



Bulletin No.: 168_Hospitality

February 26, 2008

OfficeServ™ Hospitality Solution

Samsung Telecommunications America is pleased to announce the availability of the OfficeServ Hospitality Solution on the OfficeServ™ 7200 and OfficeServ™ 7400 platforms. The Hospitality application is now available on the OfficeServ 7400 with version 3.34 software load or higher. The Hospitality application, designed for the small to mid-sized Hospitality Marketplace, is embedded into the OfficeServ main operating system. Hospitality functionality is activated by enabling Hotel/Motel in MMC 813. This offering provides Dealers and Distributors two new solutions:

OfficeServ Hospitality-Lite for the very small properties; **OfficeServ Hospitality-Advanced** for the small-to-mid sized Hospitality Marketplace. The Hospitality application (already available on the OfficeServ 500) is now available and supported on the OfficeServ 7200 and OfficeServ 7400 systems.

The OfficeServ Hospitality software combines the business features of the phone system with the additional features of hotel/motel operation to meet the needs of the Hospitality Industry. The OfficeServ 7200 or 7400 can be configured in single or multiple cabinet configurations depending on the size of the property.

The OfficeServ 7200 is designed for very small-to-small sized properties from about 5 to 15 rooms and beyond; up to about 100 rooms. The OfficeServ 7400 is designed and can fit comfortably in small-to mid sized properties up to about 450 guest rooms. Both the OfficeServ 7200 and 7400 systems have a bi-directional Property Management System (PMS) data stream that can be integrated with an existing on-site PMS. See InTouch Digital Systems below for more details.

Phone System	Maximum Stations	Maximum Trunks	Total Ports
OfficeServ 7200	120	60	180
OfficeServ 7400	480	240	720

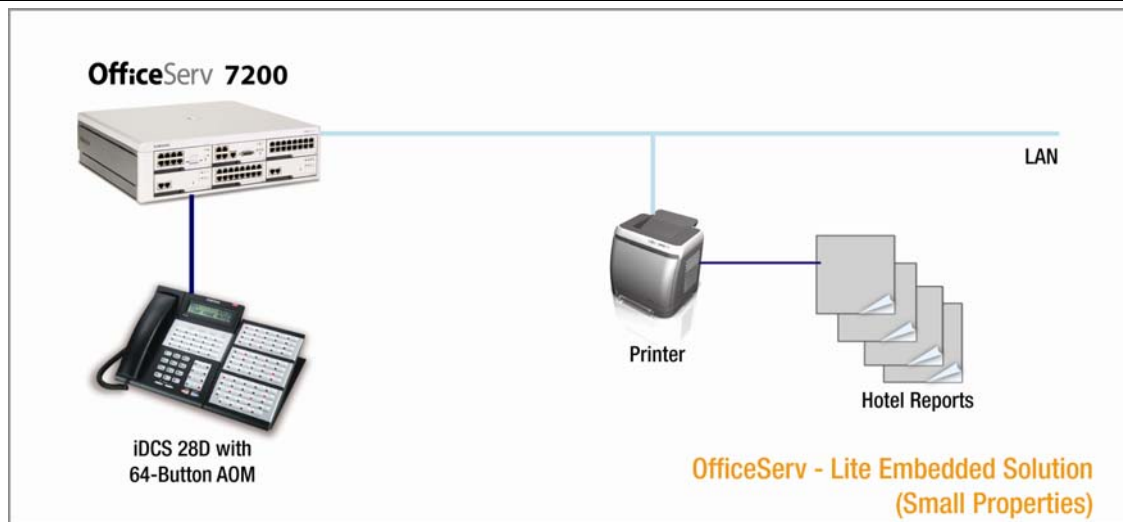
Note: Many Hotel properties require voicemail services. The Samsung SVMi in-skin voicemail has limited functionality in a hospitality environment and is not recommended for use in Hospitality

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OfficeServ Hospitality General Release

Installations. InTouch Digital Systems enhanced voicemail server is the recommended voicemail solution for Samsung Hospitality applications.

1. OfficeServ Hospitality Solution – Lite



Samsung Solution for Very Small Properties

1.1 Very Small Market Applications (Standalone)

Samsung provides an OfficeServ platform to suit the needs of any small-to-mid sized properties. Samsung offers the OfficeServ 7200 for very small properties of 5 to 15 rooms such as hunting and fishing lodges, or bed-n-breakfast type properties. The OfficeServ embedded solution is designed to operate without a PMS system. The key to utilizing the system without a PMS is the display keyset, add-on module, and local printer, which is all that is needed to manage the very small property.

1.2 Front Desk Console

Samsung can provide a front desk console by combining a Digital Display Phone with an Add-on Module, programmed with the features keys and functions important to the hospitality industry, makes it convenient to perform day-to-day routine functions such as, one touch button access (DSS) and Busy Lamp Field (BLF) status of each guest room on the property. The console provides easy set up of features such as, check-in, checkout, DND (do not disturb), message waiting and wakeup calls to guest rooms, items billed to room, printing room bill, call costing, etc.

Key (embedded) features for the very small market include the following:

Remote Billing	LAN Printer Output	Room/Phone Deposit Posting
Telephone Credit Limit	Printed Hotel Reports	Room Check-in/Checkout
Set/Cancel DND	Set/Cancel Message Wait	Set/Cancel Wakeup Calls
Call Costing	View/Change Room Status	Item Codes

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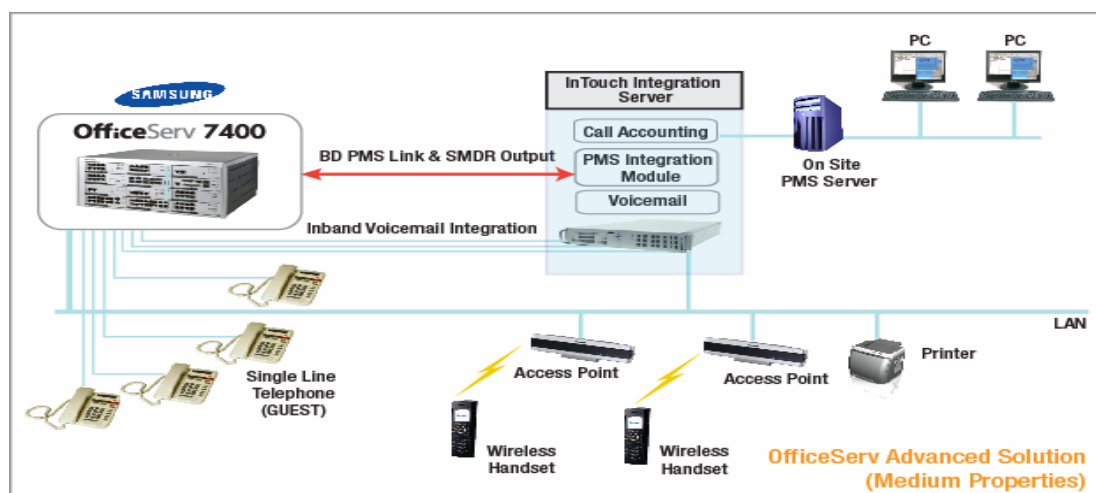
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Please refer to the Hospitality General Description for a complete list of all the features of OfficeServ Hospitality.

2. OfficeServ Hospitality Solution – Advanced

2.1 Small-to-Mid Sized Market Applications (On-Site PMS Integration)

The OfficeServ 7200 or 7400 are the solutions for properties with guest room capacities up to as many as 450 rooms. These properties have more sophisticated requirements and may require the *Complete Hospitality Solution*. Samsung, in partnership with InTouch Digital Systems, can provide the fully integrated, converged solution.



A Complete Hospitality Solution for Midsized Marketplace

The OfficeServ 7200 and OfficeServ 7400 both support a bi-directional PMS link that can be integrated into on-site PMS systems, when required. Integration to the PMS is achieved through a strategic alliance with InTouch Digital Systems.

Larger properties (15 rooms or more) will likely need to integrate the Samsung BD-PMS data stream to a third party on-site PMS system to perform more advanced hotel functionality. Please contact InTouch Digital Systems to find out more about meeting the requirements for integration to other on-site systems.

With almost every opportunity, properties of more than 15 guest rooms that have an on-site Property Management System (PMS) will require PMS integration to the phone system and other amenities on site. The OfficeServ 7200 and 7400 offers a PMS data stream (LAN) for integrating the phone system to give control to the PMS administrator.

The OfficeServ 7200 and 7400 phone systems may require integration to an on-site Property Management System (PMS). InTouch Digital Systems can complete the seamless integration. Samsung and InTouch Digital Systems now offers a fully integrated, secured, converged solution, providing guest room, check-in/check-out, call costing, *Enhanced*

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Hospitality Voicemail, call accounting, wireless voice and data coverage, and high speed Internet access across the entire property.

3. InTouch Digital Systems (Integrations Provider)

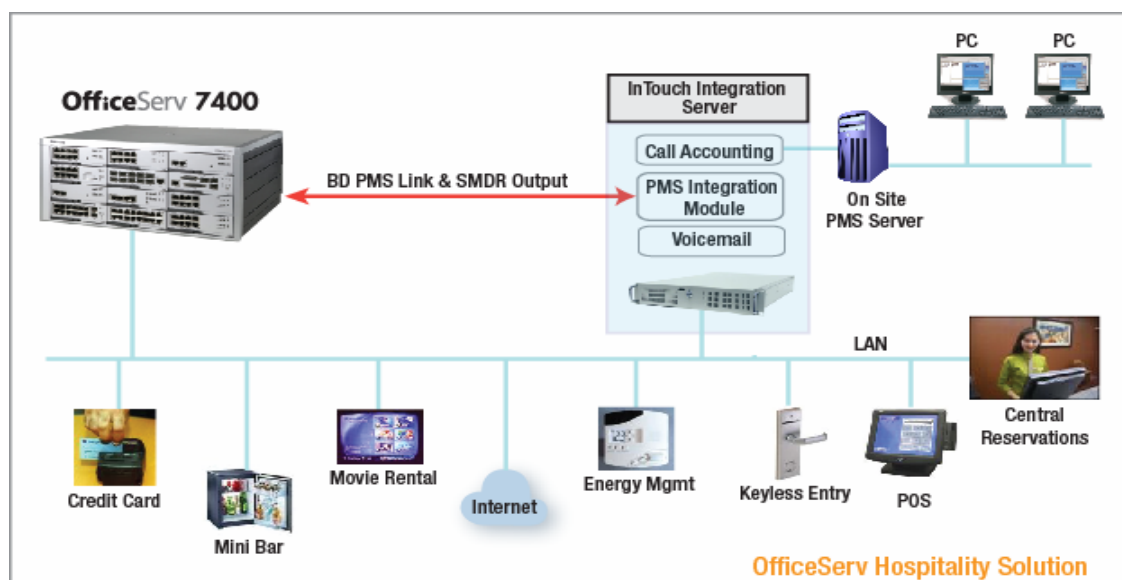
3.1 InTouch Digital Systems

InTouch Digital Systems offers a robust solution allowing properties to fully integrate into existing guest systems transparently, without replacing infrastructure. InTouch Digital Systems' solution is designed to integrate and control all existing systems on the property, including the Samsung OfficeServ phone system. InTouch Digital Systems offers the following value-added features:

Phone System to PMS Integration	Centralized Reservations
Call Accounting/Call Rating	SMDR Record Translation to PMS (HOBIC)
Dial by Name Directory	Control of Guest Room Phones

Enhanced Hospitality Voicemail

Auto Attendant	Auto Wakeup with Announcement
Guest Language Selection	Message Archiving
911 Notification to Front Desk	PMS Control of Mailbox at Check-in/out



Samsung and InTouch Digital Systems; the total Hospitality Solution for small-to-mid-sized properties; will allow you to take command of positions the OfficeServ 7200/7400 systems into the lucrative Hospitality Industry Market by offering Hotels, Motels, Bed-n-breakfast, and Resort properties a full solution to Guest Management and Guest Services.

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Hospitality Product/Sales Training Webinars

Samsung and InTouch Digital will be conducting a series of one-hour Webinars to help train Dealers and Distributors about the Samsung Hospitality Solution. The first Hospitality webinar will be conducted on Wednesday, March 12th, from 1:00 pm - 2:00 pm CDT. The webinars are designed to educate the Sales force on the OfficeServ Hospitality – *Lite* and *Advanced* applications, available on both the OfficeServ 7200 and 7400 platforms.

The purpose of the webinars are to discuss product features and capabilities, how to position the product, and how to sell the product in the Hospitality marketplace. The webinars will be conducted about once a month. A separate letter defining the scheduled dates and times of the sessions will be sent out to inform the Authorized Dealers and Distributors in the near future. A limited number of seats are available for each webinar session, so please sign up quickly.

Documentation

Supporting documentation has been created to explain in detail all the features and functionality available on the OfficeServ Hospitality – Lite/Advanced. The General Description, Programming Section, and User Guides have been created to support the product offering. The General Description provides a detailed explanation and lists all the features supported. The documentation can be found on Samsung's GSBN website www.samsunggsbn.com under Communication, Sales and Marketing, Downloads.

If you have any questions regarding this Product Bulletin, please contact your Regional Sales Manager, Customer Service Representative at the number provided below, or send an email to BCS.Sales@samsung.com.