



Samsung SMART LED Signage

The Wall

Experience Greatness

Greatness doesn't happen on its own. It's the fruition of hard-earned expertise, meticulous attention to detail and an unending pursuit of inspiration. With this and more, Samsung has crafted yet another symbol of true innovation. The Wall is a new generation of display technology delivering a truly exclusive experience. Unparalleled in its visuals and designed to refine, the bespoke build gives any space an awe-inspiring edge. Inspired by emotion. Powered by intelligence. A bold statement, but one that blends in perfectly.

Highlights

- Produces pure blacks for unparalleled contrast and vibrant colors for true-to-life images
- Adjusts peak brightness and contrast scene-by-scene for precise image expression
- Delivers stunning picture quality with innovative upscaling and Multi-link HDR technology
- Provides viewing and decorative experience all on one screen
- Blends seamlessly into any space with bezel-less, slim design
- Robust durability against physical damage and convenient front access for servicing

Industry trend

Modern global businesses operate in an increasingly competitive environment, with customer attention in higher demand than ever before. High-end commercial spaces such as luxury retail stores, car dealerships, stadium VIP boxes and hotel lobbies require distinctive displays with never-before-seen visuals to create a sense of luxury and leave customers with a positive perception. At home, ultra-high-net-worth individuals want the latest and most exclusive products. From luxury living rooms to private home cinemas, they not only expect stunning visuals unlike any other, but also want an exclusive experience that reflects their opulent tastes. The Wall is a technological masterpiece with the ability to command attention for industry-leading businesses and an unmatched in-home viewing for the luxury living market.

Business

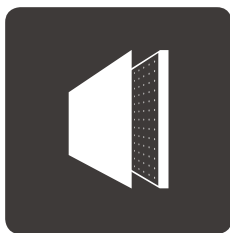


Luxury Living

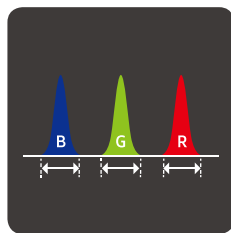


Why Samsung The Wall?

The Wall is a next-generation display that not only provides one-of-a-kind visuals but is also optimized to deliver a luxury lifestyle experience. An array of advanced technologies delivers these visuals, which are far superior to conventional LED signage or projectors. The Wall produces deeper blacks and vibrant colors for an awe-inspiring visual experience, through unique black and color technologies. Cutting-edge HDR and AI upscaling technologies express refined, immaculate details, suited for the screen size and ratio. Meanwhile, a luxury lifestyle experience is delivered by intuitive features such as an adaptive digital canvas capable of showcasing various forms of media – enjoying entertainment or decorating the surroundings. Its infinity design and modular format allows the display to blend seamlessly into any space. Furthermore, The Wall also provides total solutions for any environment – regardless whether it's business or home.



Black Seal Technology



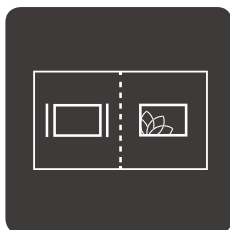
Ultra Chroma Technology



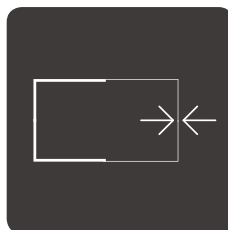
Quantum Processor Flex



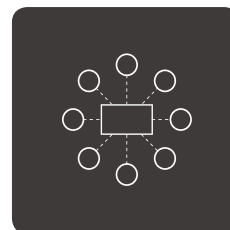
Quantum HDR Technology



Total UX



Total design



Total ecosystem

※ Some features may vary by models and regions.

Key features

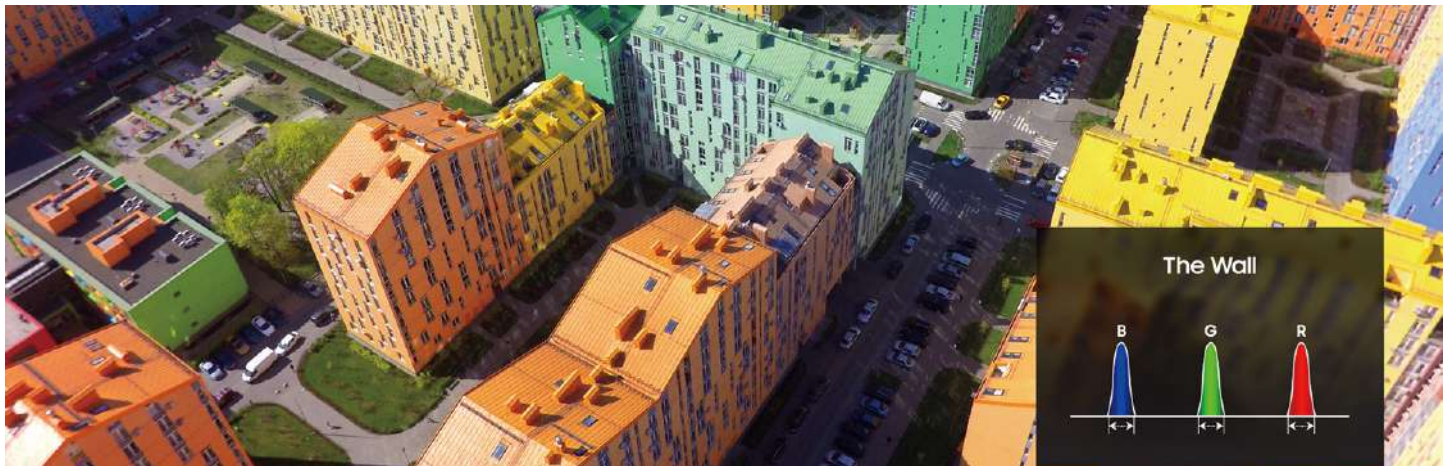


Black Seal Technology

IWJ

IWR

The fusion of an exceptionally black base with specialized Black Seal Technology, delivers pure black levels for unparalleled contrast and immaculate detail. While increased black surface area makes the screen noticeably blacker, Black Seal technology creates a uniform, black canvas. This technology also protects the screen from impact and dust, even at close proximity.



Ultra Chroma Technology

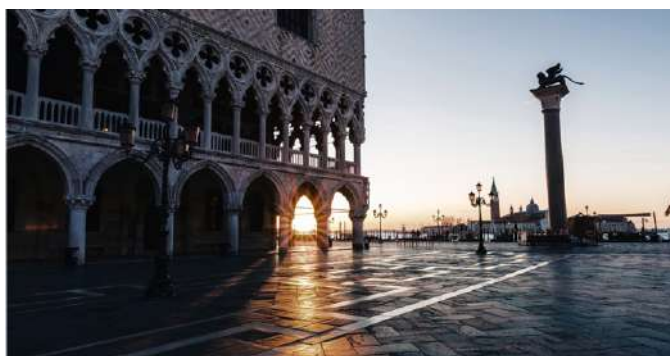
IWJ

IWR

The Wall's inherent color qualities, with superior color purity than conventional LEDs, produce vibrant and natural colors for an awe-inspiring visual experience, bringing details to life like never before. A narrower wavelength of color results in higher color purity, approximately two times better* than conventional LEDs, for more precise and accurate color presentation.

* Figure is based on internal testing standards against Samsung's conventional LED Signage.

SDR



HDR

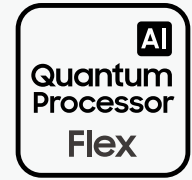


Quantum HDR Technology

IWJ

IWR

Boosting the industry-leading picture quality engine, The Wall utilizes advanced HDR picture refinement technologies – LED HDR, HDR10+ support and Multi-link HDR – to render optimum peak brightness and contrast in every single scene for precise, true-to-life imagery.



Quantum Processor Flex

IWR

The Wall's AI upscaling technology, powered by the Quantum Processor Flex, creates visual innovation with no boundaries. The Quantum Processor Flex upscales content to the optimal resolution for the screen size through machine learning. The intuitive resolution-to-screen size adjustment capability, delivers a perfect view of reality in any size up to 8K resolution for a truly immersive experience.



Entertainment mode

Ambient mode

Total UX

IWR

Going beyond the conventional displays, two distinct modes allow The Wall to become a digital canvas to showcase various forms of media. Entertainment Mode enables you to see your favorites, from live TV to movies, come to life in real scale for a fully immersive experience. When you're done watching, Ambient Mode turns the screen into an accent piece that enhances the interior of any home, matching your personal taste.

* The appearance and design specifications are subject to change without notice.

* Tablet must be provided by a third party.



Ambient Mode

IWR

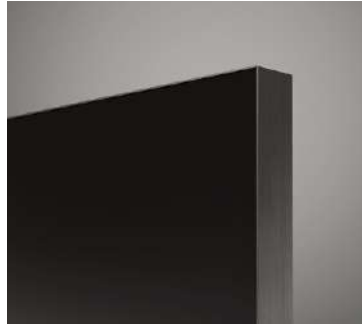
With Ambient Mode, you can make the most of The Wall. Unique features transform the display into a wall, with featured frame-on-wall templates, moving décor pieces, specially curated art pieces, your own personal image collection and more.

* Some features require a compatible tablet remote, provided by a 3rd party, to operate.

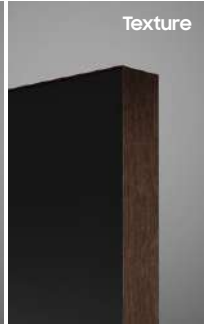
* The user interface shown may not operate in certain aspect ratios.



Standard



Customized



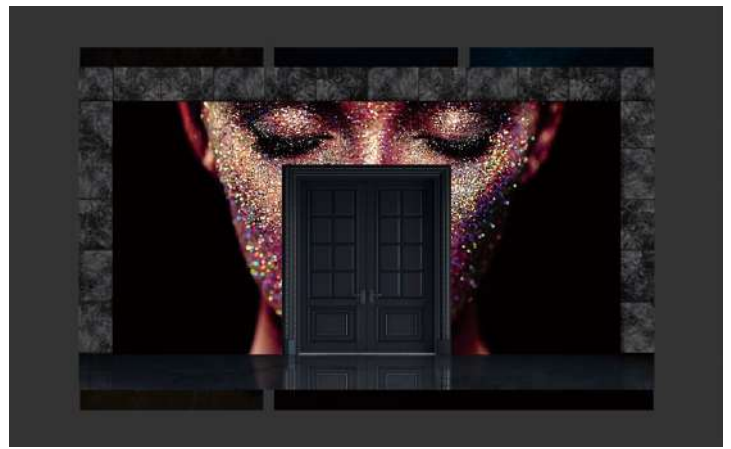
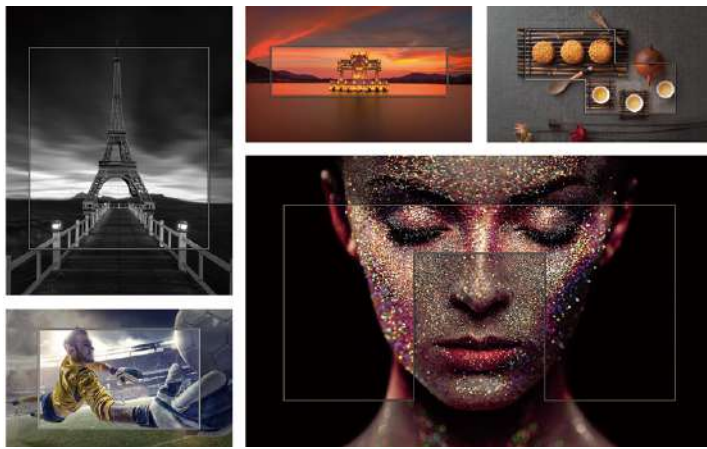
Infinity design

IWJ

IWR

The Wall seamlessly blends into its surroundings with a slim, bezel-less design and allows you to see what you want to see. Furthermore, The Wall's frame features a refined, subtle-but-sleek finish that can be customized* to reflect the design elements of any room.

* Customization is only available for the IWR Series and must be provided by a third party.



Modular technology

IWJ

A modular form factor allows The Wall's size, shape and ratio to be customized to your spatial and aesthetic needs. Whether it's a spacious lobby or a private home theater, The Wall gives creative freedom to make optimal use of any space.

* For any customized display outside the 16:9 or 21:9 aspect ratio, content must be set manually to the configuration of the screen to properly fit the display as shown in the simulated images.



Content Management

Device Management



Content Creation



Scheduling



Publication



Monitoring



Controlling



Firmware Update



Sound



Automation



Content

Total ecosystem

IWJ

IWR

For Business

The Wall provides a total display solution for any business. Samsung's MagicINFO solution provides device and content management capabilities for convenient access and operation.

For Luxury Living

Designed for a seamless full-scale experience, The Wall synchronizes harmoniously with various elements of a luxury entertainment system, including audio and home automation, while also providing diverse content options.

Specifications

Plant : Vietnam	Project	For business			For luxury living
	Model Name	IW008J	IW012J	IW016J	IW008R
Physical Parameter	Pixel Pitch	0.84 mm	1.26 mm	1.68 mm	0.84 mm
	Pixel Configuration	1 red, 1 green, 1 blue	1 red, 1 green, 1 blue	1 red, 1 green, 1 blue	1 red, 1 green, 1 blue
	Configuration (LxH, per cabinet)	960 x 540 pixels	640 x 360 pixels	480 x 270 pixels	960 x 540 pixels
	Diode Type	Flip-chip RGB LED	Flip-chip RGB LED	Flip-chip RGB LED	Flip-chip RGB LED
	Dimensions (mm, LxHxD, per cabinet)	806.4 x 453.6 x 72.2 mm	806.4 x 453.6 x 72.2 mm	806.4 x 453.6 x 72.8 mm	806.4 x 453.6 x 29.9 mm
	Dimensions (inch, per cabinet)	36.4 x 2.8 inch	36.4 x 2.8 inch	36.4 x 2.9 inch	36.4 x 1.2 inch
	No. of Modules (WxH, per cabinet)	4 x 3	4 x 3	4 x 3	4 x 3
	Weight (per cabinet/per m ²)	12.5 kg / 34.2 kg	12.2 kg / 33.4 kg	12.5 kg / 34.2 kg	11.5 kg / 31.4 kg
Optical Parameter	Brightness (Peak/Max) (1)	1,600 nit / 500 nit	1,600 nit / 800 nit	1,400 nit / 1,000 nit	2,000 nit / 250 nit
	Contrast Ratio (2)	24,000 : 1	24,000 : 1	21,000 : 1	30,000 : 1
	HDR Compatibility	LED HDR / HDR10+ support / Multi-link HDR	LED HDR / HDR10+ support / Multi-link HDR	LED HDR / HDR10+ support / Multi-link HDR	LED HDR / HDR10+ support
	Viewing Angle - Horizontal	160°	160°	160°	155°
	wViewing Angle - Vertical	140°	140°	140°	135°
	Bit Depth	16 bit (Internal processing 20bit)	16 bit (Internal processing 20bit)	16 bit (Internal processing 20bit)	16 bit (Internal processing 20bit)
	Color Temperature - Default	6,500K ± 500K (Floating bin)	6,500K ± 500K (Floating bin)	6,500K ± 500K (Floating bin)	8,500K ± 1,000K (Floating bin)
	Color Temperature - Adjustable	2,800K ~ 10,000K (using S-Box)	2,800K ~ 10,000K (using S-Box)	2,800K ~ 10,000K (using S-Box)	6,500K ~ 10,000K (use M/BOX)
Electrical Parameter	Video Rate	50/60 Hz	50/60 Hz	50/60 Hz	100/120 Hz
	Input Power Range	100~240 VAC, 50/60 Hz	100~240 VAC, 50/60 Hz	100~240 VAC, 50/60 Hz	100~240 VAC, 50/60 Hz
	Power Consumption - Max	476 (W/m ²) / 174 (W/Cabinet)	410 (W/m ²) / 150 (W/Cabinet)	345 (W/m ²) / 126 (W/Cabinet)	465 (W/m ²) / 170 (W/Cabinet)
	Power Consumption - Typ	355 (W/m ²) / 130 (W/Cabinet)	328 (W/m ²) / 120 (W/Cabinet)	232 (W/m ²) / 85 (W/Cabinet)	410 (W/m ²) / 150 (W/Cabinet)
	Heat Generation - Max	1,623 (BTU/m ²) / 594 (BTU/Cabinet)	1,399 (BTU/m ²) / 512 (BTU/Cabinet)	1,176 (BTU/m ²) / 430 (BTU/Cabinet)	1,586 (BTU/m ²) / 580 (BTU/Cabinet)
	Heat Generation - Typ	1,213 (BTU/m ²) / 444 (BTU/Cabinet)	1,120 (BTU/m ²) / 410 (BTU/Cabinet)	793 (BTU/m ²) / 290 (BTU/Cabinet)	1,400 (BTU/m ²) / 512 (BTU/Cabinet)
	Refresh Rate (3)	11,520 Hz	11,520 Hz	11,520 Hz	11,520 Hz
Operational Parameter	Power Redundancy	Yes	Yes	Yes	N/A
	Working Temperature / Humidity	0°C~+40°C / 10%~80%RH	0°C~+40°C / 10%~80%RH	0°C~+40°C / 10%~80%RH	0°C~+40°C / 10%~80%RH
	Storage Temperature / Humidity	-20°C~+45°C / 5%~95%RH	-20°C~+45°C / 5%~95%RH	-20°C~+45°C / 5%~95%RH	-20°C~+45°C / 5%~95%RH
	IP Rating	IP20	IP20	IP20	IP20
	LED Lifetime	100,000 hours	100,000 hours	100,000 hours	100,000 hours
Connectivity	Controller	SNOW-1810U	SNOW-1810U	SNOW-1810U	SBB-MBOX
	Connectivity	HDBT	HDBT	HDBT	Optical ※ HDBT is used for connecting only BT/Wii module
Certification	Certification	EMC Class B, Safety 60950-1	EMC Class B, Safety 60950-1	EMC Class B, Safety 60950-1	EMC Class B, Safety 60950-1
Service	Service	Front	Front	Front	Front
Features	Operating System	Tizen	Tizen	Tizen	Tizen
	MagicINFO	Yes	Yes	Yes	-
	Smart Function	-	-	-	Entertainment Mode, Ambient Mode, Apps (Netflix, YouTube, Apple TV, etc.), Bixby (Voice), SmartThings (IoT)
Accessories	Accessories	Décor Frame (Standard), Frame Kit	Décor Frame (Standard), Frame Kit	Décor Frame (Standard), Frame Kit	Décor Frame (Standard), Frame Kit ※ Décor Frame customization guide provided

(1) Peak value according to IDMS (Information Display Measurement Standard)

(2) Measured under 10lux light. Contrast in darkroom exceeds 1000000:1

(3) Referring to visual refresh rate

Note.

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

The Wall

For more information about The Wall, visit
www.samsung.com/business or www.samsung.com/displaysolutions

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