Buying the right display for your business is not an easy decision. Display location, content, lighting conditions and hours of operation are all things to consider when creating the perfect solution. Samsung commercial-grade displays are specifically designed to meet the needs of various businesses in a variety of environments, ensuring content and information comes across as intended. Some decision makers are attracted by the retail price point of consumer TVs and end up missing out on key benefits of using digital displays in a professional setting. Before making a decision that will impact how others will view your business, take a look at how commercial displays will help you send the right message.

### Application & Design

**Consumer TVs**
- Designed for residential use
- More ruggedly constructed for high-traffic areas
- Ranging from conference rooms to public spaces

**Commercial Displays**
- Consumer TVs focus on HDMI connectors and are generally limited on availability of other input types.
- Commercial displays have expanded input panels with a wider variety of inputs (VGA, DVI, Display Port, HDMI and can also include video-loop out).
- Consumer TVs typically don’t include RS232 control. If it is included, it is typically limited to on/off and perhaps input switching.
- Commercial displays have full RS232 and RJ45 control, enabling control panel or remote display management.
- Consumer TVs don’t have IR or front panel lock out, leaving TVs vulnerable to pranksters.
- Commercial displays have IR and remote lock out.

### Connectivity & Control

**Consumer TVs**
- Not designed to support cooling needs while in portrait mode

**Commercial Displays**
- Enabled to support portrait mode

### Reliability

**Consumer TVs**
- Designed to run 6–8 hours per day, limited onboard cooling

**Commercial Displays**
- Built to run from 16/7 to 24/7 hours per day, have better cooling for longer runtimes

### Service & Support

**Consumer TVs**
- While consumer TVs are sold through retail stores with limited after sales support,
- Commercial displays are sold by authorized Samsung partners and supported by SAMSUNG.

**Commercial Displays**
- 3 Years

Although consumer TVs can come with a limited, 1-year, over-the-counter warranty, commercial displays offers a superior 3-year onsite warranty, featuring Enterprise post-sales support.

Learn more about commercial displays at www.samsung.com/us/business/displays/digital-signage/

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