbox"/>		UDPStreamingTizen65	3202205027530	<input type="button" value="KR"/> + 198	<input type="button" value="af"/> + 76
<input type="checkbox"/>		UHDandFHD	3202205027317	<input type="button" value="KR"/> + 198	<input type="button" value="en"/>
<input type="checkbox"/>		HostedApp	3202210028634	<input type="button" value="PL"/> + 2	<input type="button" value="en"/>
<input type="checkbox"/>		MessagePortTest	3202209028609	<input type="button" value="KR"/> + 198	<input type="button" value="af"/> + 76
<input type="checkbox"/>		DocumentPlayer	3202203026706	<input type="button" value="KR"/> + 199	<input type="button" value="en"/>

- Assigning Configuration to device
- Select device(s) and assign a profile

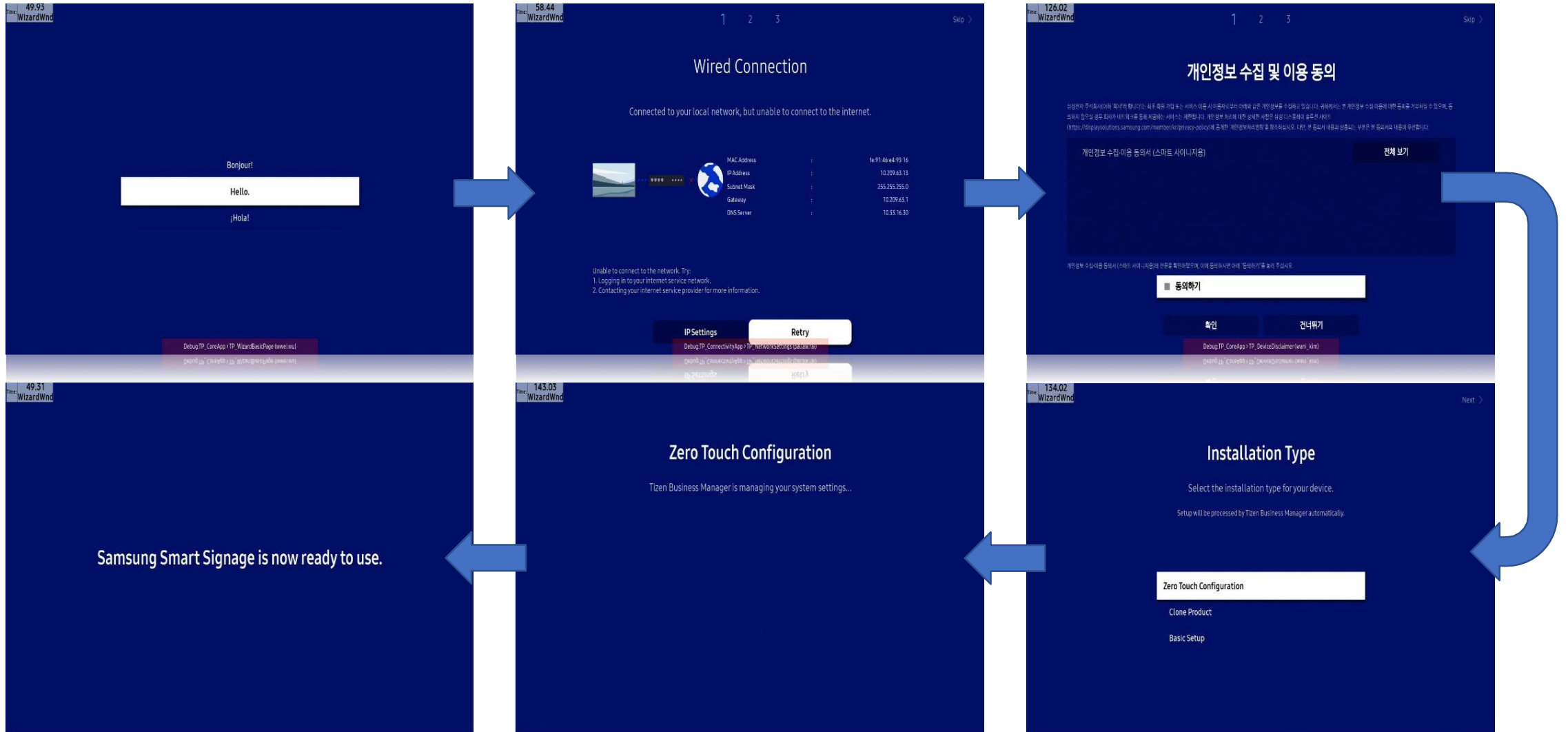
The screenshot displays the TBM Device Configuration interface. The left sidebar contains navigation options: Device Enrollment, Device Configuration (selected), Device Control, and Settings. The main content area is titled 'Device Configuration' and includes a description: 'Manage Device Configuration with Enrollment profile creation, assignment, modification and deletion. Device Enrollment details can be viewed from the Devices section.' Below this, there are tabs for 'Profiles' and 'Devices'. A modal dialog titled 'Assign Profile' is open, showing 'Selected Device(s): 0' and a list of enrollment profiles to choose from. The 'TESTWojtek' profile is selected. The background interface shows a table of enrollment profiles with columns for 'Enrollment Profile Name' and 'Enroll Status'. The table lists three profiles: 'DevDays2022-URL', 'SEIB-test', and 'hotel_test01', all with a status of 'Installed'. Navigation buttons for 'Previous', '1', and 'Next' are visible at the bottom right of the table.

Enrollment Profile Name	Enroll Status
DevDays2022-URL	Installed
SEIB-test	Installed
hotel_test01	Installed

ZTC Short Demo

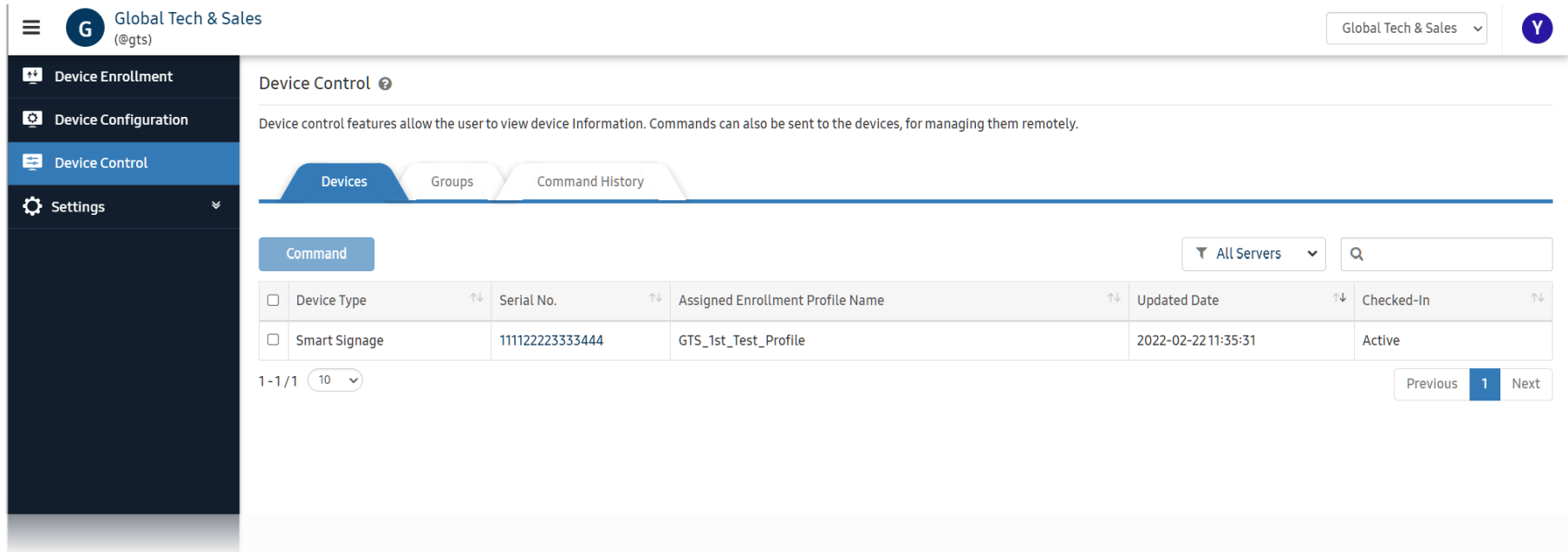
- Device profile will be applied to the device once [Zero Touch Configuration](#) has been completed
- Same OOBЕ is applicable for **Hospitality TV**

- Signage Enrollment



- ## Device Control

- Devices can be remotely controlled by sending commands through TBM portal.



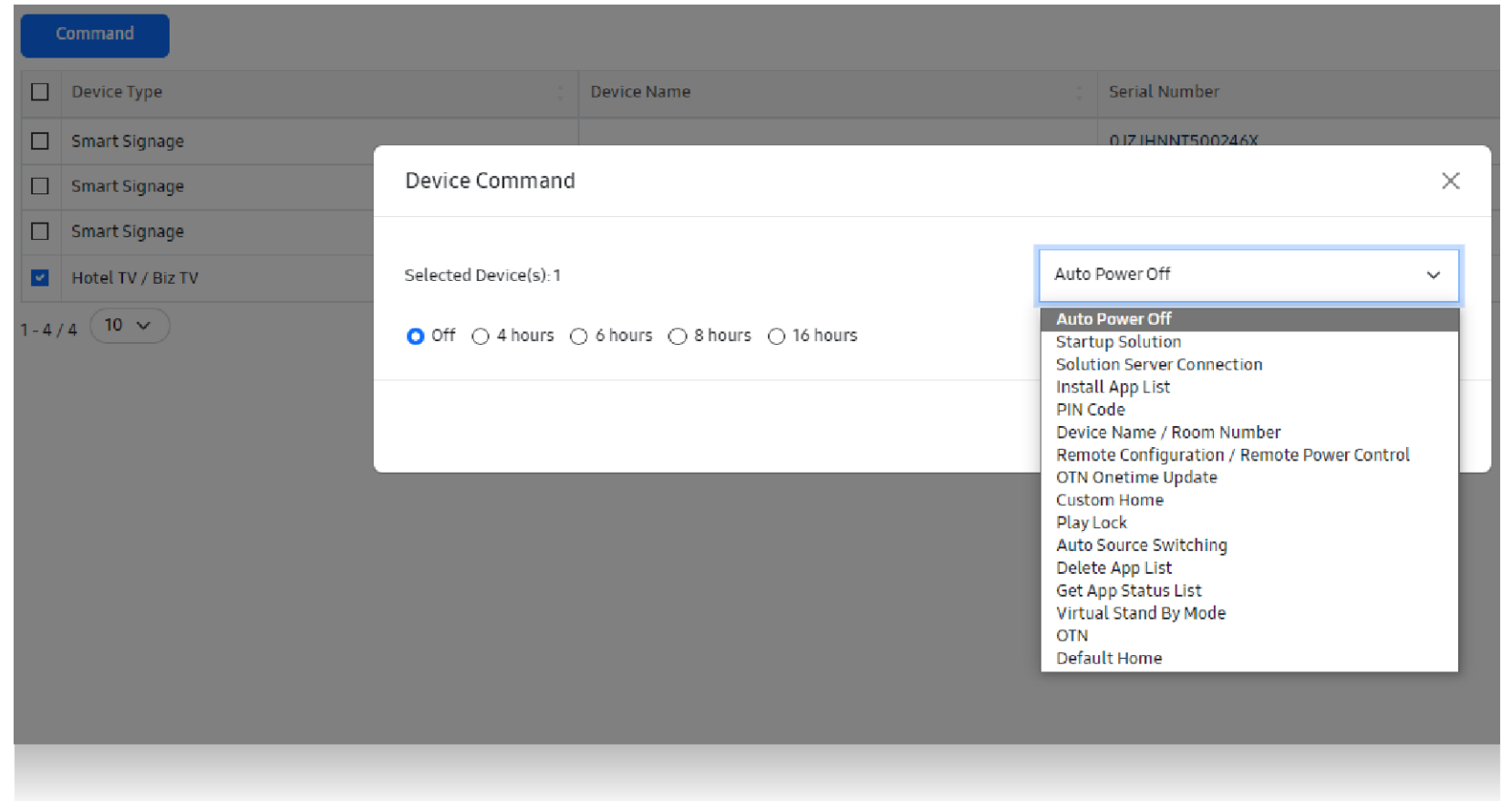
The screenshot displays the 'Device Control' section of the TBM portal. The left sidebar contains navigation options: Device Enrollment, Device Configuration, Device Control (selected), and Settings. The main content area shows the 'Device Control' title and a description: 'Device control features allow the user to view device Information. Commands can also be sent to the devices, for managing them remotely.' Below this, there are tabs for 'Devices', 'Groups', and 'Command History'. A 'Command' button is visible. A table lists device information with columns: Device Type, Serial No., Assigned Enrollment Profile Name, Updated Date, and Checked-In. The table contains one row for a 'Smart Signage' device with serial number 111122223333444, assigned to the 'GTS_1st_Test_Profile', updated on 2022-02-22 11:35:31, and with a status of 'Active'. A 'Command' button is present next to the device type. The table also includes a 'Command' button and a search bar. The bottom of the table shows pagination: '1-1/1' and a dropdown menu set to '10'. Navigation buttons for 'Previous', '1', and 'Next' are also present.

<input type="checkbox"/>	Device Type	Serial No.	Assigned Enrollment Profile Name	Updated Date	Checked-In
<input type="checkbox"/>	Smart Signage	111122223333444	GTS_1st_Test_Profile	2022-02-22 11:35:31	Active

- Send remote command to Device(s) after it's "Active" in Checked-In column

• Remote Command

- Auto Power Off
- Startup Solution
- Solution Server Connection
- Install App list
- PIN Code
- Device Name/Room Number
- Remote Config/Power Control
- OTN Update
- Custom Home
- Play Lock
- Auto Source Switching
- Delete App list
- Get App Status List
- Virtual Standby Mode
- OTN
- Default Home



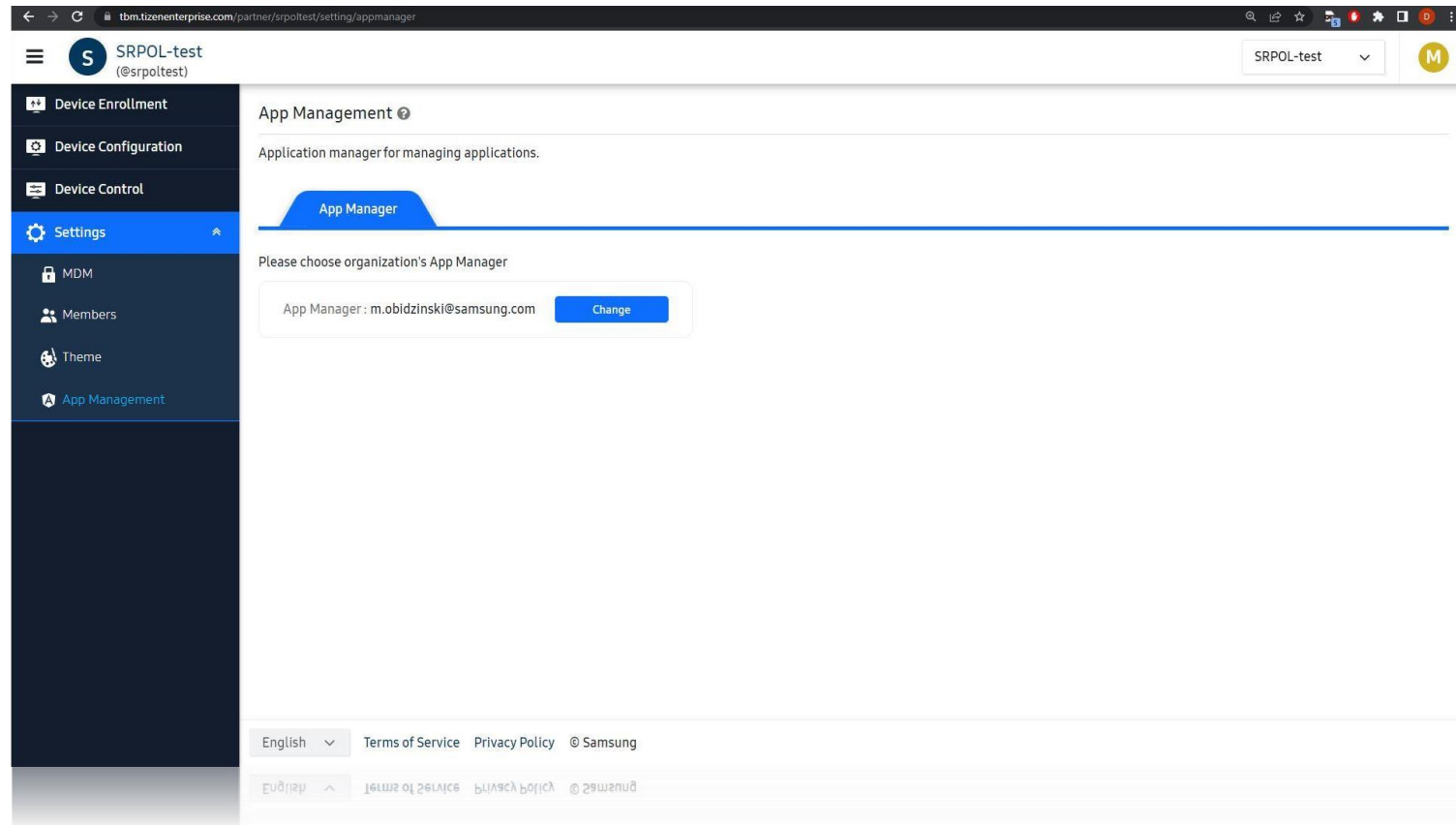
- Members Invitation

The screenshot shows the SRPOL-test Members page. The left sidebar contains navigation options: Device Enrollment, Device Configuration, Device Control, Settings (selected), MDM, and Members. The main content area is titled 'Members' and includes an 'Invite' button, a status filter set to 'All Status', and a role filter set to 'All Roles'. A table lists members with columns for Email, Name, Role, Status, Expires, Created Date, Updated Date, and Action. An 'Invite Members' dialog box is open in the foreground, prompting the user to enter an email and select a role. The dialog includes an 'Add' button for the email field and an 'Invite' button at the bottom.

Members Table Data:

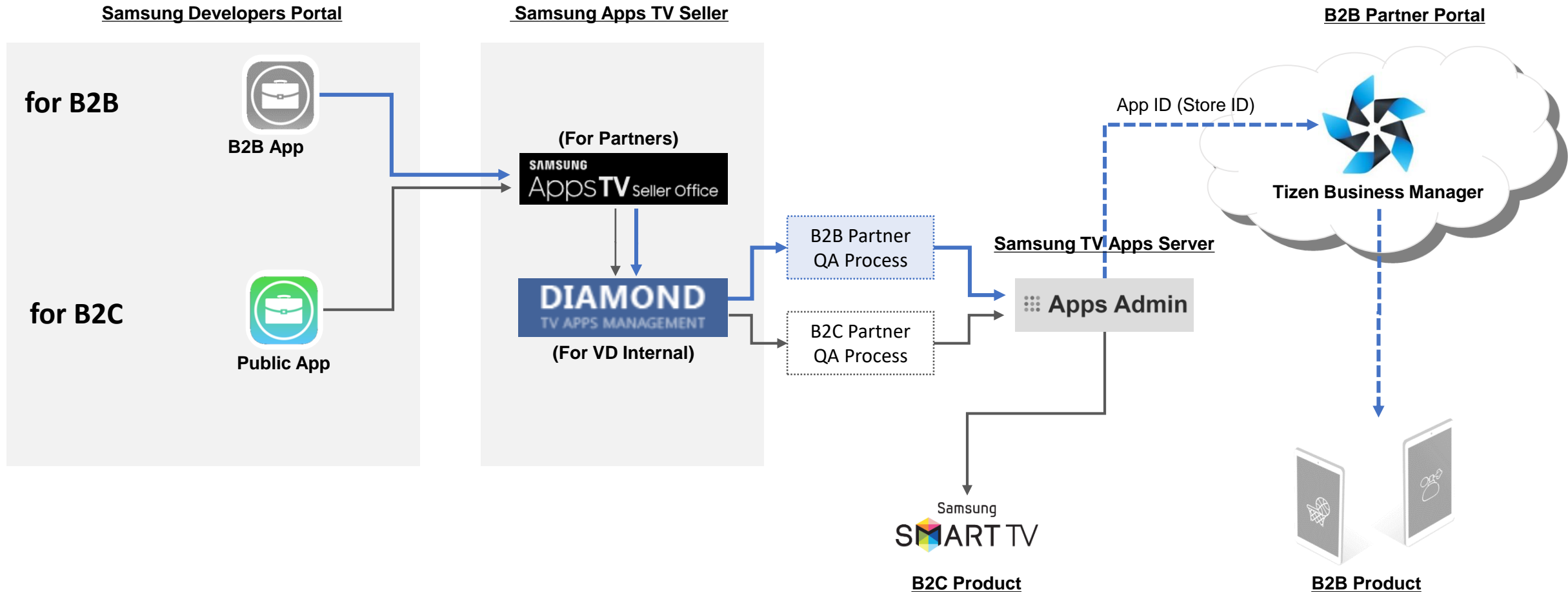
Email	Name	Role	Status	Expires	Created Date	Updated Date	Action
	nanski	Organization Admin	Joined	N/A	2022-10-07 13:03:26	2022-10-10 07:51:42	
					2022-10-07 13:06:43	2022-10-07 13:06:43	
					2022-10-07 13:06:24	2022-10-07 13:06:24	
					2022-10-07 13:05:47	2022-10-07 13:05:47	
					2022-09-28 16:16:55	2022-09-28 16:16:55	
					2022-09-27 13:23:34	2022-09-27 13:23:34	
					2022-09-21 15:40:19	2022-09-21 15:40:19	
					2022-09-15 09:02:39	2022-09-15 09:02:39	
					2022-09-15 03:08:20	2022-09-15 03:08:20	

- App management
- App manager is a role that decides from what manager in seller office app will be installed in TBM



Tizen Enterprise Platform (TEP)

- Expand the Smart TV Ecosystem to B2B Application for various vertical market request
- Provide the integrated service infrastructure and development environment



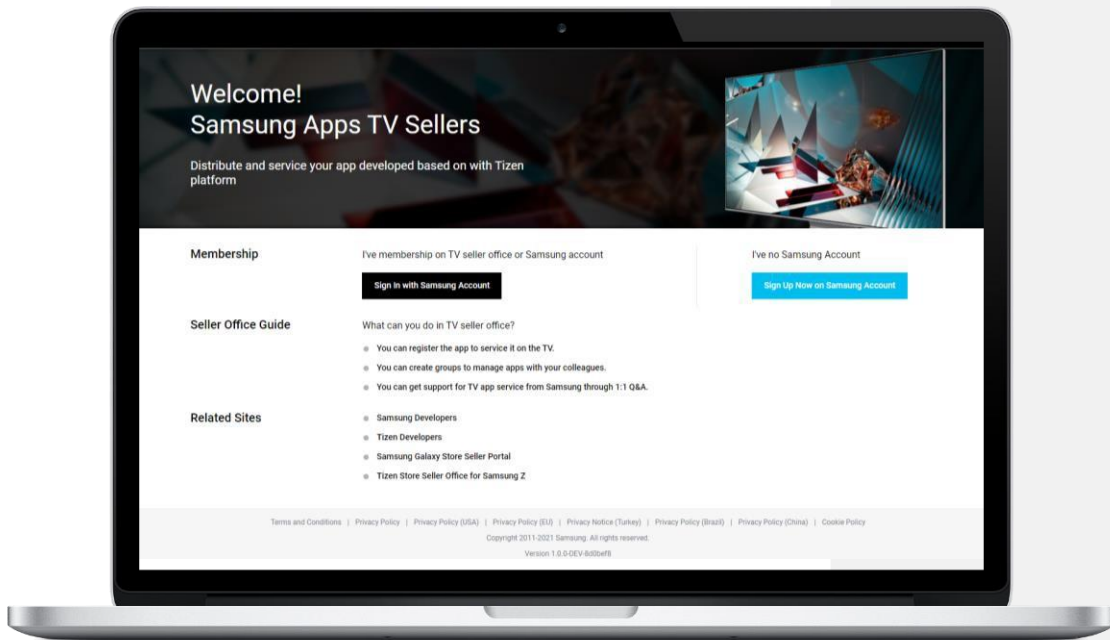
TV Seller Office

What is TV Seller Office?



**Exclusive portal for
submitting, managing,
and promoting partner
applications**

Sign Up and Sign In



Access to Login Seller Site:

<https://seller.samsungapps.com/tv/login>

Use your Samsung Account and click:

Sign In with Samsung Account

If you don't have a Samsung Account click:

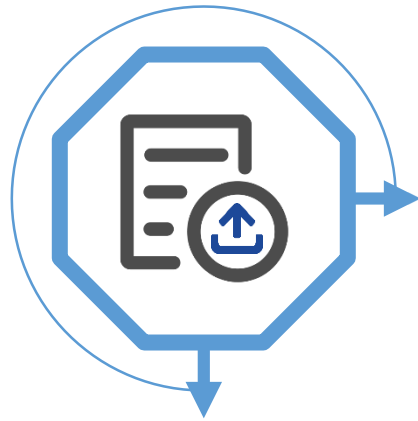
Sign Up Now on Samsung Account

TV App Publication Process



Generate app ID

Simply enter the app name, app type, and default language to create a new app ID.



Upload app package

You must first upload the app package file to distribute the app.



Register app information

Enter App images, service info, title, description, etc.



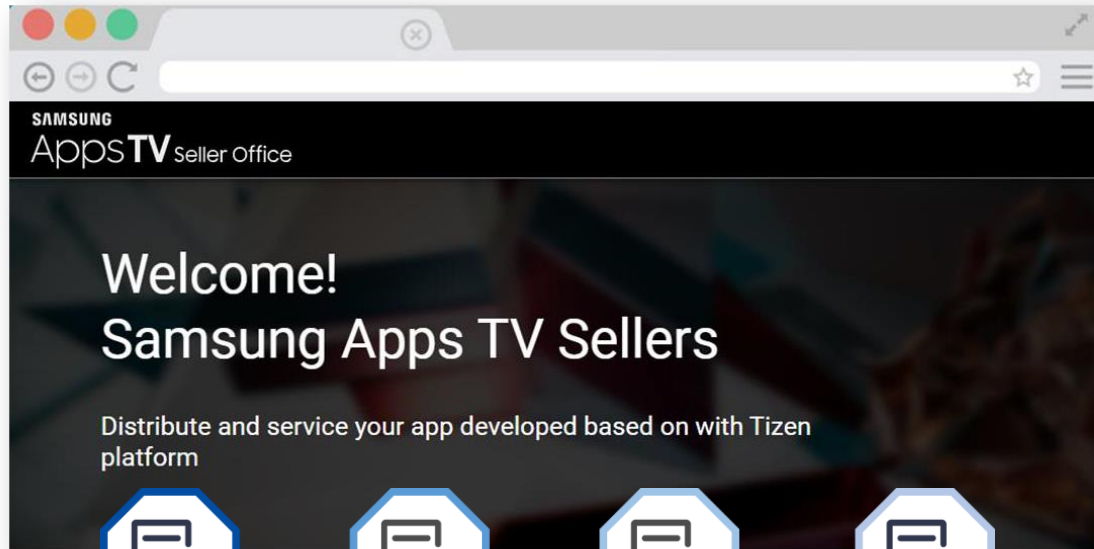
Distribute the app

When all the app information is registered, it becomes available for distribution

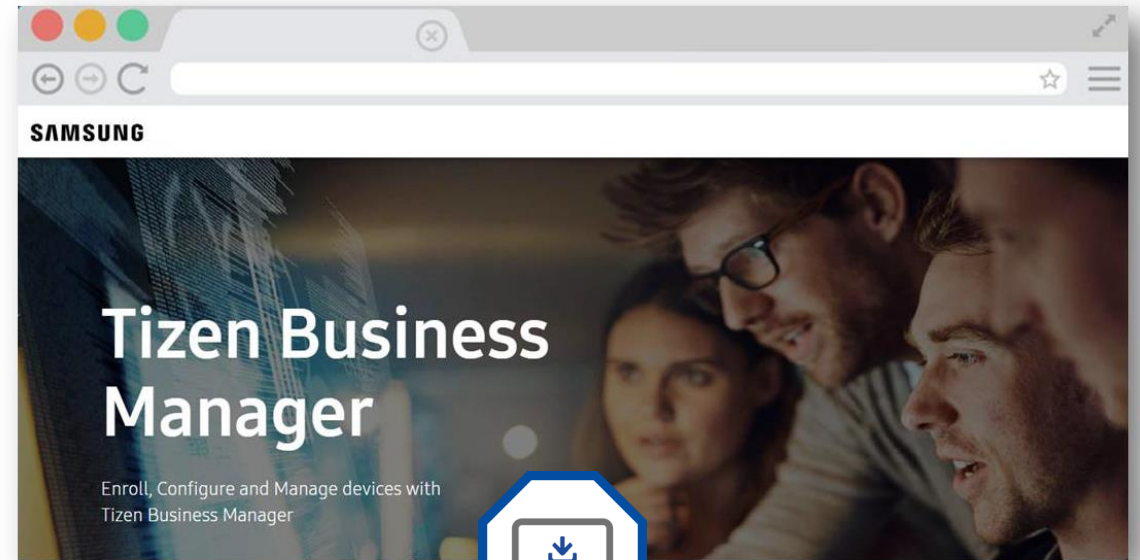


TV Seller + TBM

From TV Seller to TBM



Create, upload, distribute app



Install and deploy apps from your seller apps list

How TBM benefits our partner SI



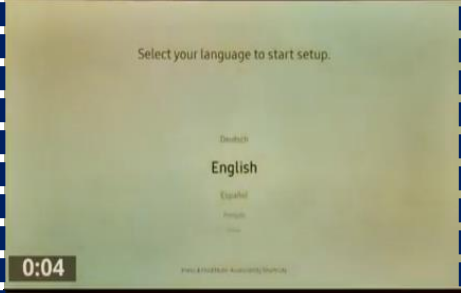

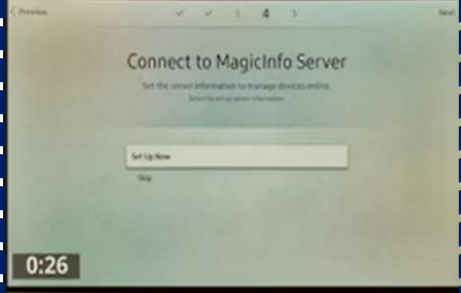

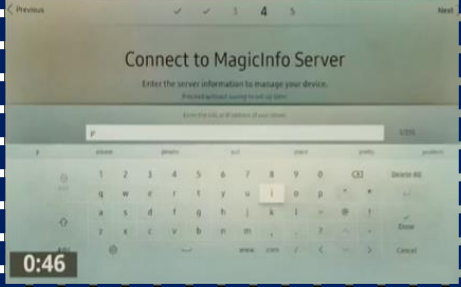

Time & Resource saved on site



Efficiency in large scale deployment



Centralized control over display remotely

Traditional	ZTC Setup
 <p>0:04</p>	 <p>0:04</p>
 <p>0:26</p>	 <p>0:26</p>
 <p>0:46</p>	 <p>0:35</p>

Two large blue curved arrows on the right side of the table indicate the flow of the setup process from top to bottom.