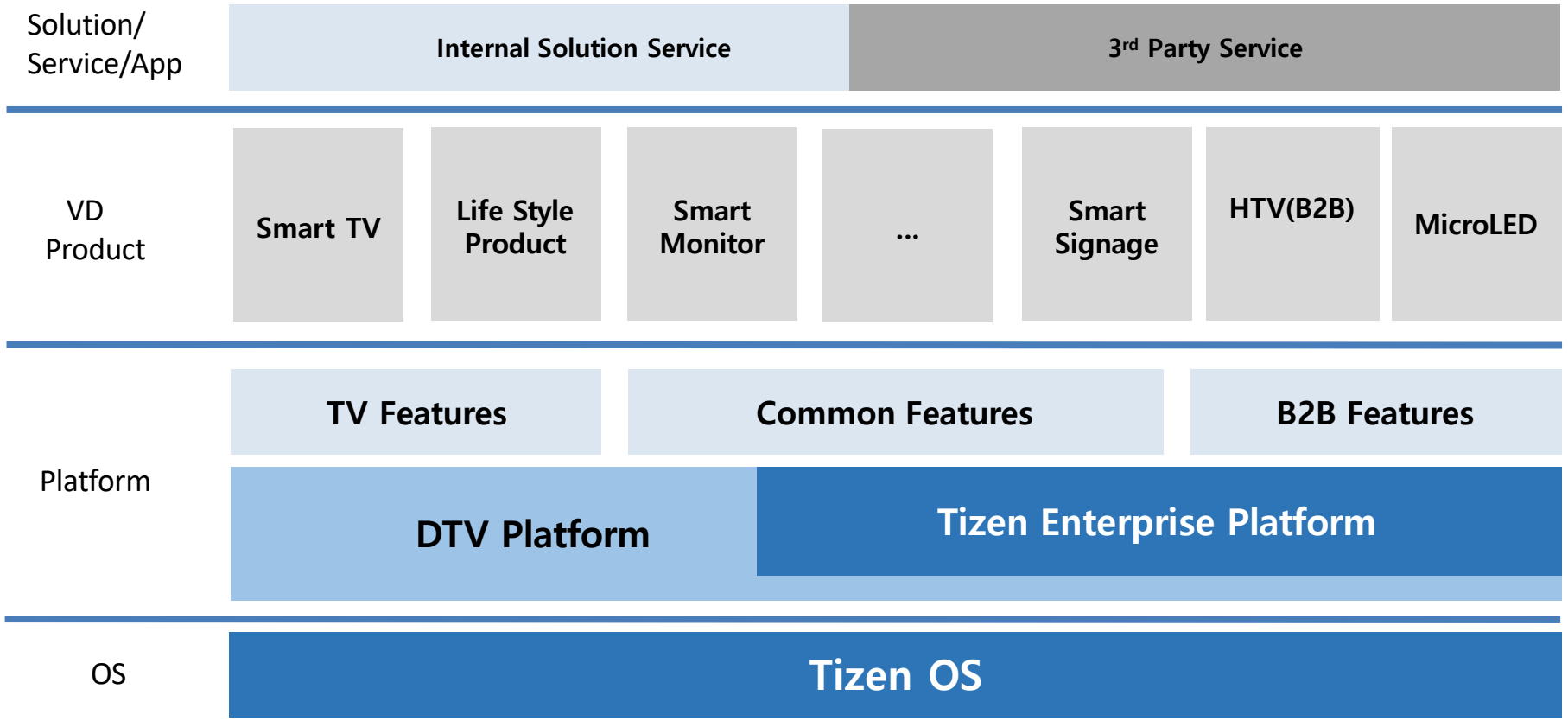
TEP & TBM Introduction

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

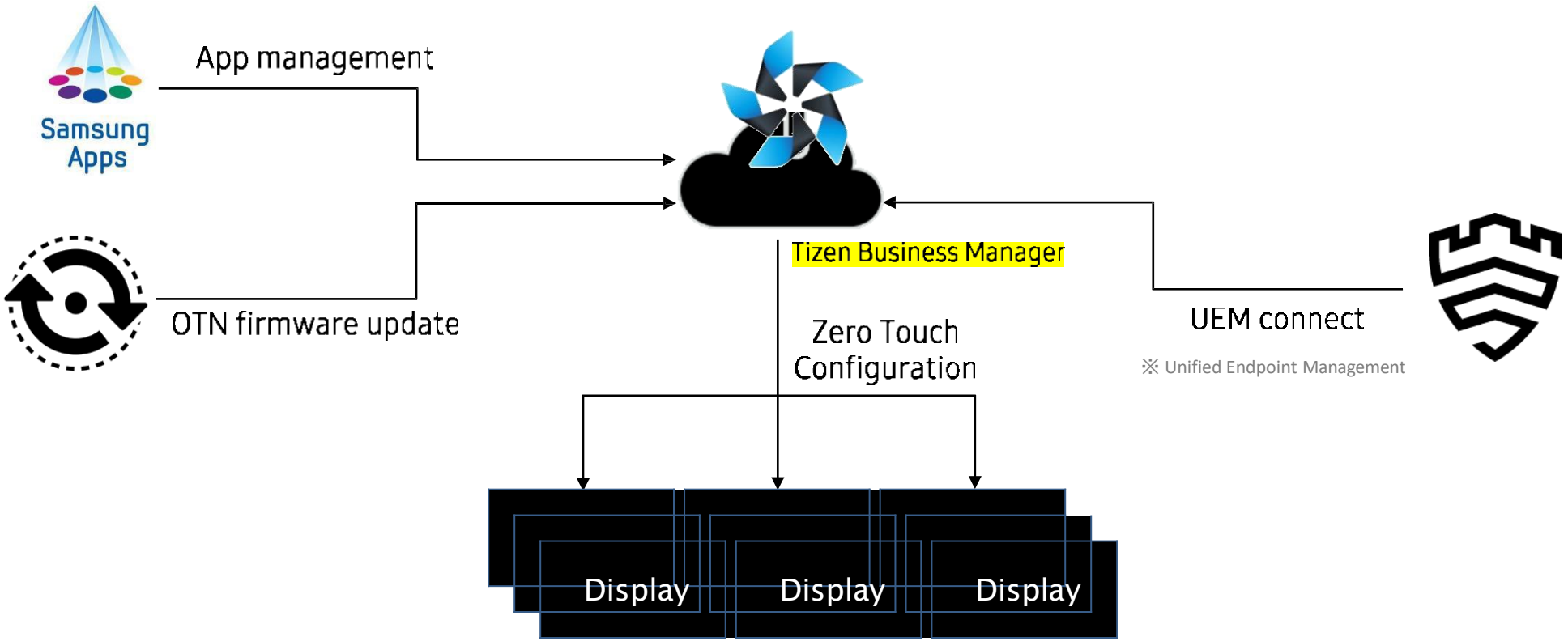


TBM - Tizen Business Portal

- **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

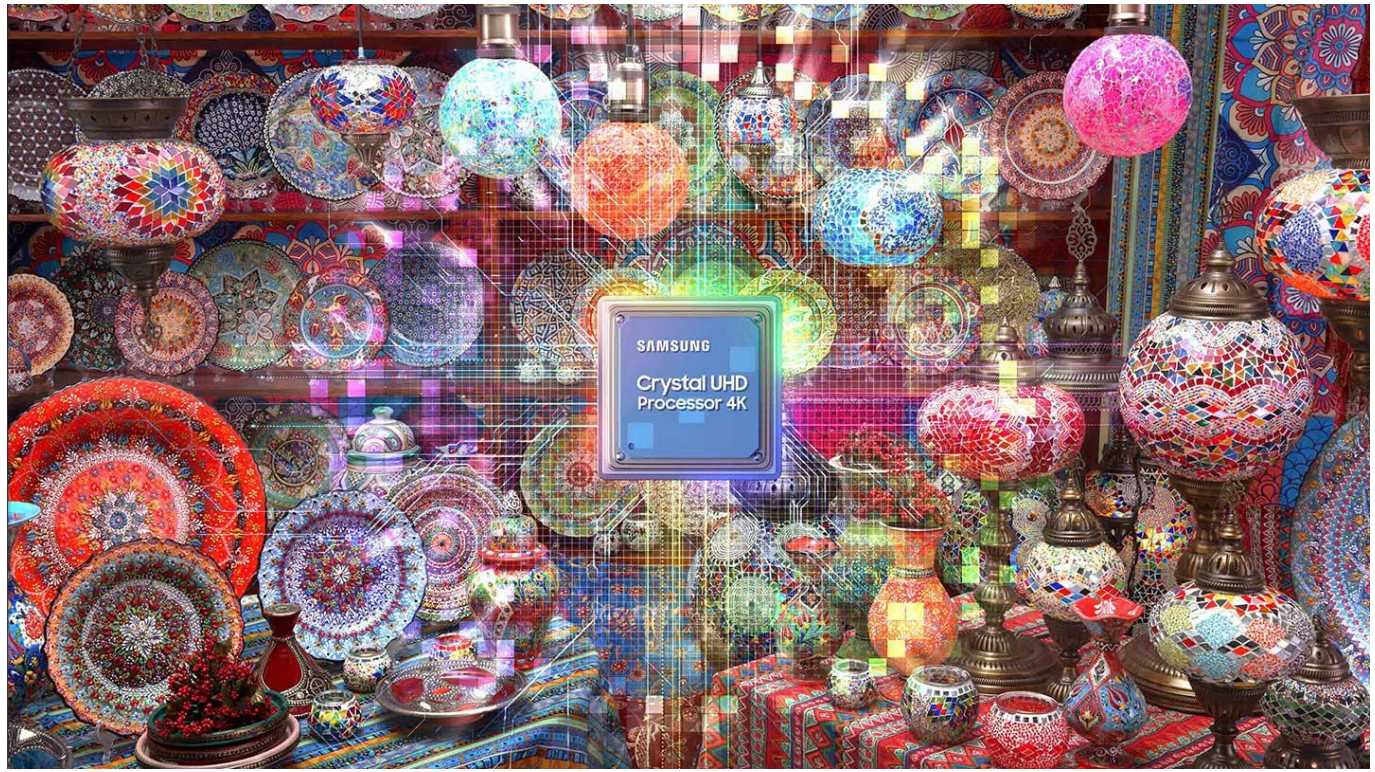
Mainstream:HBU8000
Flagship: HQ60B

Samsung Latest Hotel TV

HBU8000 / HQ60B

*Available in Southeast Asia and Oceania

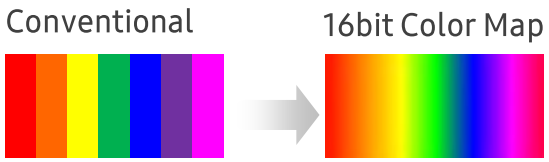
HBU8000/HQ60B - 4K Processor and AI Upscaling



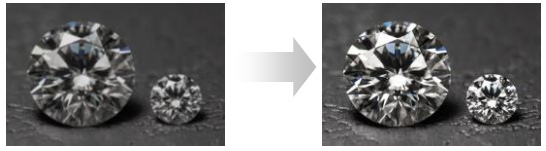
Crystal Processor 4K

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



Adaptive 4K Upscaling



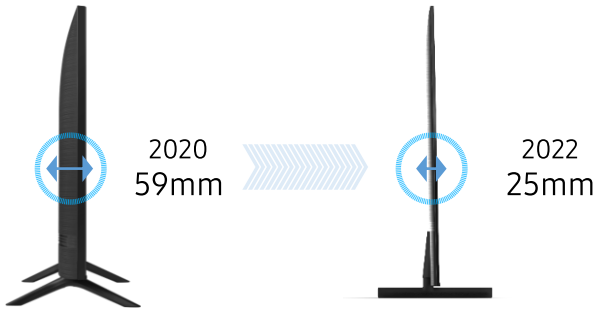
HBU8000/HQ60B - Slim Panel, Flush-to-wall installation

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.



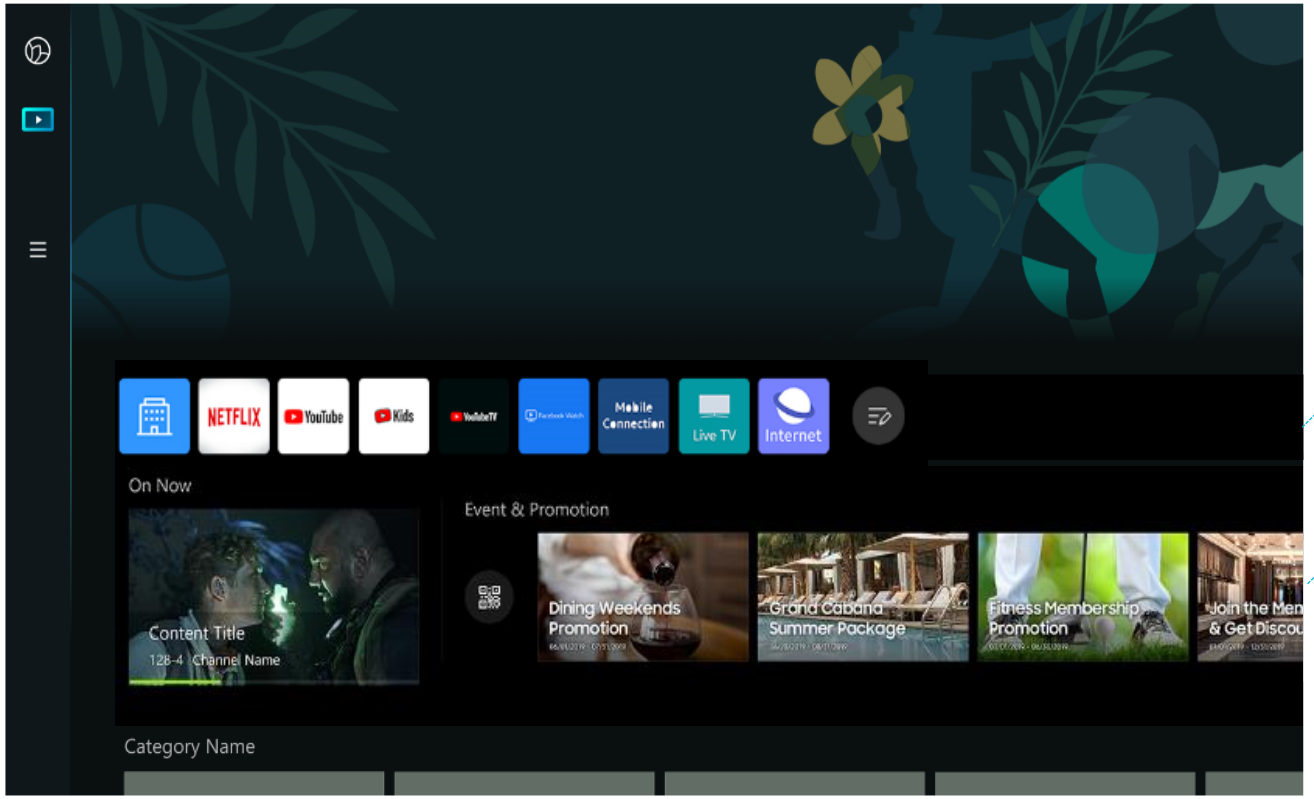
* Depth may vary by inch and series

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.

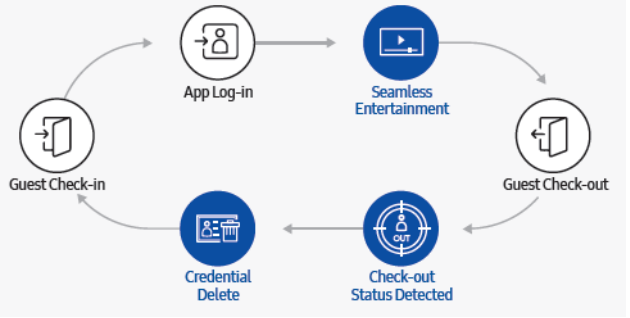
On now

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.

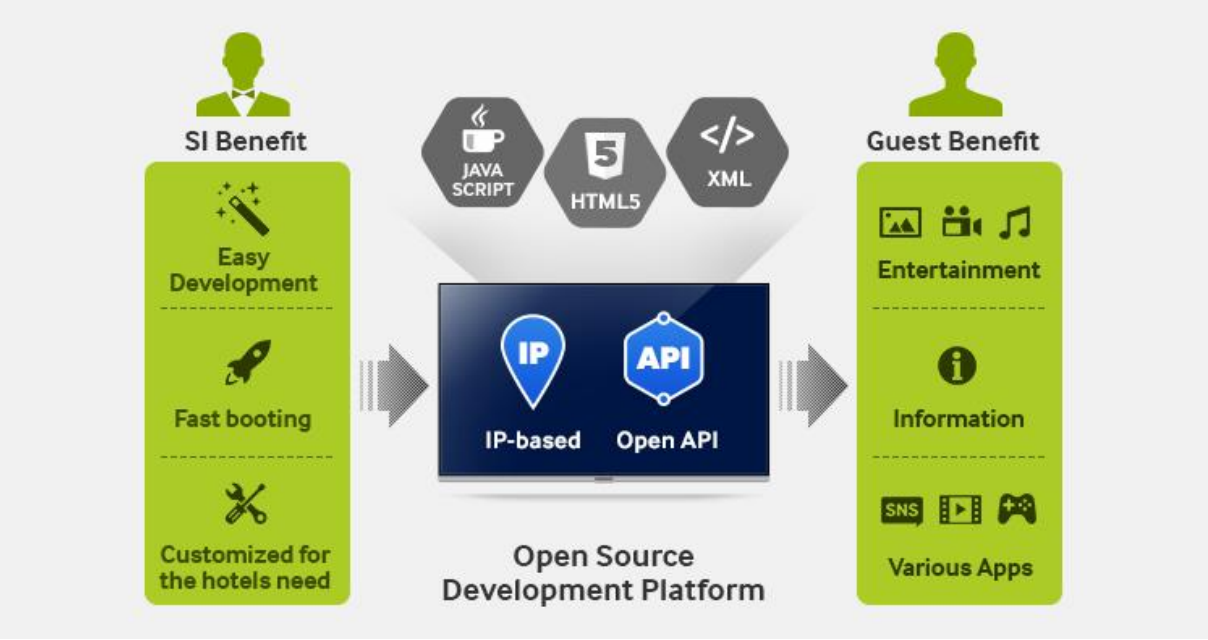


*Supported with LYNK Cloud and TBM (for authorized Netflix partner)
*Please contact Netflix local reseller for certification queries

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

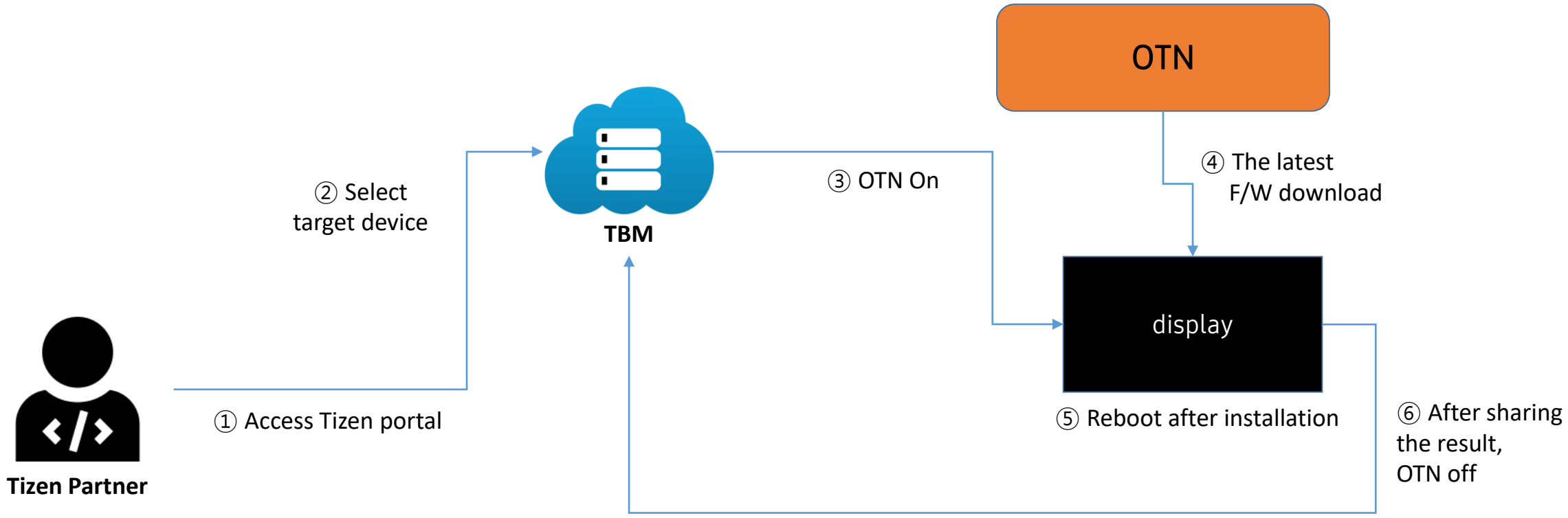
Improved Chromium perform with upgraded Web Engine, better compatibility for HTML and Javascript

2022	M56	M85
2023	M56	M85 M90
2024	M56	M85 M99

TBM Applicable Scenario

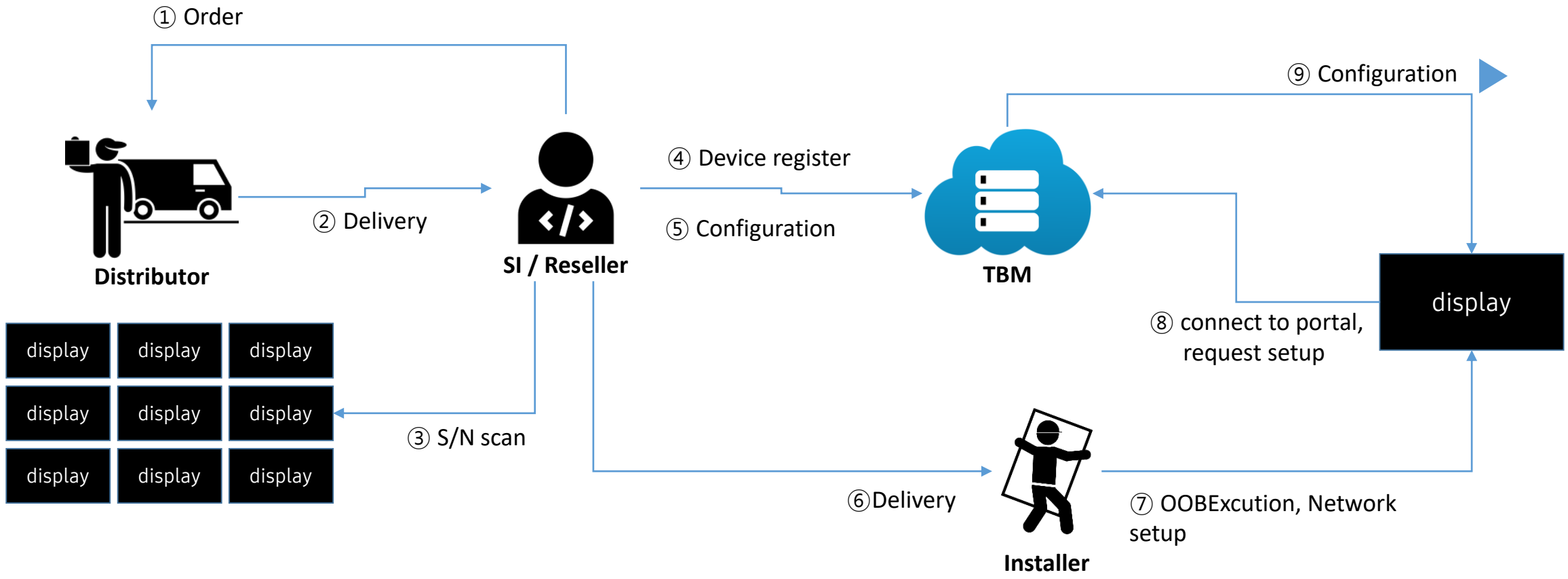
Scenario 1 - Firmware Update

- 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)

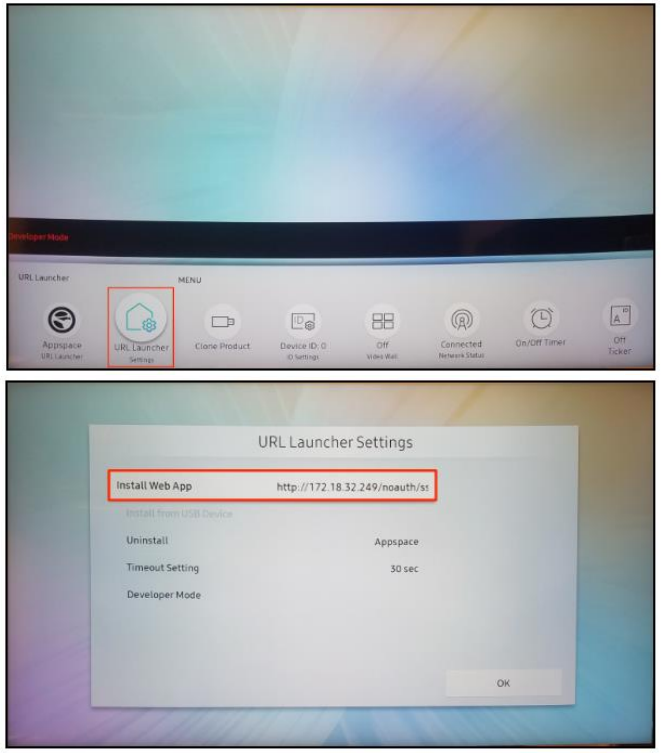
- Through registering serial number (14 or 15 digits), initial device set up can be done in advance and remotely
- Installer needs to connect network only
- Reduce manual efforts, easier for reseller to negotiate with installer partner for cost reduction
- Allow tracking of displays remotely



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

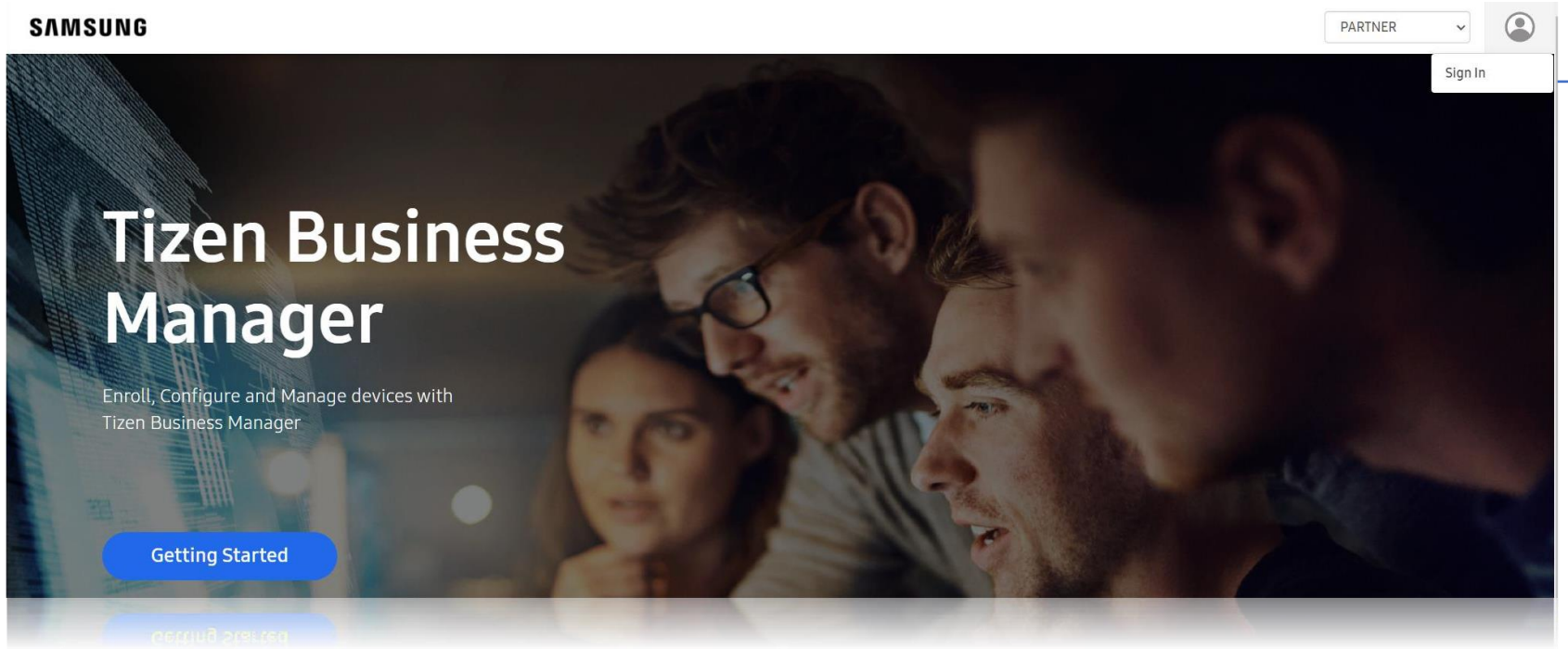
Flip

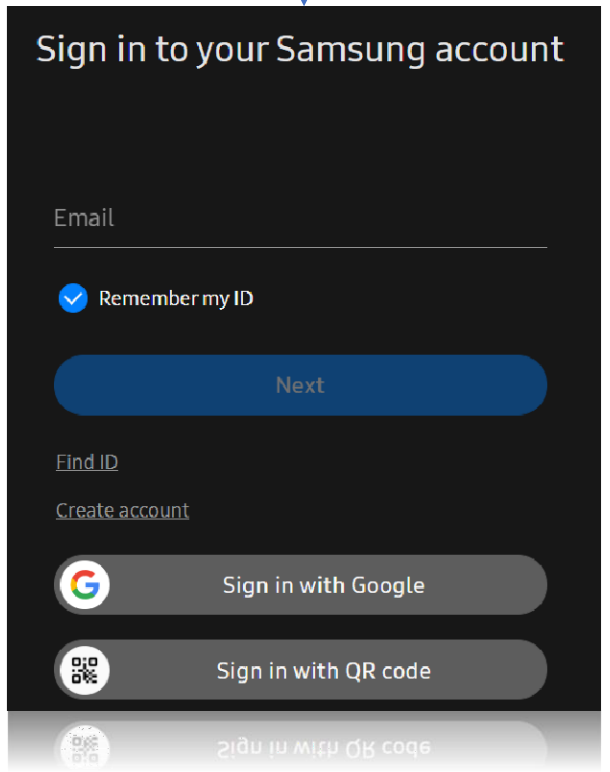
Hotel TV

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

TBM Basics

- Register and login

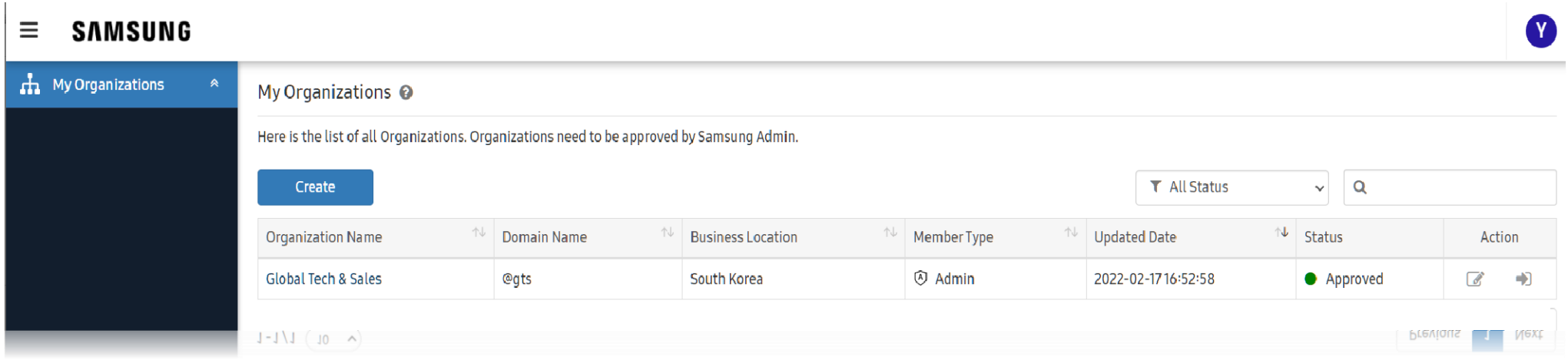




https://tbm.tizenenterprise.com/

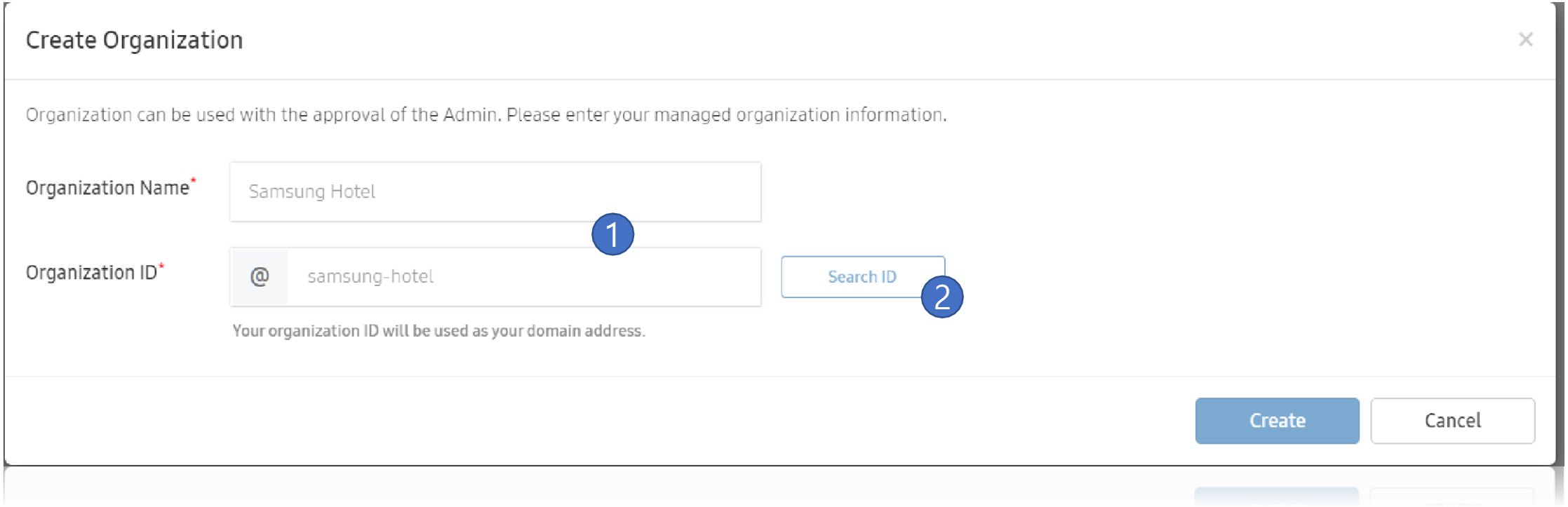
Organization

- 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.



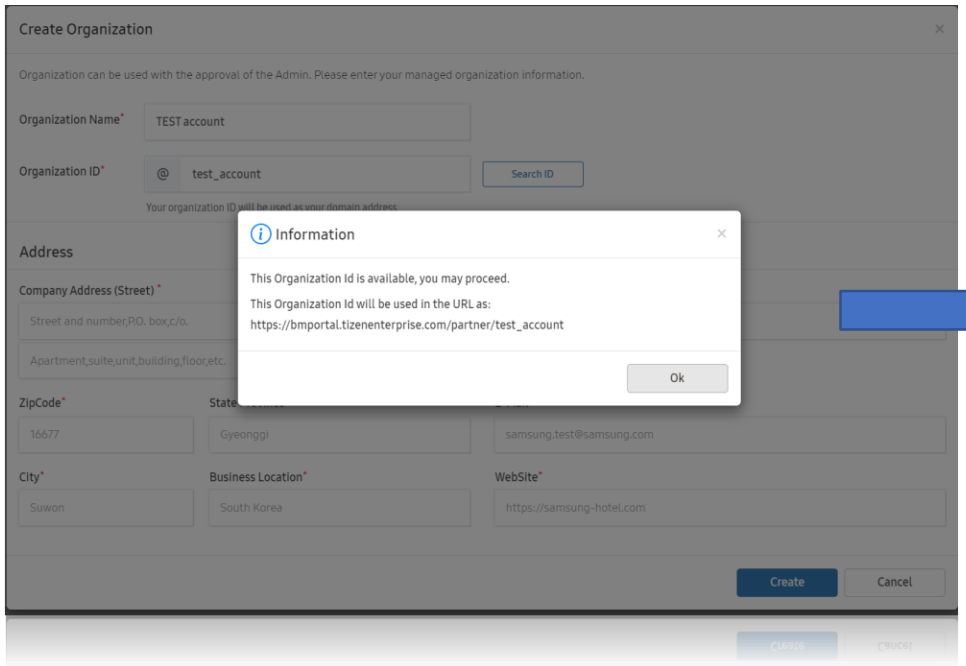
- Organization

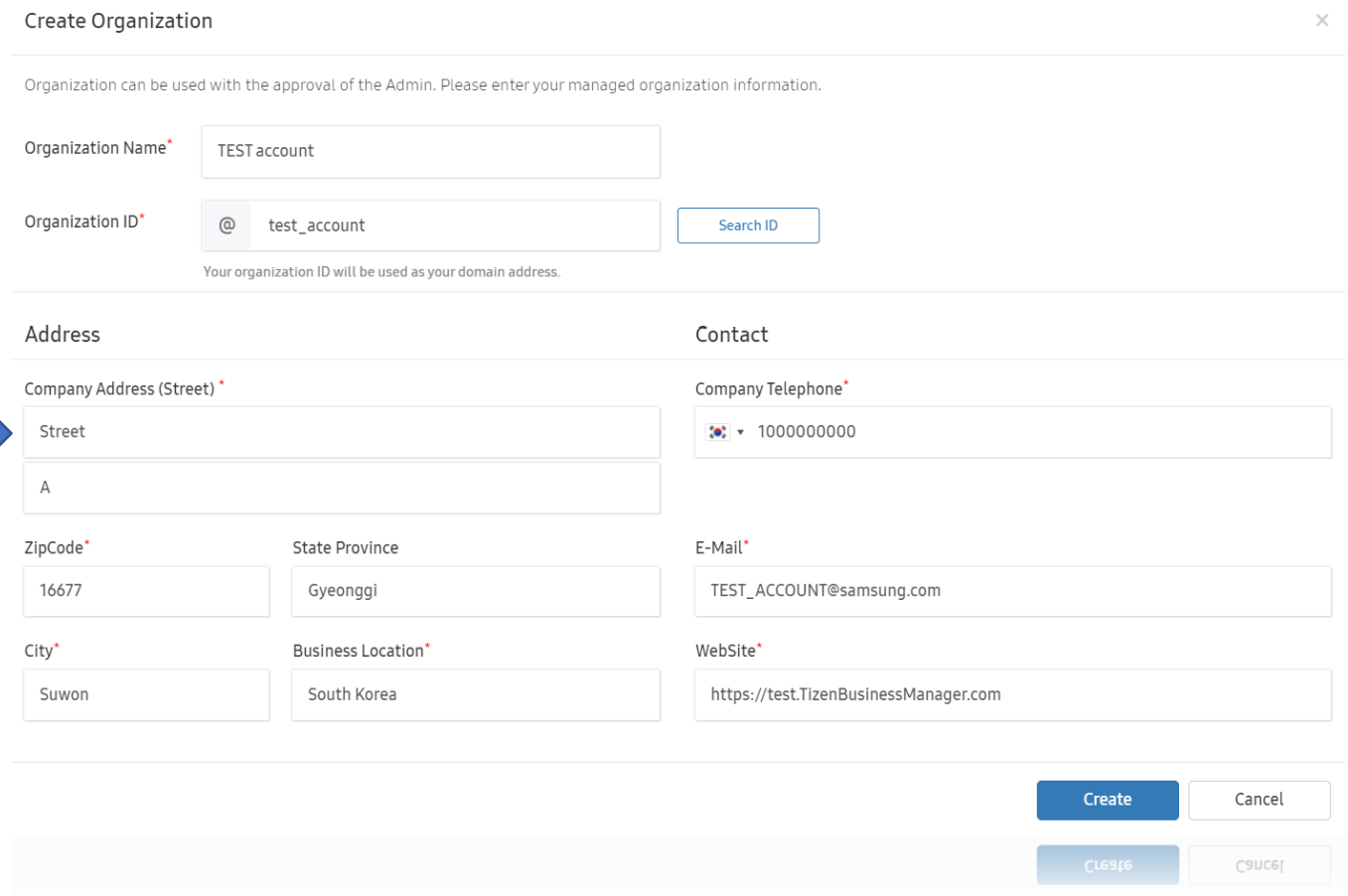
1. Fill in mandatory fields
2. Click “Search ID” button



- # Organization

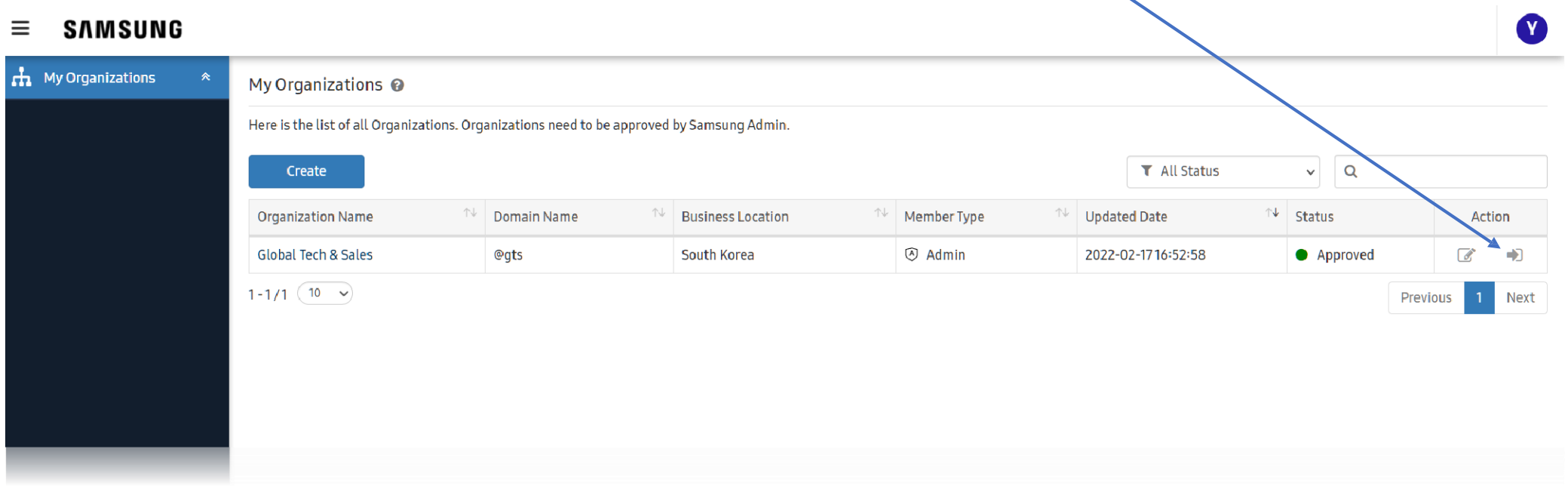
- Once Organization ID is available you can fill Organization Details





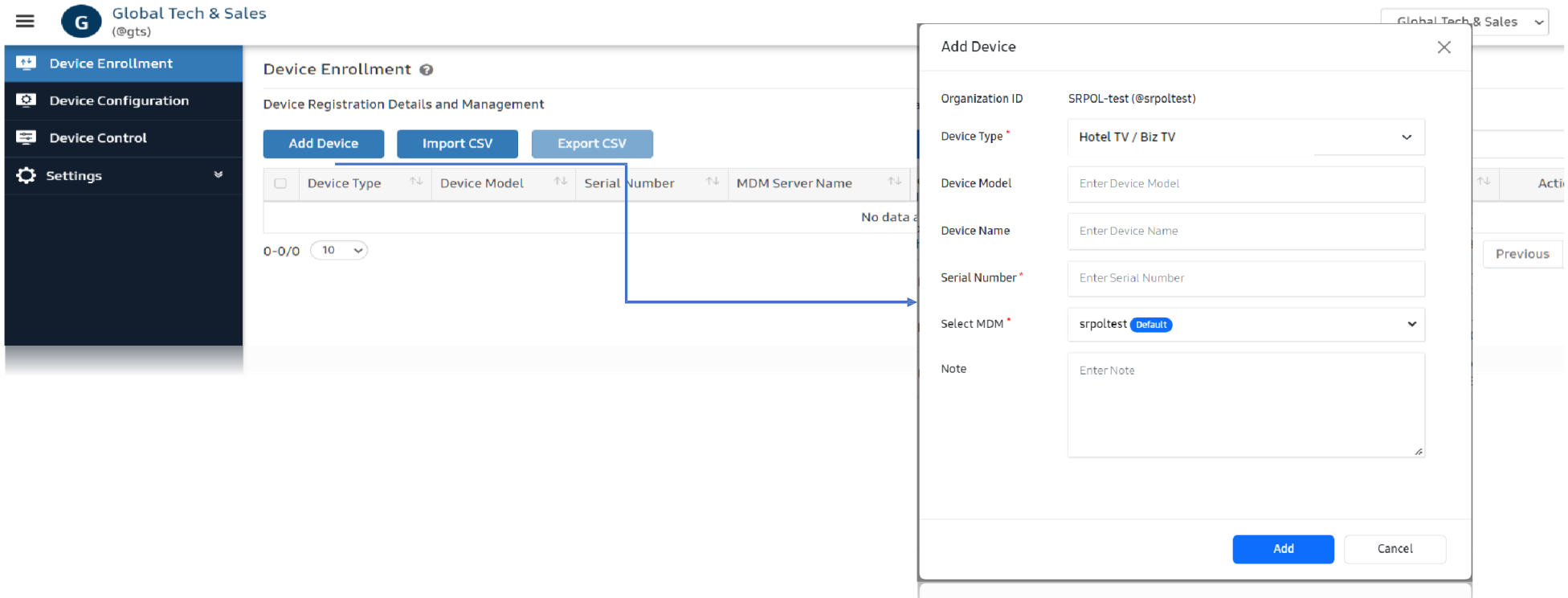
- # Organization

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



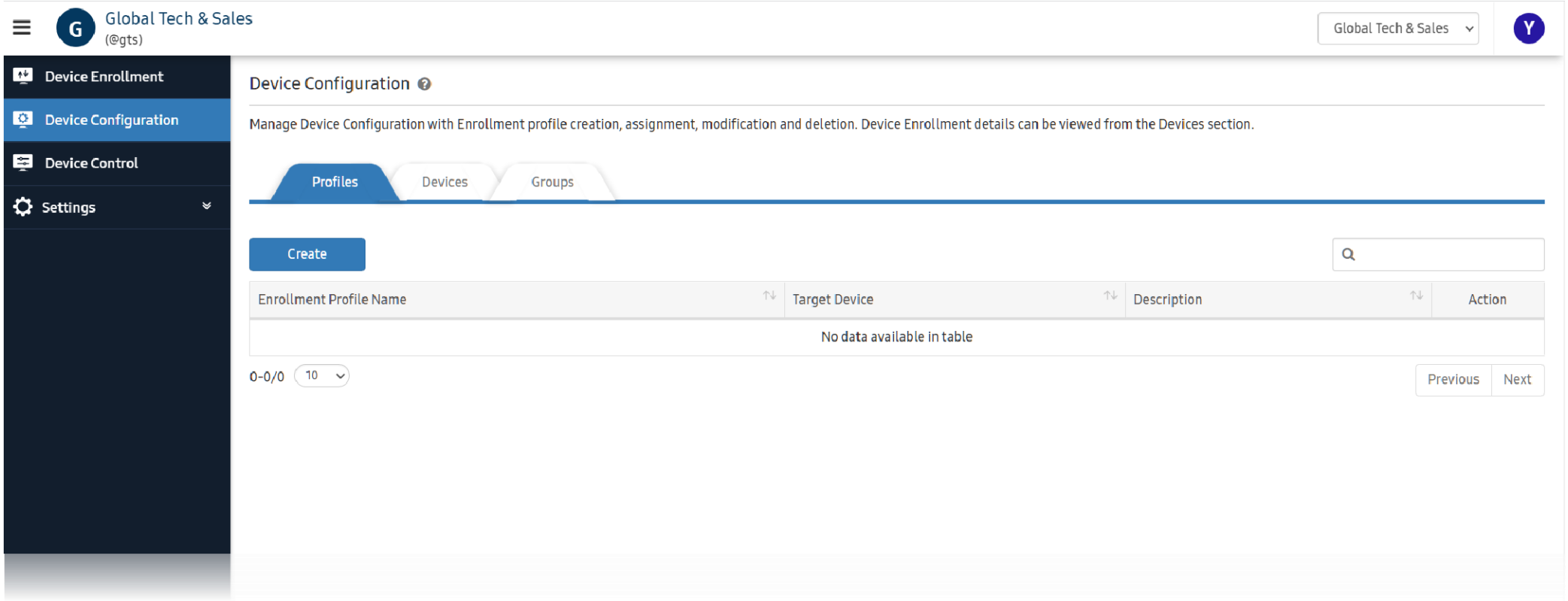
Device Enrollment

- 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.



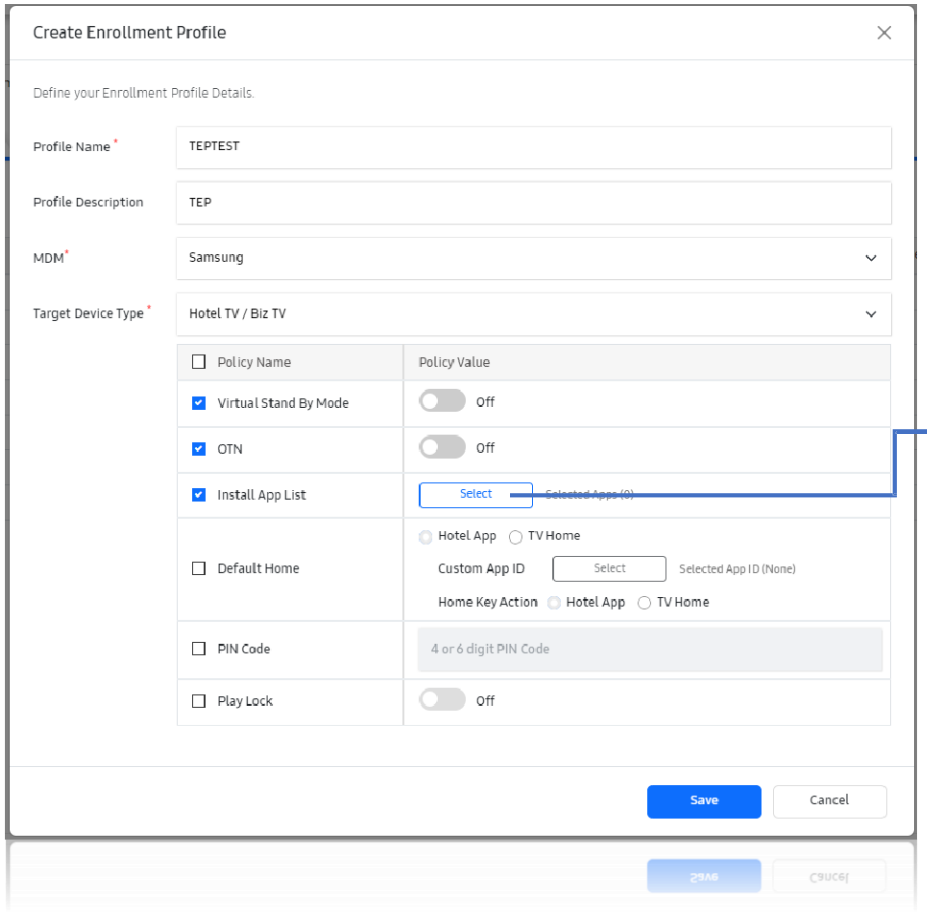
Device Configuration

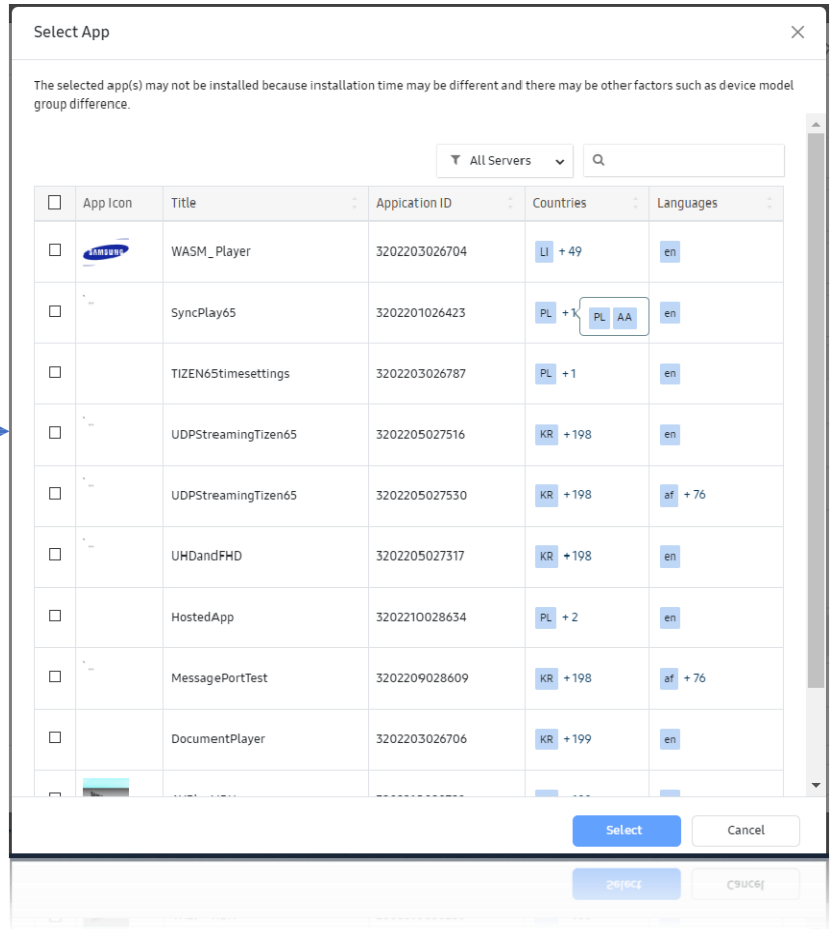
- You can configure multiple devices through "Zero touch configuration". Devices can be configured remotely by creating profiles for different device types.



Device Configuration

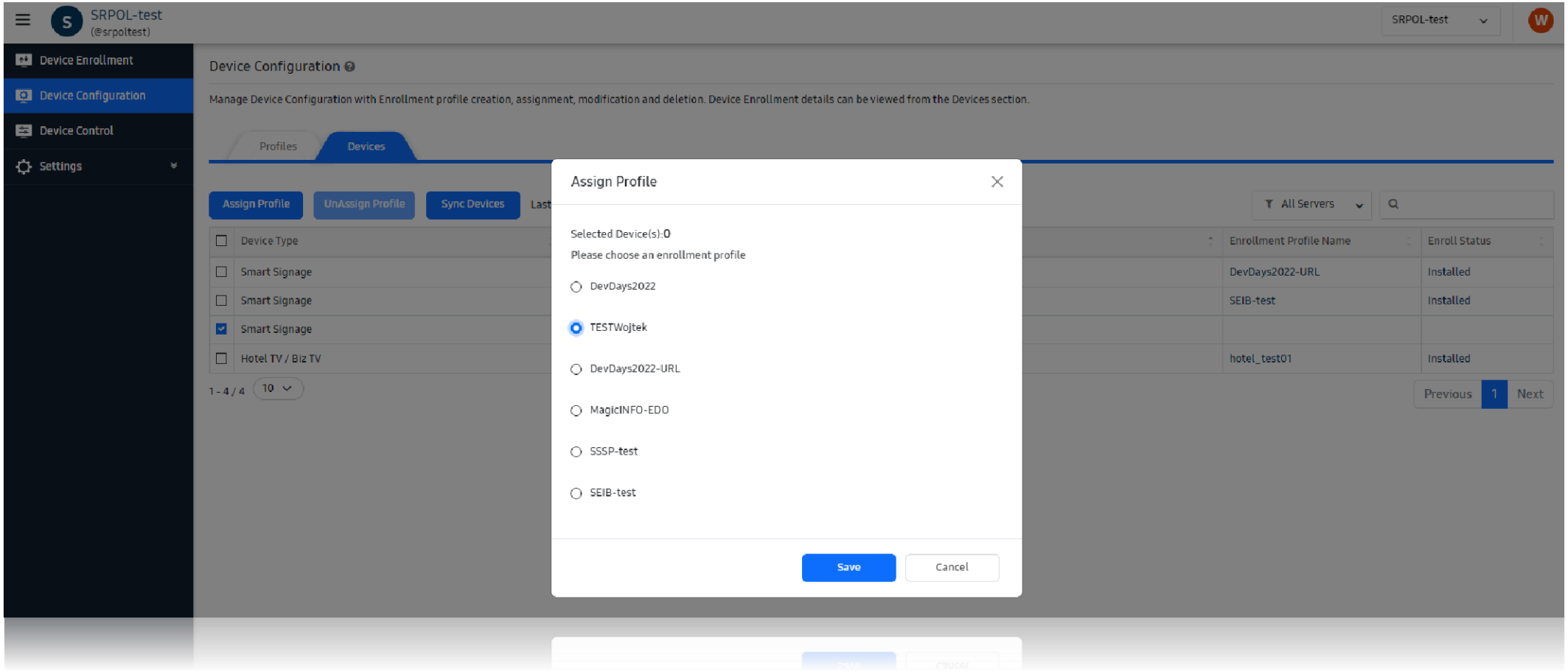
- Fill in fields according to you configuration needs and save them





- # Assigning Configuration to device

- Select device(s) and assign a profile



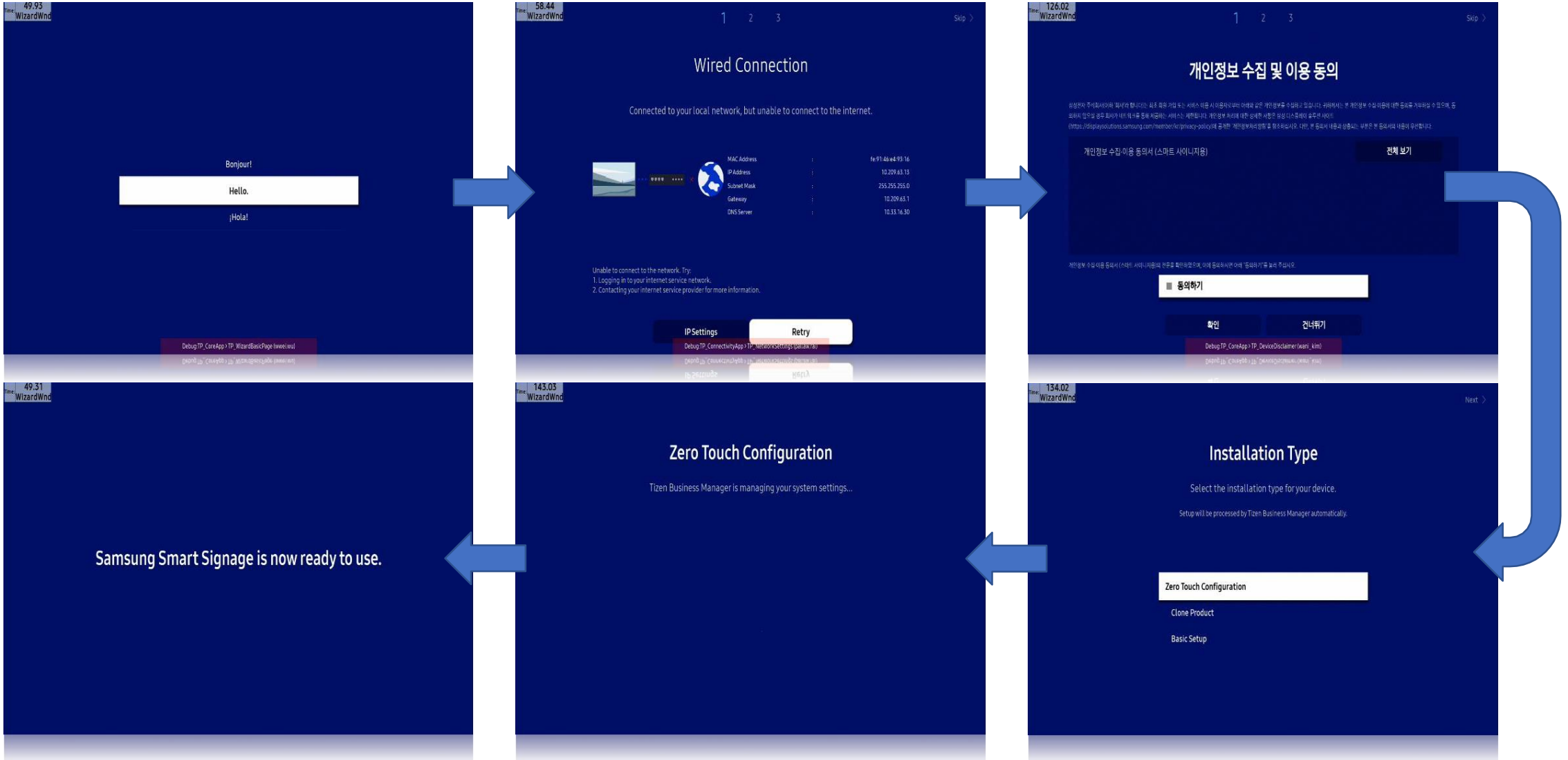
ZTC Short Demo

- Device profile will be applied to the device once Zero Touch Configuration has been completed

- Same OOBE is applicable for **Hospitality TV**

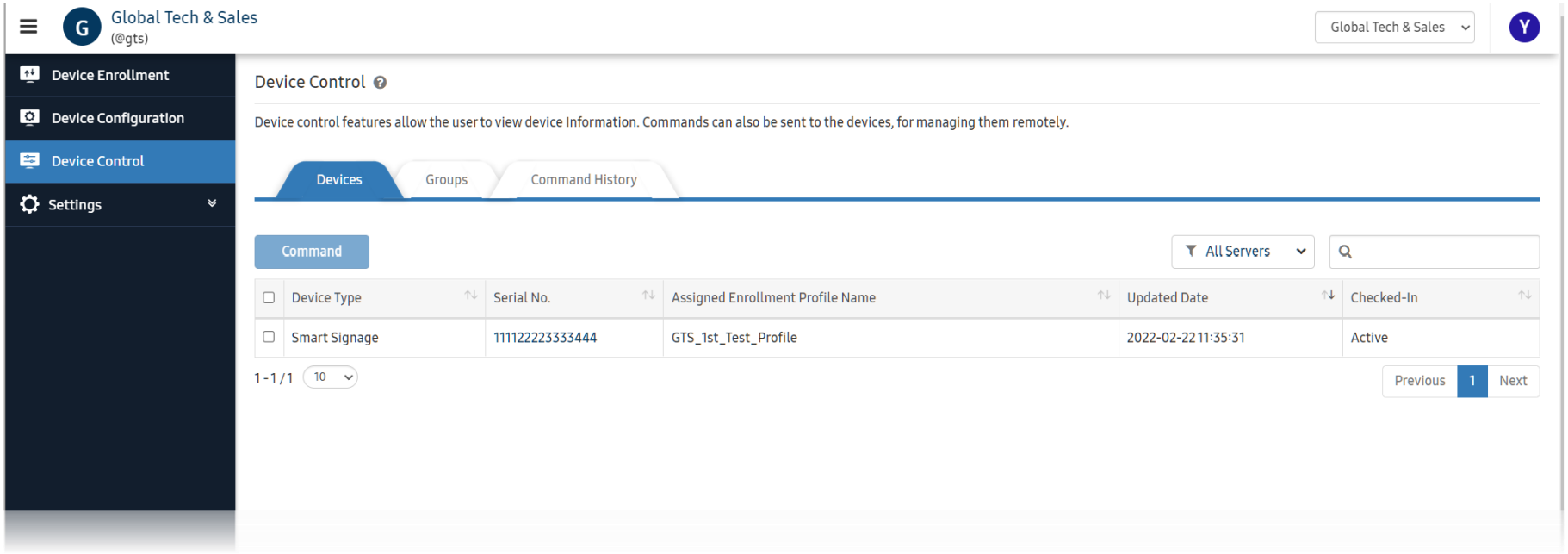
TBM Basics

- Signage Enrollment



Device Control

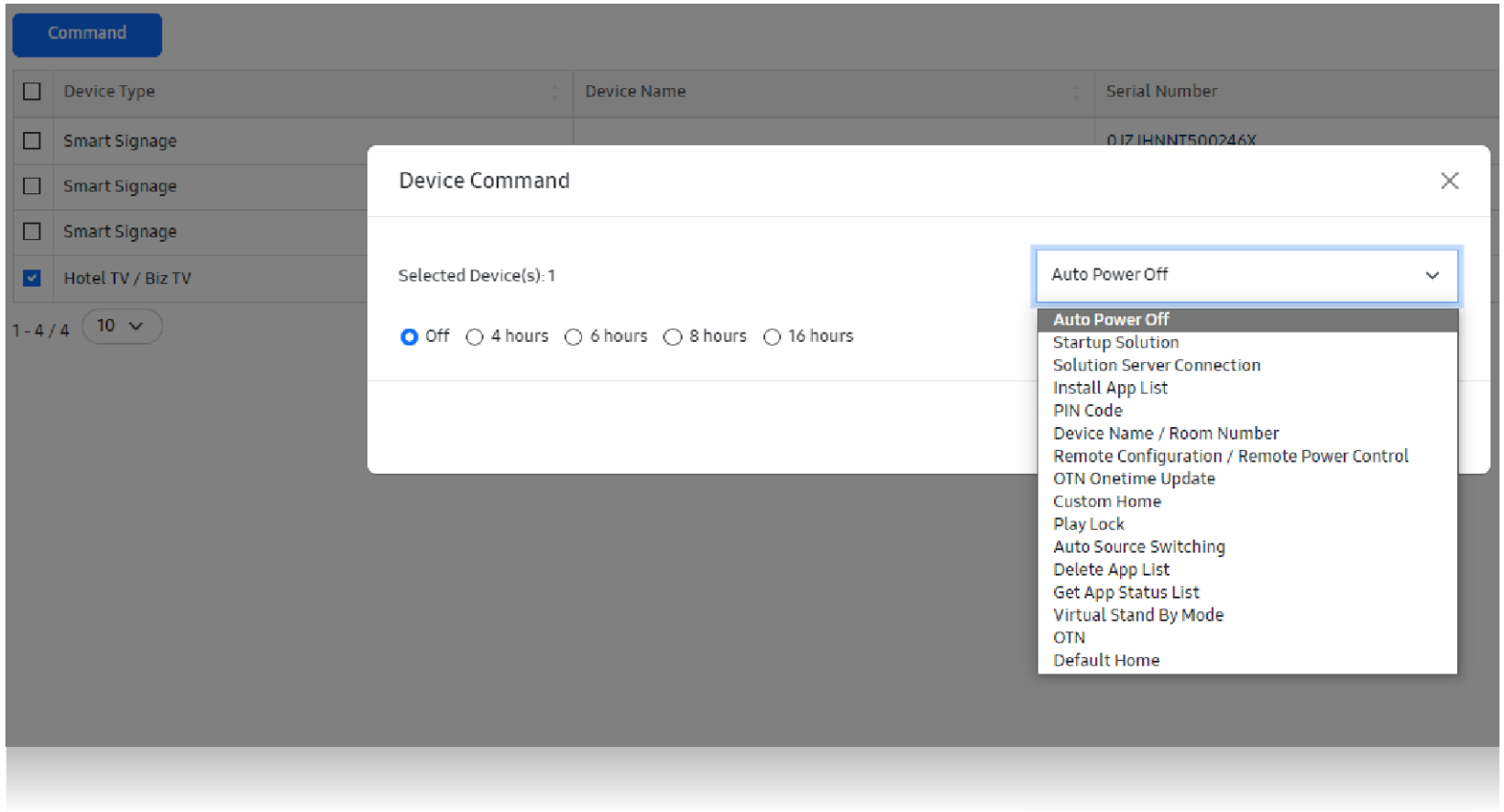
- Devices can be remotely controlled by sending commands through TBM portal.



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

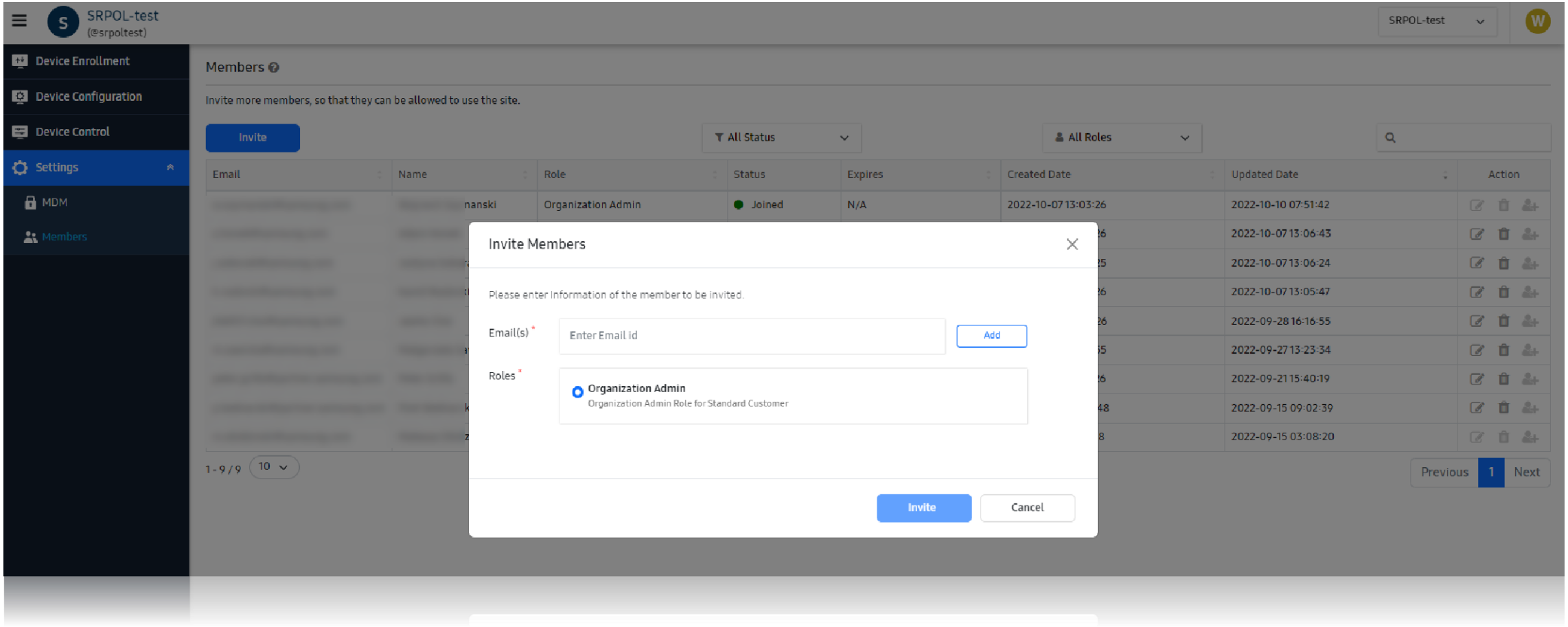
Remote Command

- 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



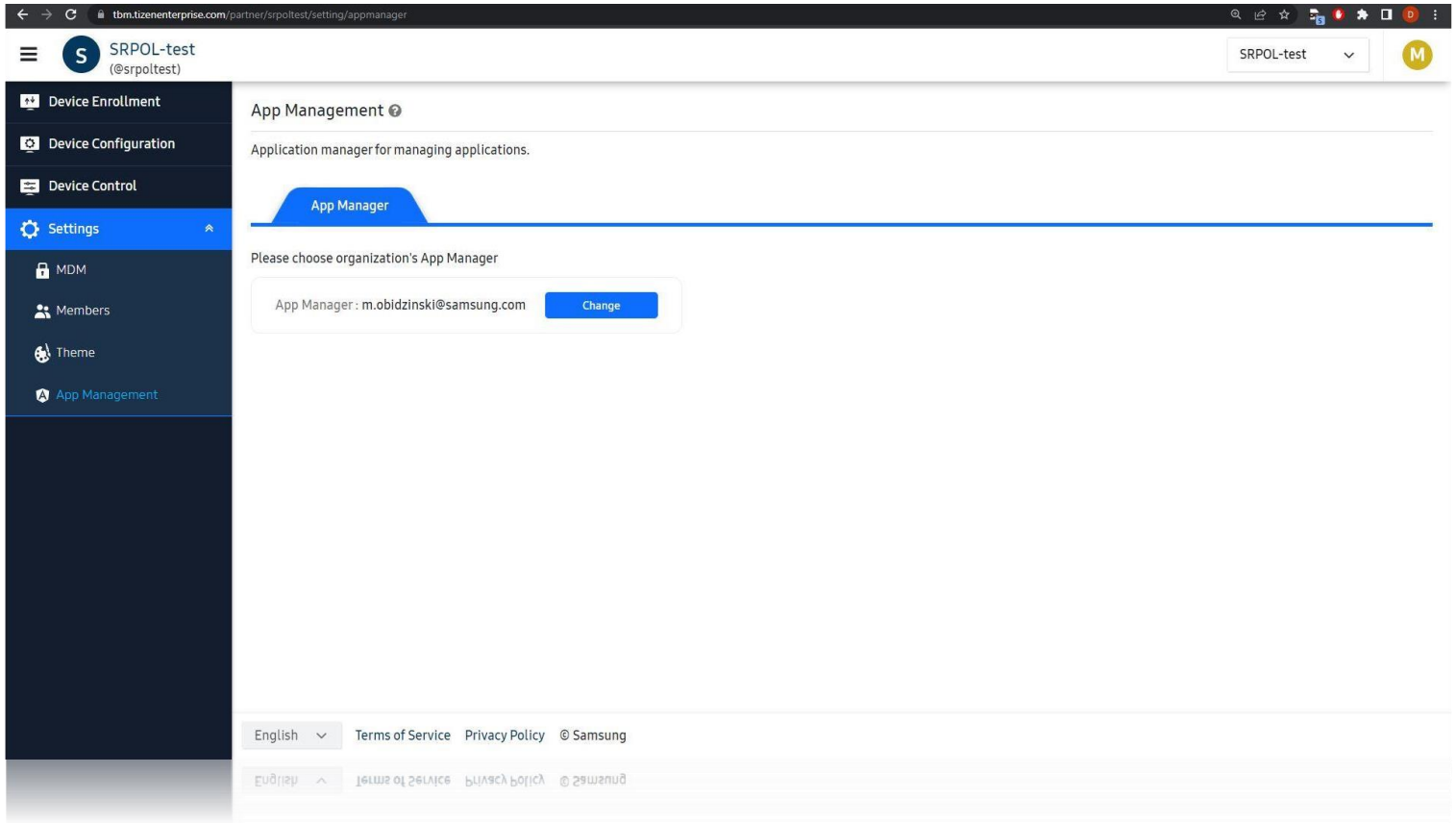
TBM Basics

- Members Invitation



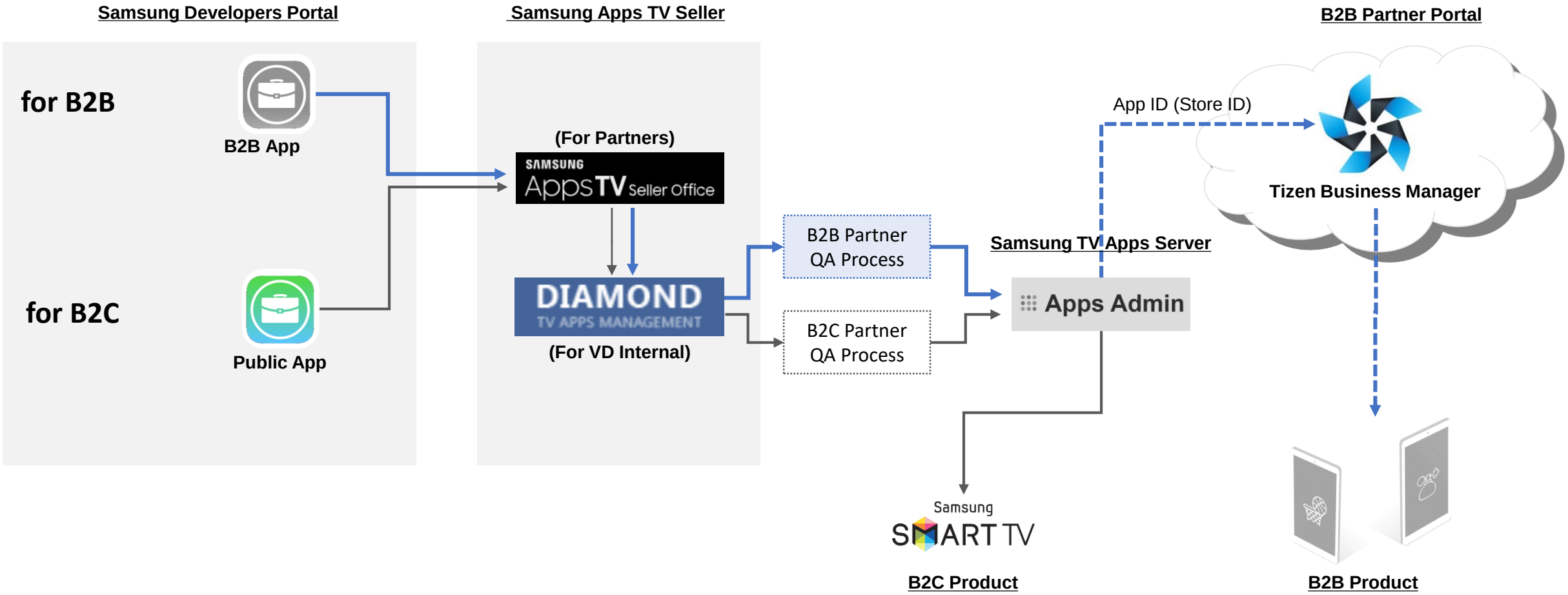
- App management

- 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

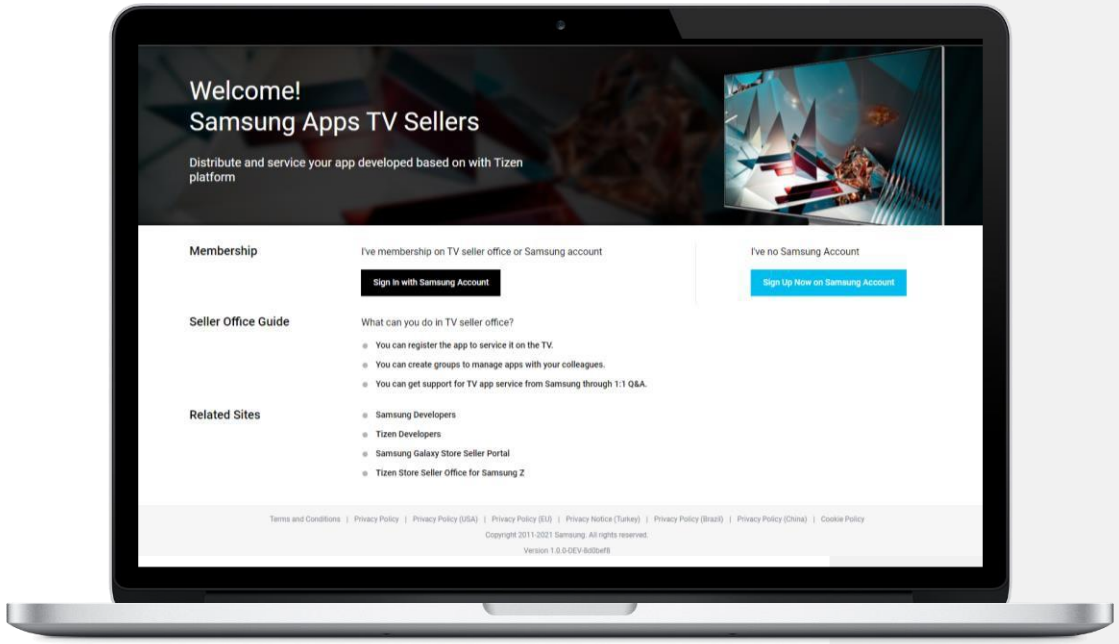


TV Seller Office

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.

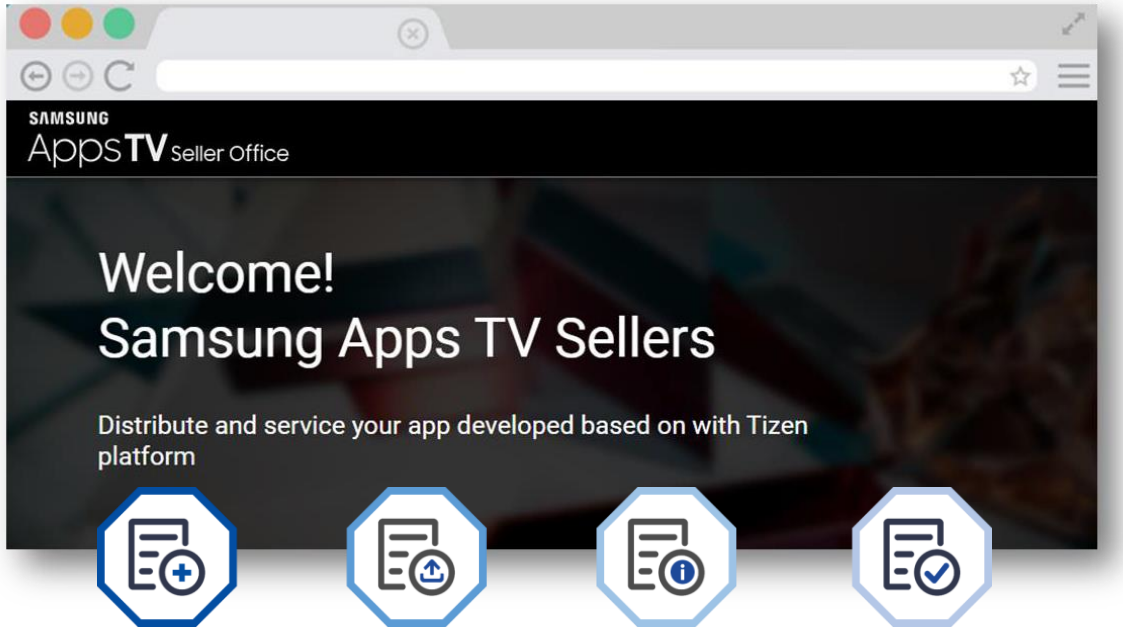
Register app information

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

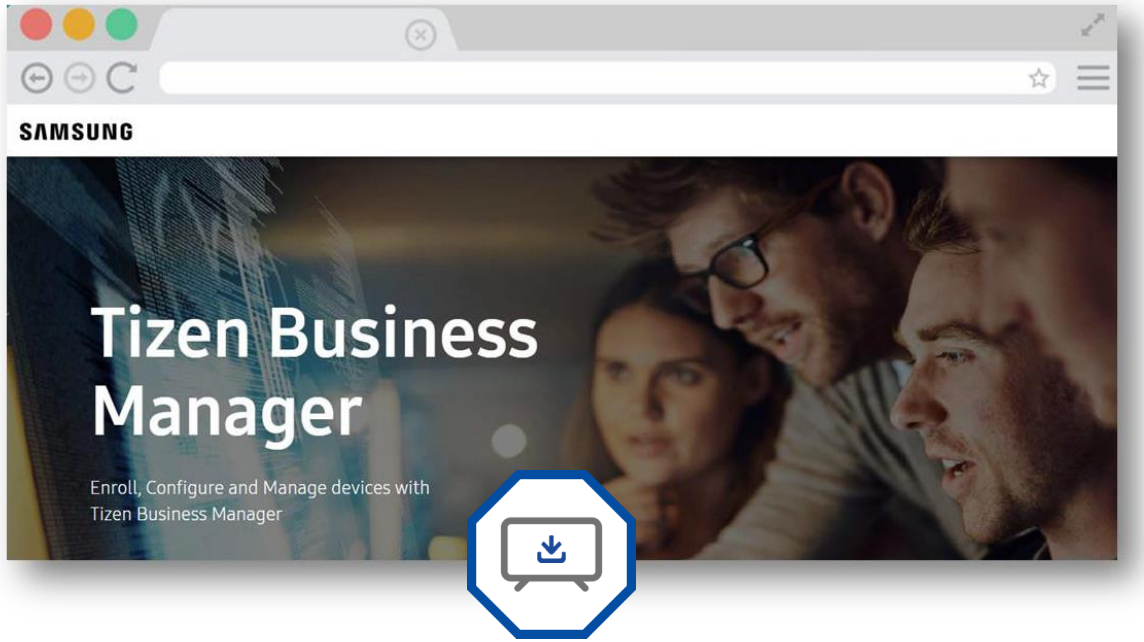
Distribute the app

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

From TV Seller to TBM



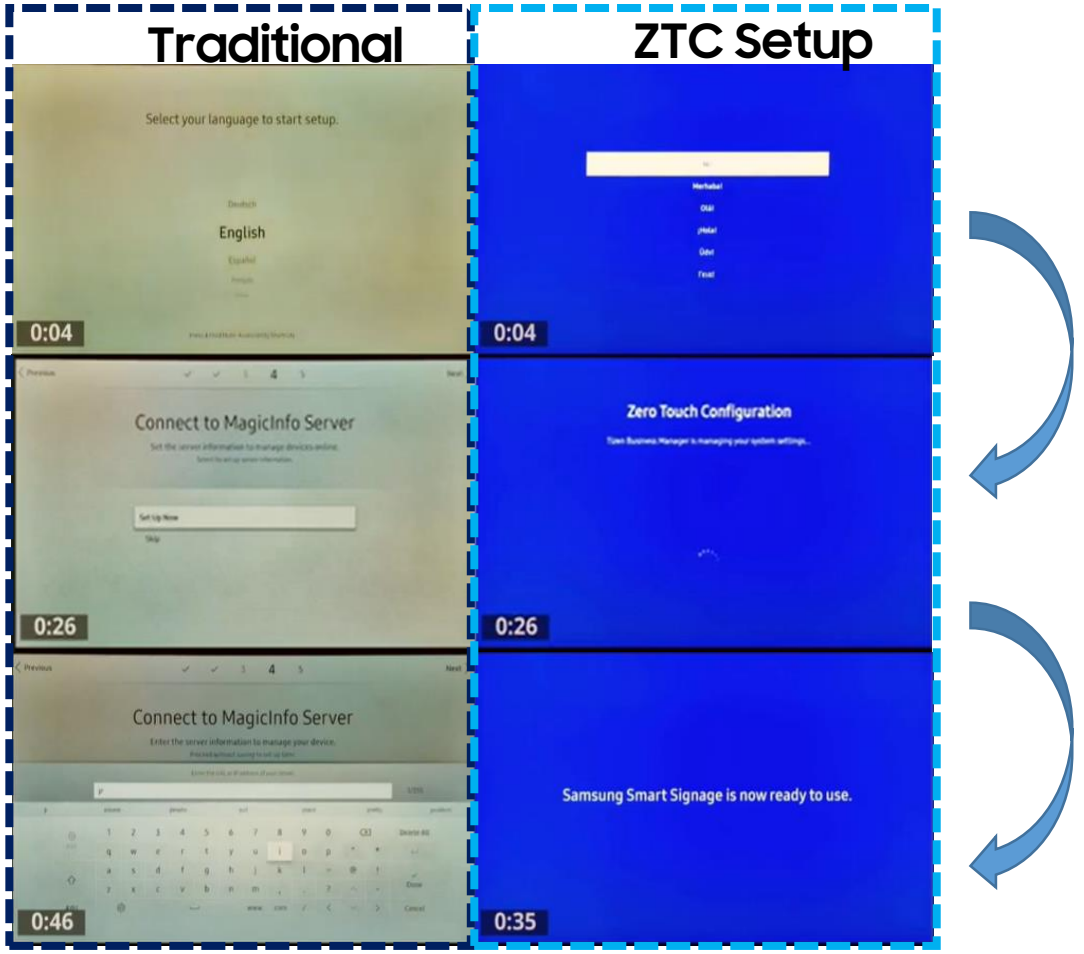
Create, upload, distribute app



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