



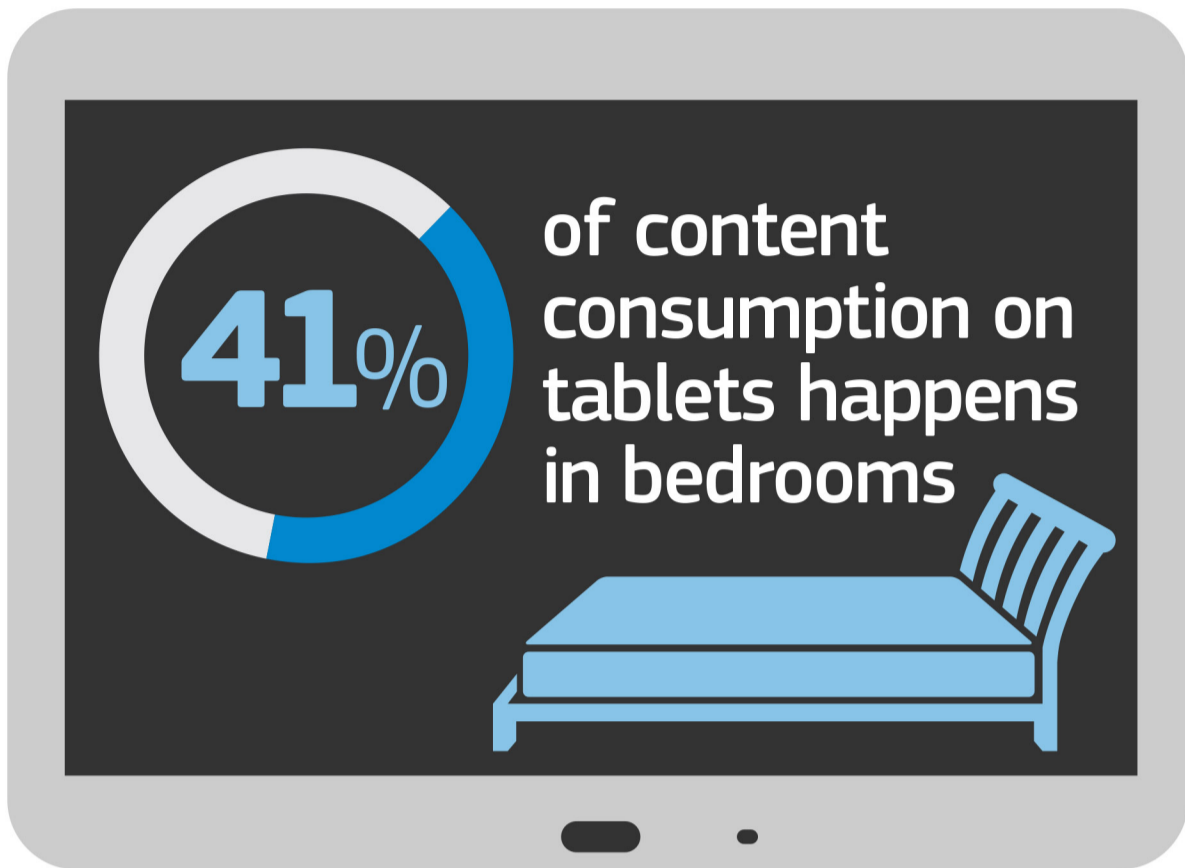
Mobile Device Support and Screen Sharing



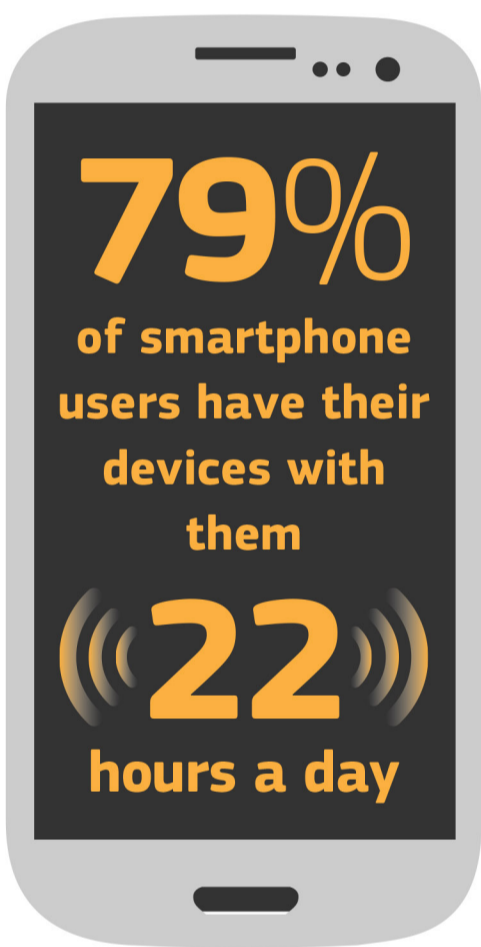
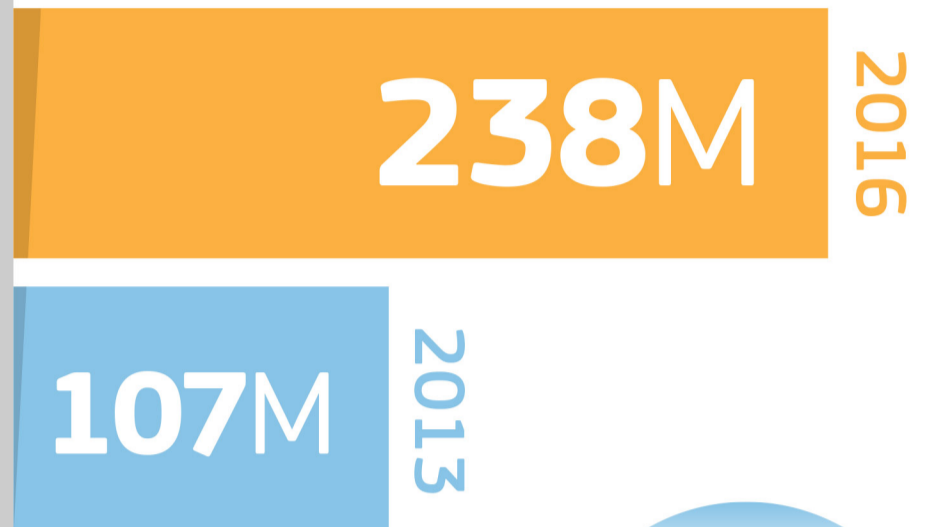
Growth of the "Second Screen"

Built-in screen sharing technologies allow users to **bring their own media** and eliminate the need for hotels to supply in-room speakers and docks for mobile devices.

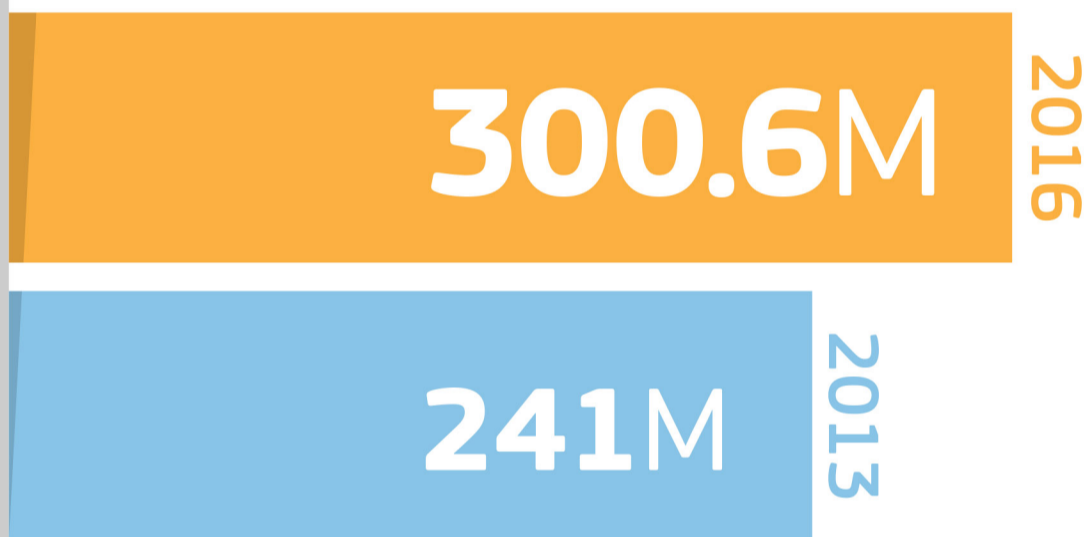
Smartphones & Tablets Proliferate



Tablet Users (North America)

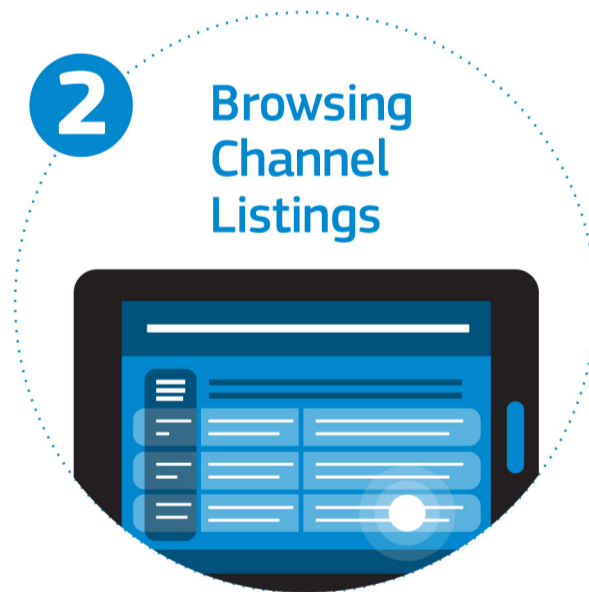


Smart Phone Users (North America)

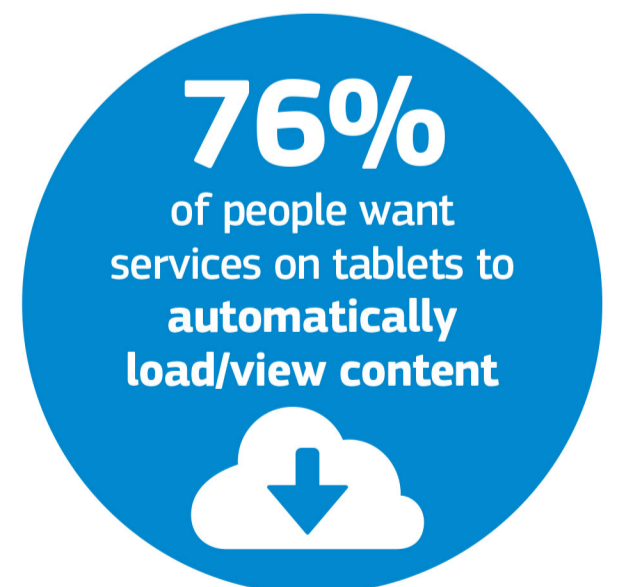
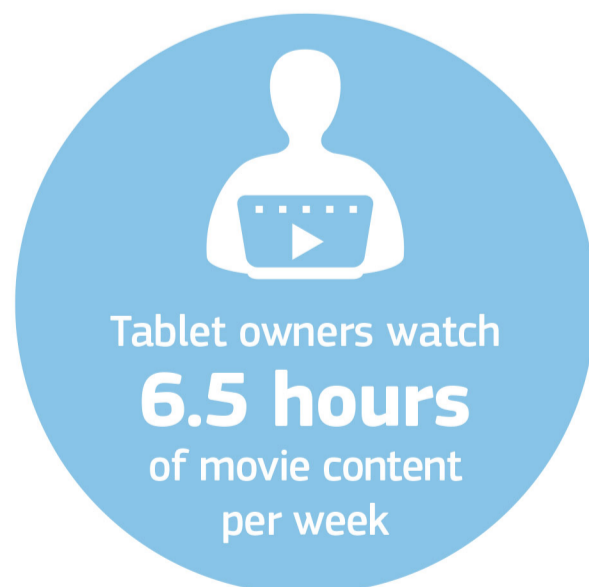
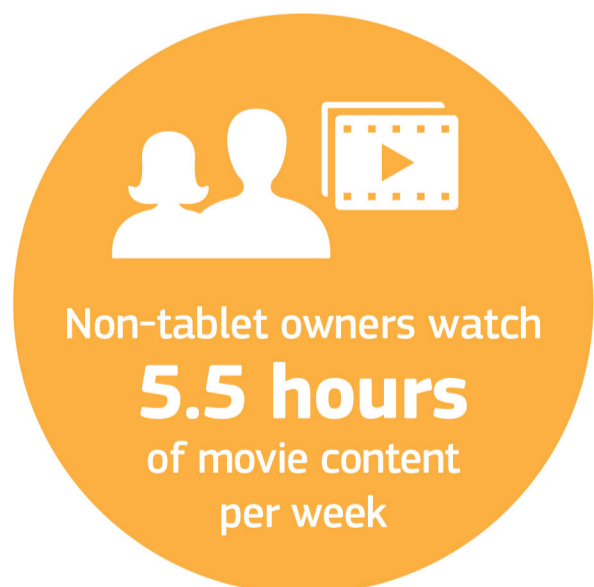


Customers want the ability to use tablet as universal remote control

Top 3 'Second Screen' Activities



Movie Content Consumption Trends



To learn about Samsung's line up of Smart Hospitality TVs with energy-efficient LED technology and interactive content management solutions, visit samsung.com/hospitality

SOURCES: Rovio consumer engagement statistics, American Hotel and Lodging Association, NPD Group study, Point Topic Ltd: IPTV Statistics – market analysis, IPTV Global Forecast – 2010 to 2014, Multimedia Research Group Inc: Semiannual IPTV Global Forecast Report, The Guardian – Social TV and second-screen viewing: the stats in 2012, Motorola survey: Moto X: The Smartphone Comes Home, Astro Awani: Smartphones and tablets driving interactive TV viewing.

