



Samsung SMART LED Signage

The Wall

See the 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 beautiful traditional viewing experience and contemporary decorative piece 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

SAMSUNG

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

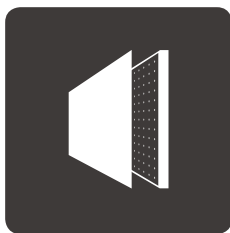


Luxury Living

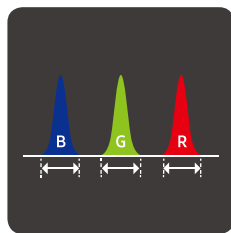


Why Samsung The Wall?

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



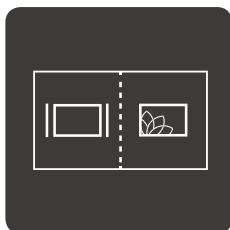
Chroma Max Technology



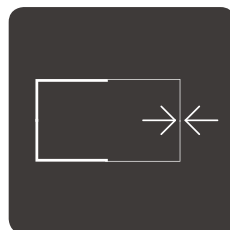
Quantum Processor Flex



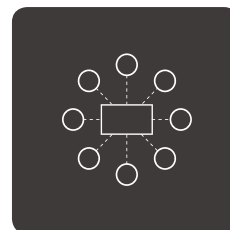
Quantum HDR Technology



Total UX



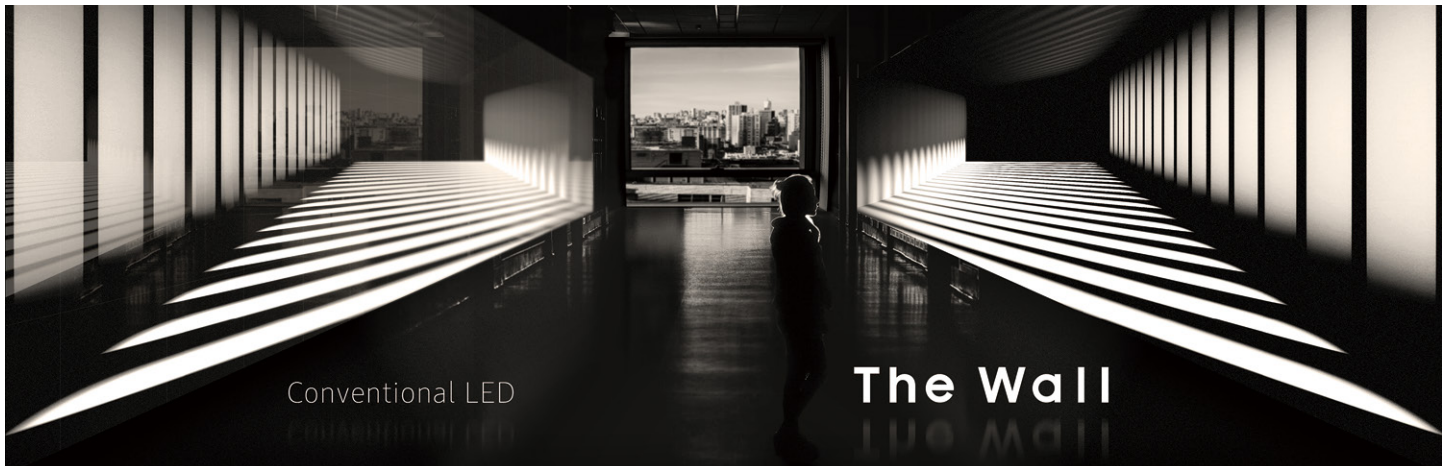
Total design



Total ecosystem

※ Some features may vary by models and regions.

Key features

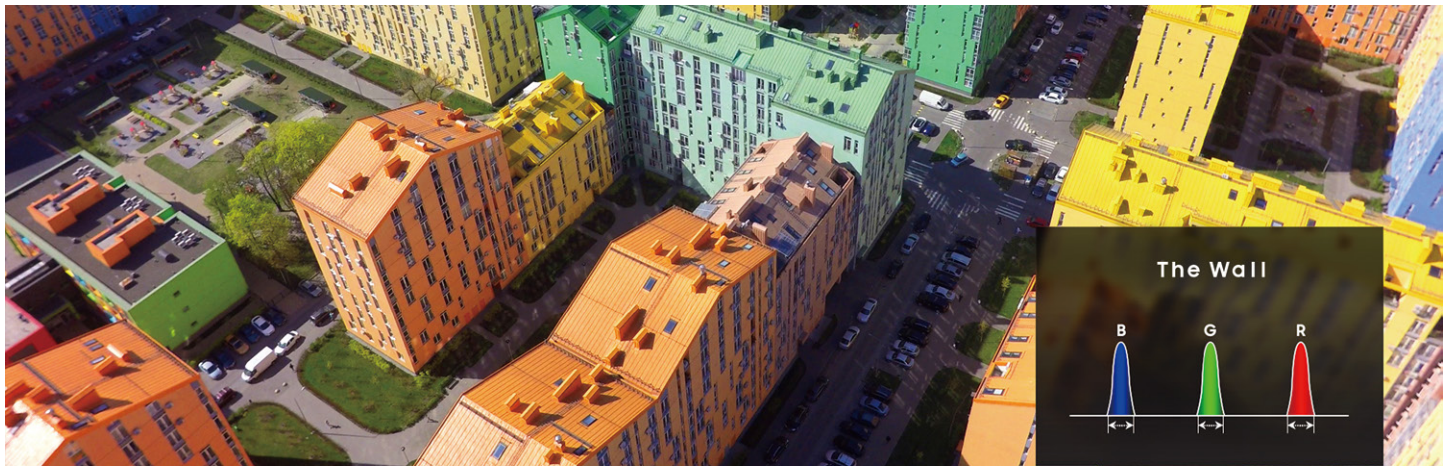


Black Seal Technology

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

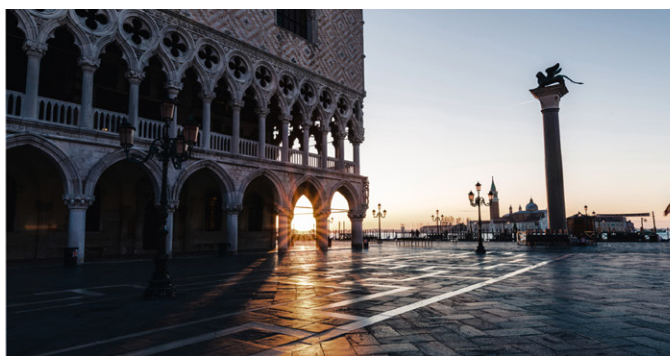
IWJ

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

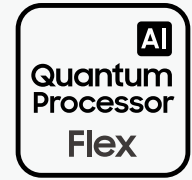
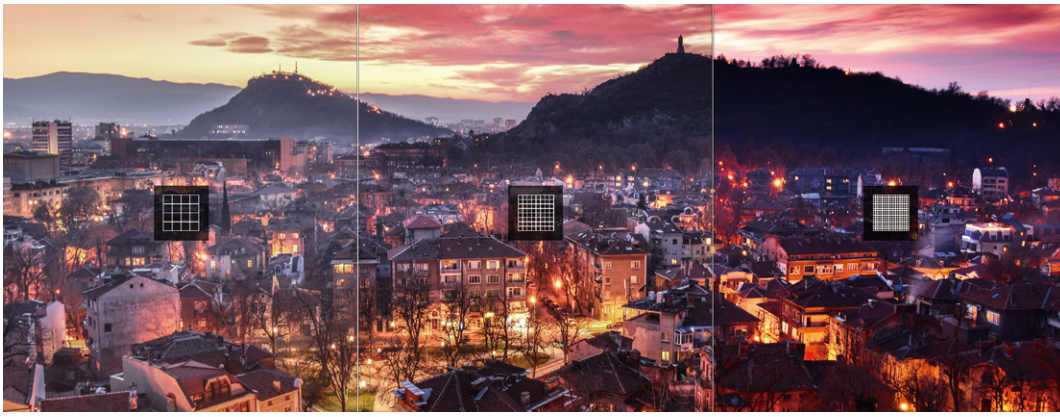


Quantum HDR Technology

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

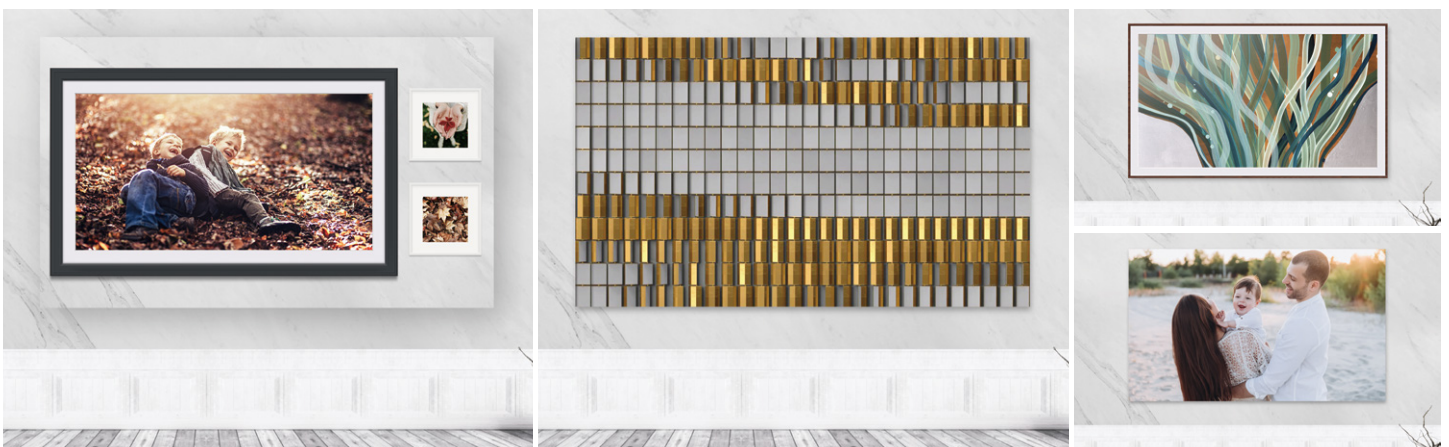
Total UX

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.

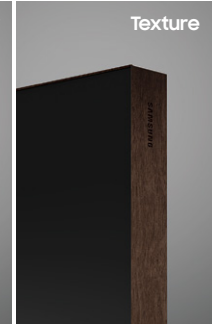
* The user interface shown may not operate in certain aspect ratios.



Standard



Customized

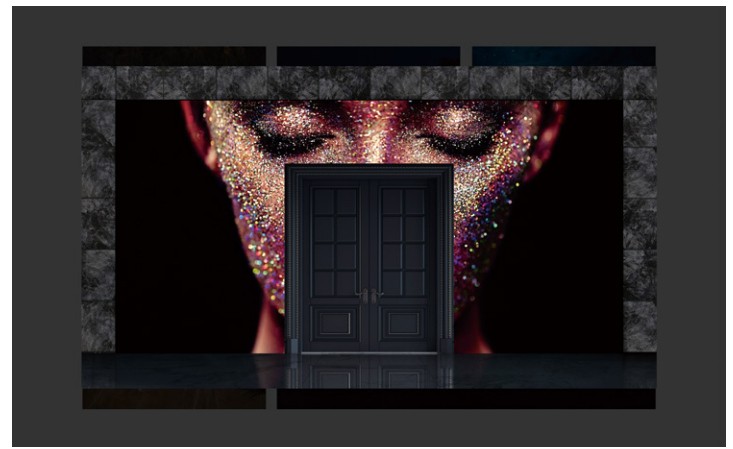
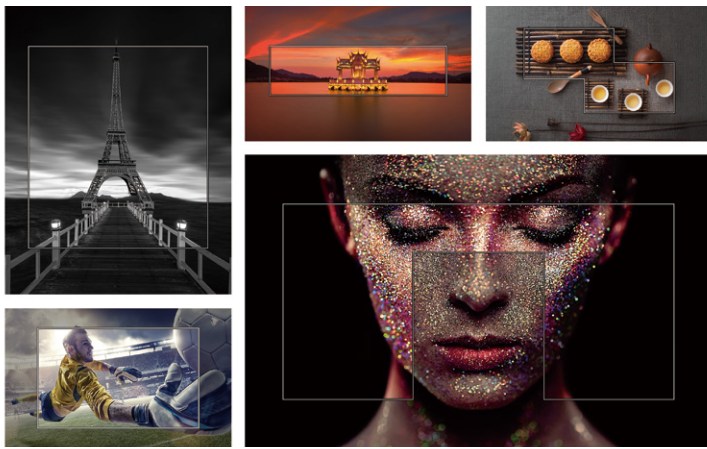


Infinity design

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.

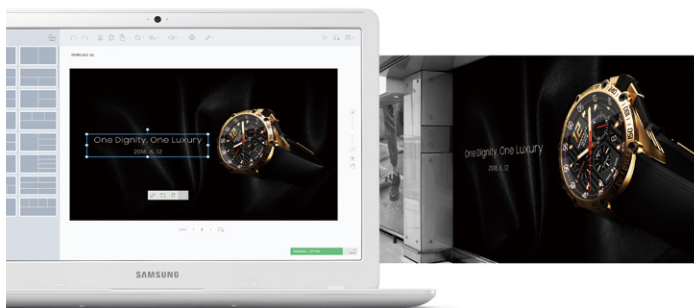


Modular technology

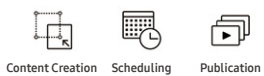
IWJ

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



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

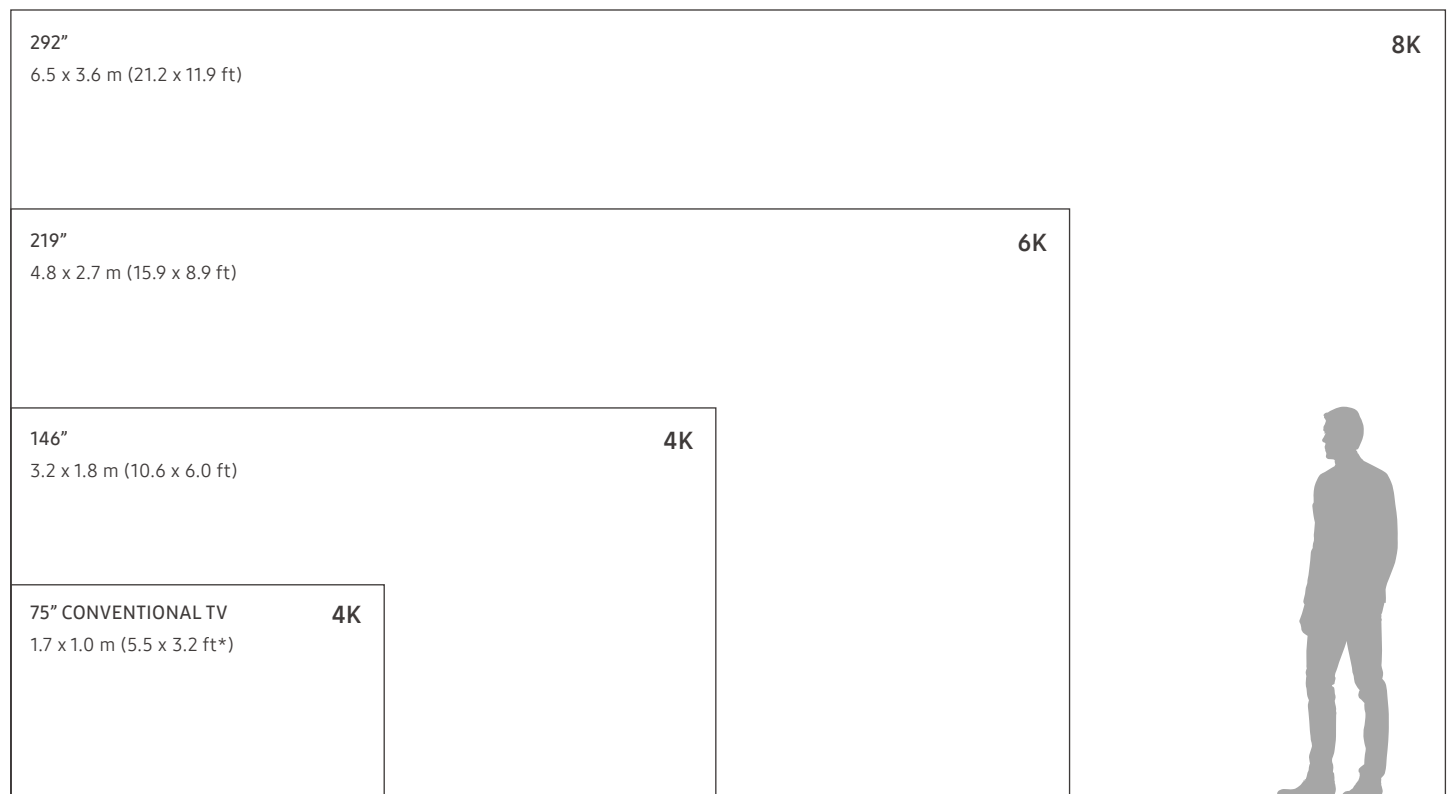
Designed for a seamless full-scale experience, The Wall synchronizes harmoniously with various elements of a luxury entertainment system, including audio and home automation, while also providing diverse content options.

Specifications

Model		IW008J (for Business)	IW008R (for Luxury Living)
Physical Parameters	Cabinet Size (W x H x D)	806.4 x 453.6 x 72.2 mm / 2.6 x 1.5 x 0.2 ft	806.4 x 453.6 x 29.9 mm / 2.6 x 1.5 x 0.1 ft
	Cabinet Weight	12.5 kg / 27.6 lb	11.4 kg / 25.1 lb
	Cabinet Resolution	960 x 540	960 x 540
Picture Quality	Picture Engine	Snow Processor	Quantum Processor Flex
	Brightness (Peak / Max)	1,600 / 500 nit	2,000 / 250 nit
	HDR	LED HDR, HDR10+ Support, Multi-link HDR	LED HDR, HDR10+ Support
	Video Rate	50 / 60 Hz	100/120 Hz
	Bit Depth	20 bit (Internal Processing)	20 bit (Internal Processing)
Electrical Parameters	Power Consumption (Max/Typical)	190 W / 130 W	200 W / 170 W
Smart Function		-	Entertainment Mode, Ambient Mode, Apps (Netflix, YouTube, etc.) Bixby (Voice), SmartThings (IoT)
Additional Features		MagicINFO support, Eco-Image Enhancer, Low Latency (for Live Mode), Dimming (for Semi-indoor)	AI Upscaling, Eco Sensor
Accessories		Décor Frame (Standard), Frame Kit	Smart Control, Décor Frame (Standard / Customizable), Frame Kit
Service		Front Only*	Front Only*
Features		MagicINFO, Eco-Image Enhancer, Low Latency (for Live Mode), Dimming (for semi-indoor)	AI Upscaling, Eco Sensor, Motion Sensor

* Front Service: Modules accessible through the front in groups of six.

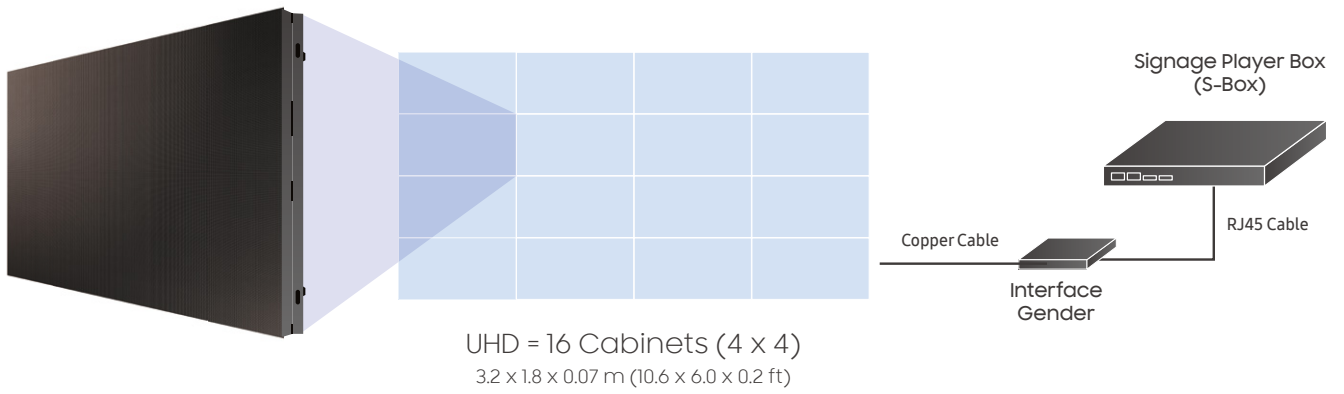
Size chart



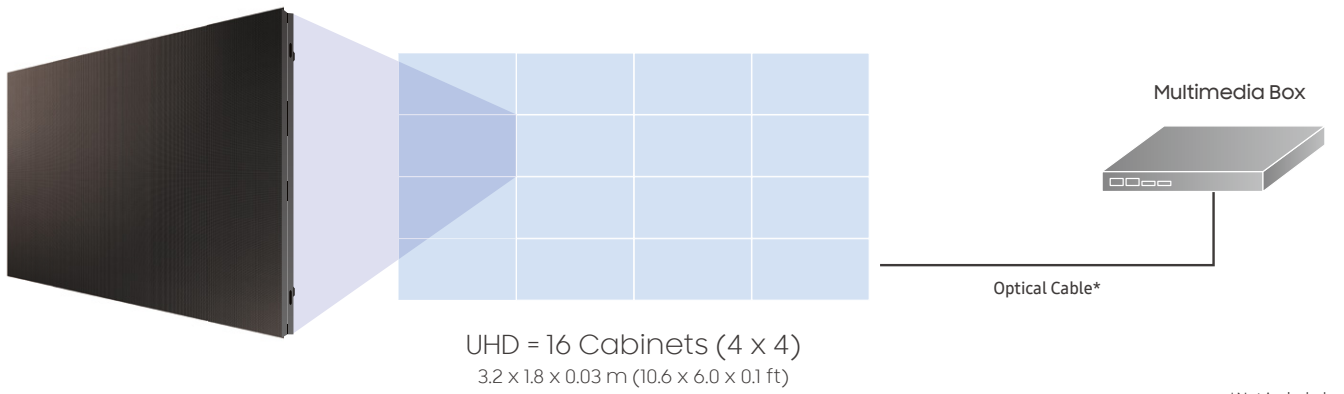
* Dimensions based on a Samsung TV

Configurations

Business



Luxury Living



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

Copyright © 2019 Samsung Electronics Co. Ltd. All rights reserved. Samsung is a registered trademark of Samsung Electronics Co. Ltd. Specifications and designs are subject to change without notice. Non-metric weights and measurements are approximate. All data were deemed correct at time of creation. Samsung is not liable for errors or omissions. All brand, product, service names and logos are trademarks and/or registered trademarks of their respective owners and are hereby recognized and acknowledged.

Samsung Electronics Co., Ltd.
416, Maetan 3-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-772, Korea

2019-05