

Central Station

Wireless Docking Station
Solutions for Business

SAMSUNG



Table of Contents



Page 3. What Business Professionals Need in a Docking Station

Page 4. Central Station: The Logical Next Step for Businesses

Page 6. The Business Case for Central Station

Page 7. Central Station at Work

Page 8. About Samsung

What Business Professionals Need in a Docking Station



Today's business world is on the move. Business professionals now work with a growing range of laptops, tablets, notebooks and other mobile PCs, going from meeting to meeting or sharing workstations with others. They often need a docking station to connect temporarily to desktop monitors or other devices such as printers and phones.

Traditional docking stations have not kept pace with the increased requirements for mobile business professionals. First developed in the 1990s, these docking stations are bulky and take up space on desks, counters, other work spaces and inventory shelves.

More important, the docking stations usually fit only one kind, size or brand of computer. Even with docking stations that are marketed as "universal," compatibility issues can occur involving drivers, settings and adjustments for different mobile PCs. As a result, users with different computers can't easily share docking stations, and each kind of docking station must be ordered, stocked, maintained and upgraded separately — with extra cost to ensure that the type and number of docking stations match the type and number of mobile PCs used by the organization.

This means that users are limited in their ability to share workstations, monitors and devices for meetings, presentations and collaboration. In fact, the very reason why a business invests in mobile computing — to help users work in a more flexible and therefore productive fashion — is at odds with the inflexible design of traditional docking stations.

Finally, the traditional docking process itself is basically a physical, mechanical procedure. Connectors on both the docking station and the mobile PC can wear out, parts can fail and continuous docking can eventually lead to a plug-and-hope-it-plays situation — unacceptable for business use.

Looking for a better solution, business professionals and their organizations need a docking station that offers:

- **A faster, easier way** to connect and disconnect to desktop monitors and other devices
- **Cost-efficiency** with a competitive total cost of ownership (TCO)
- **Flexibility** in the types of mobile PCs that can be connected and how users can work together
- **Security** even across wireless connections

Central Station: The Logical Next Step for Businesses



Part HD Monitor, Part Wireless Docking Station.

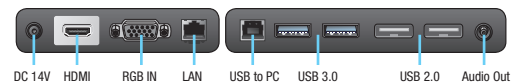
What Is It?

Central Station is a wireless docking station solution for mobile business professionals who want a simple and easy way to connect their mobile PCs with desktop monitors and devices. The docking station is built into the Central Station monitor's base, which also contains USB, HDMI and other ports.



How Does It Work?

To connect, simply approach Central Station with the USB wireless adapter connected to your mobile computer. You'll be instantly connected to an HD display and up to four connected USB devices. No plug-in or any other action is required.



To disconnect, just walk away. You're automatically disconnected from Central Station. It's that easy.

Even better, your mobile phone, MP3 player, printer, tablet or external storage drive — plus a mouse and keyboard — can stay connected at your desk. Central Station even charges your connected USB devices while you're away.



What About Compatibility?

Central Station is compatible with USB devices of any brand. Central Station also works with any brand of mobile PC running Windows® 7 or Windows XP and will soon offer compatibility with devices supported by iOS operating systems.



A Workgroup That Really Works Together.

Central Station includes one USB wireless adapter. With additional adapters (sold separately) one PC at a time can share a single Central Station — along with all the devices attached to it — without having to connect a single cable or change a single setting.



The Wireless Connection Is Secure.

Central Station provides much needed connectivity, even in offices that don't have Wi-Fi due to security concerns. And since Central Station works via USB, you can feel confident it won't interfere with any existing Wi-Fi or Bluetooth networks. Central Station's wireless connection supports USB 2.0. But users can also take advantage of blazing-fast USB 3.0 — with speeds of up to 5 Gbps — by simply switching to the wired docking connection.



It Looks As Good As It Works.

Employees will be pleased and clients impressed with the sleek and stunning design of Central Station. It looks great and makes the business look great as well. Not to mention it will help keep your desk free from unsightly wires and clutter.



The 24" or 27" 1920x1080 HD LED monitors employ vertical alignment (VA) panel technology, providing sharp, high-definition images for presentations, design work and other uses. LED backlighting ensures bright and precise images, while consuming less energy.



The 178-degree horizontal and vertical viewing angles provide brilliant images for meetings and multiple viewers at a workstation.



TCO Savings with Central Station.

In considering the business case for IT purchases you know that the total cost of ownership (TCO) of a component or device is as important as the price per unit. This is especially true in large, rapidly evolving IT environments. A business case for investing in Central Station can be made in terms of the following factors.

Reduced inventory and replacement costs: Storing extra docking stations for users with new or upgraded mobile PCs can be reduced or eliminated. Every Central Station is also backed by a three-year warranty. With Central Station, obsolete docking stations become a thing of the past.

Reduced system administration costs: Central Station can easily accommodate significant changes in the number, work habits and distribution of employees — all without requiring significant IT support. The simplified set-up and operation of Central Station can also help bring support costs down to almost zero.

Increased productivity: Central Station provides the business user with a dedicated hub for handheld devices, reducing clutter and eliminating time spent searching for a particular mobile phone or business device. With USB charging, Central Station also helps ensure that devices are ready to go to work when needed.

Simplified, cost-effective purchasing: The monitor and docking station form a single unit. No separate purchases are required, and compatibility between docking stations and monitors is not an issue. Central Station features the most advanced USB technology, so it evolves with your business. Special orders and rush charges for new docking stations that support only one type of computer are eliminated. Central Station also eliminates the need to synchronize the purchasing and stocking of mobile PCs and docking stations.

Flexible, multi-purpose use: Users with different types of mobile PCs can use and share the same Central Station. A USB 3.0 wired connection is available for even greater performance. In addition, Central Station can cross over seamlessly from office to home office use.

Easy set-up and operation: Central Station requires only a simple, one-time installation of the software. Then it runs in the background automatically. In contrast to many traditional docking stations, users don't need to configure or refresh Central Station.

Efficient energy use: Eco-motion and eco-light sensors automatically adjust lightness or power off the monitor when not in use, reducing energy costs.

Central Station at Work

SAMSUNG

Central Station solutions can help a wide range of business professionals work in a far more flexible, productive and enjoyable manner. All types and sizes of organizations can benefit, from small businesses to rapidly growing, mid-range organizations to large, multinational corporations. Here are just a few examples of Central Station at work.

In hospitals, doctors and other medical personnel can all use the same docking station for their mobile PCs. And after the initial set-up, staff members can stop by on rounds for a quick check of electronic medical records or consulting on the spot with other practitioners.

In design departments, graphic designers and managers can meet for regular updates of current projects, with design changes viewed on the Central Station high-resolution monitor and shared on a real-time basis.

In law firms, lawyers involved in litigation can share documents and review courtroom presentation visuals — without the bother and last-minute problems of finding the right plugs and cables for different mobile PCs.



Learn More About the HD Monitor/Docking Station Built for Business

Talk with your Samsung representative or visit samsung.com/central.

About Samsung



For more than 70 years Samsung has been at the forefront of innovation. In the past year Samsung has been recognized as the #1 display brand in the world. *Fast Company* has ranked Samsung the third most innovative consumer electronics company, and *Fortune* has ranked Samsung the second most admired electronics company. The reason is simple: Samsung devotes its people and technology to creating superior products and services that contribute to a better global society. This is why Samsung invests more than \$6 billion each year in research and development in both technology and design, dedicating more than 40,000 experts to developing new innovations in order to make life better. It is how Samsung has become the second largest printer manufacturer in the world (according to IDC, Q4 2010), winning more than 100 awards for performance, reliability and eco-friendliness. In addition, Samsung is the second largest mobile phone manufacturer in the world, making printer and smartphone integration a natural fit and logical extension of its innovations.

For more information, please visit samsung.com/central or call 1-866-SAM4BIZ.

© 2012 Samsung Electronics America, Inc. All rights reserved. Samsung is a registered trademark of Samsung Electronics Co., Ltd. All products and brand names are trademarks or registered trademarks of their respective companies. Screen images simulated. This white paper is provided for information purposes only. All information included herein is subject to change without notice. Samsung Electronics is not responsible for any direct or indirect damages, arising from or related to use of this white paper.

Windows is a registered trademark of Microsoft Corporation in the United States and other countries.

iOS is a trademark or registered trademark of Apple in the U.S. and other countries and is used under license.