

The Wall

SAMSUNG

The Wall



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.





EXPERIENCE GREATNESS.

Uniqueness needs a stage. Truly one-of-a-kind, The Wall brings any vision to life through innovation that ensures every visual is as stunning as it was intended to be. Delivering memorable content and illuminating the value of any space, whether a business or luxury residence, in profound ways, The Wall ensures a unique, immersive experience. Class without compromise. Greatness at its greatest.



The Wall

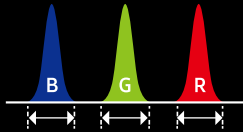
CORE TECHNOLOGIES

CORE TECHNOLOGIES

The next generation is now. From best-in-class picture processing engines to luxurious design innovation, The Wall's core technologies come together to generate an experience unlike any other powered by the greatness of Samsung.



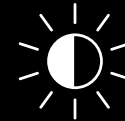
BLACK SEAL
TECHNOLOGY



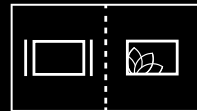
ULTRA CHROMA
TECHNOLOGY



QUANTUM
PROCESSOR FLEX



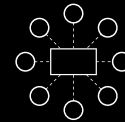
QUANTUM HDR
TECHNOLOGY



TOTAL
UX



TOTAL
DESIGN



TOTAL
ECOSYSTEM

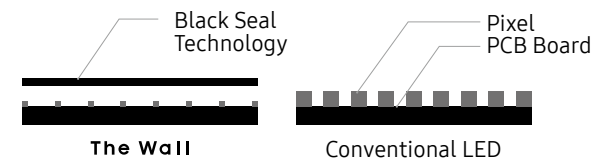


BLACK SEAL TECHNOLOGY IWJ | IWR

Black is the essence of detail. The Wall embodies the essence of black.
The fusion of an exceptionally black base with specialized Black Seal Technology,
delivers deep black levels for intense contrast and immaculate detail.

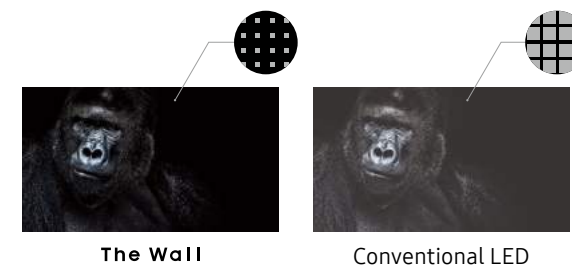
A UNIQUE SURFACE

Black Seal Technology creates a uniform, black canvas and enhances the durability of the display



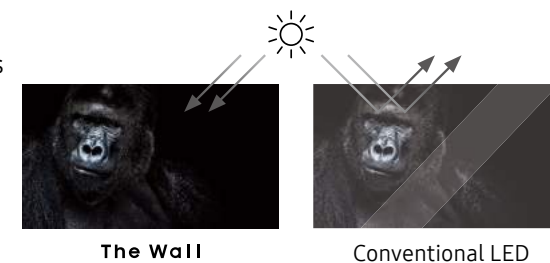
GREATER BLACK AREA

Increased black surface area makes the screen noticeably blacker



GLARE-FREE VISUALS

An anti-glare surface eliminates distractions to ensure deep blacks



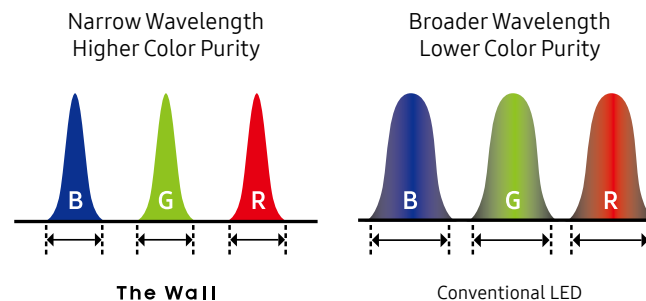
ULTRA CHROMA TECHNOLOGY IWJ | IWR

True detail comes to life through true colors. 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.

SUPERIOR COLOR PURITY

A narrower wavelength of color results in higher color purity, approximately 2 times* better than conventional LEDs, for more precise and accurate color presentation

*Figure of comparison is based on internal testing standards against the Samsung IF Series Smart LED Signage.







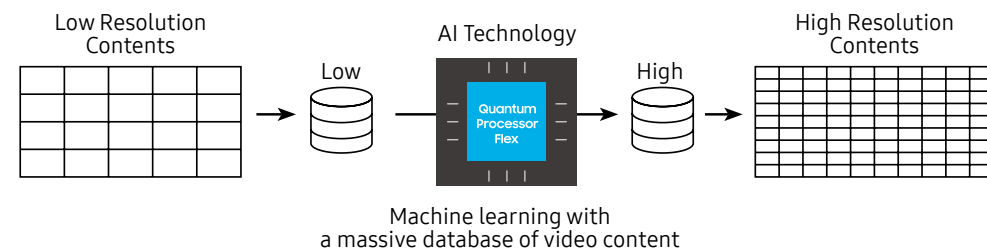


QUANTUM PROCESSOR FLEX IWR

AI upscaling technology, powered by the Quantum Processor Flex, creates visual innovation with no boundaries. 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.

POWERFUL AI UPSCALING*

The Quantum Processor Flex upscales content to the optimal resolution for the screen size through machine learning. It enhances low resolution content to high resolution through data creation, edge restoration and noise reduction.



*Viewing experience may vary according to types of content and format.

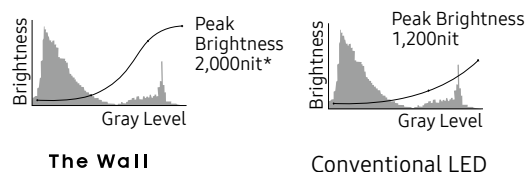
QUANTUM HDR TECHNOLOGY IWJ | IWR

Boasting the industry's best 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.

LED HDR

DYNAMIC PEAKING

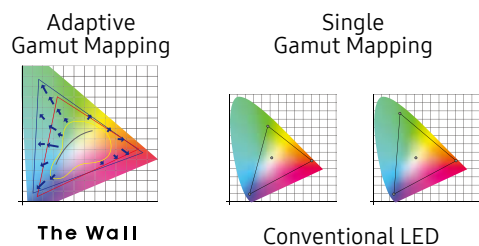
Up-levels content to optimal peak brightness



*Brightness varies by model

COLOR MAPPING

Prevents color distortion for refined, accurate color presentation



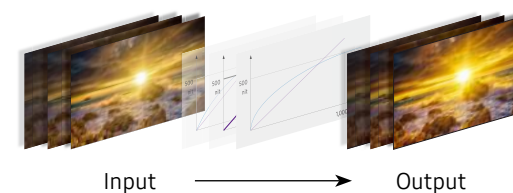
INVERSE TONE MAPPING

Analyzes and optimizes gradation and brightness levels to bring out details and eliminate glow



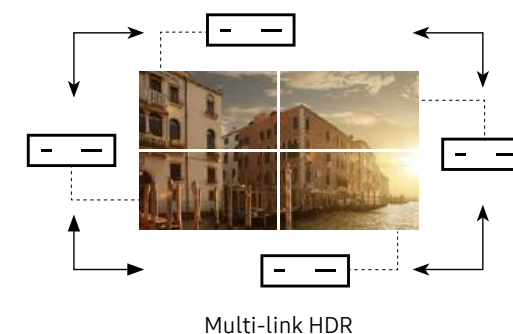
HDR10+ SUPPORT

Delivers peak brightness levels and optimizes image quality scene-by-scene using dynamic tone mapping



MULTI-LINK HDR

Produces HDR-level quality content without metadata supporting up to 8K resolution







Entertainment Mode

Ambient Mode



TOTAL UX IWR

Never turn off your taste. Going beyond the conventional display, two distinct modes allow The Wall to become a digital canvas to watch your favorites and exhibit your personal style.

CONTROL

You're in control. The Wall has several controller options suited to your preference.

TABLET

Browse and control content with access to advanced settings and options



*Tablet must be provided by a third party

REMOTE

Easily control basic functions with convenient one-touch access buttons







TOTAL UX

ENTERTAINMENT MODE IWR

From live TV to movies, games and more, see your favorites come to life in real scale for a fully immersive and scintillating experience. Access to Samsung's Smart TV services and third party apps provides all forms of entertainment media.

TV



MOVIES



GAMES



MUSIC



THIRD PARTY APPLICATIONS

NETFLIX



* 1. Application services vary by region and are subject to change without notification
2. Prime Video and all related logos are trademarks of Amazon.com, Inc. or its affiliates

AMBIENT MODE IWR

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.

INFRAME

Preset and customizable wall frame templates



DÉCOR

Refined, moving decorative pieces



NATURE

Decorative motifs inspired by nature



ART & MEDIA ART

Photographs, paintings and digital art



MY COLLECTION

Your own personal image collection



BACKGROUND THEME

Samsung original wall backgrounds



*Background feature accuracy may vary based on screen location, dependent on wall designs, patterns, and/or colors.
*Some features require a compatible tablet remote, provided by a 3rd party, to operate





TOTAL DESIGN

INFINITY DESIGN IWJ | IWR

Experience infinity in a slim, bezel-less design that allows The Wall to seamlessly blend into its surroundings and you to see what you want to see.

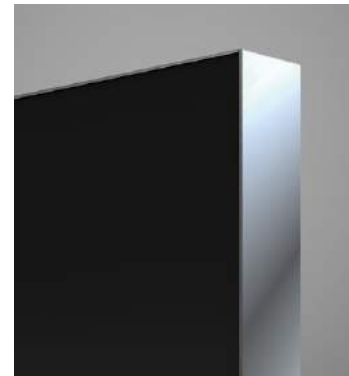
STANDARD



CUSTOMIZED*



COLOR



TEXTURE

TOTAL DESIGN

DÉCOR FRAME

IWJ | IWR

The Wall's frame features a refined, subtle-but-sleek metal 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

TOTAL DESIGN

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.

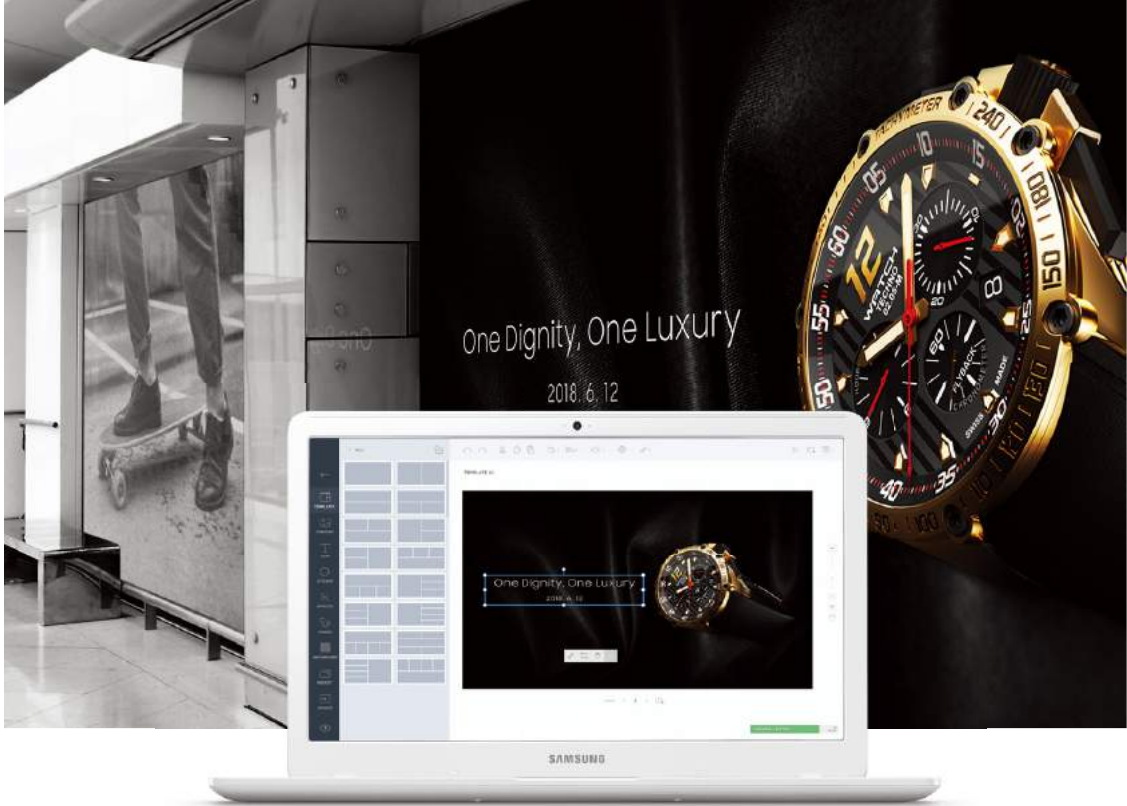


*For any customized display outside the 16:9 aspect ratio, content must be set manually to the configuration of the screen to properly fit the display as shown in the simulated images.



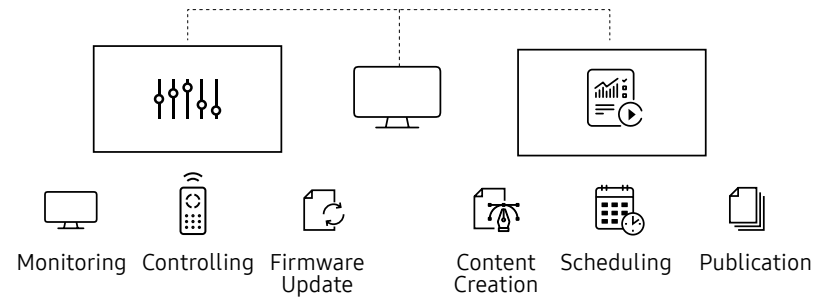
TOTAL ECOSYSTEM IWJ | IWR

Experience the all-around greatness of The Wall with the capability to create an integrated ecosystem for both a business and luxury living environment.



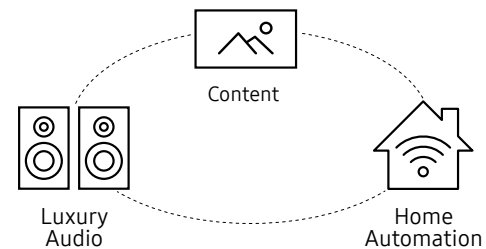
BUSINESS

The Wall is not just a screen, but provides a total display solution for any business. Samsung's MagicINFO solution provides device and content management capabilities for convenient access and operation.

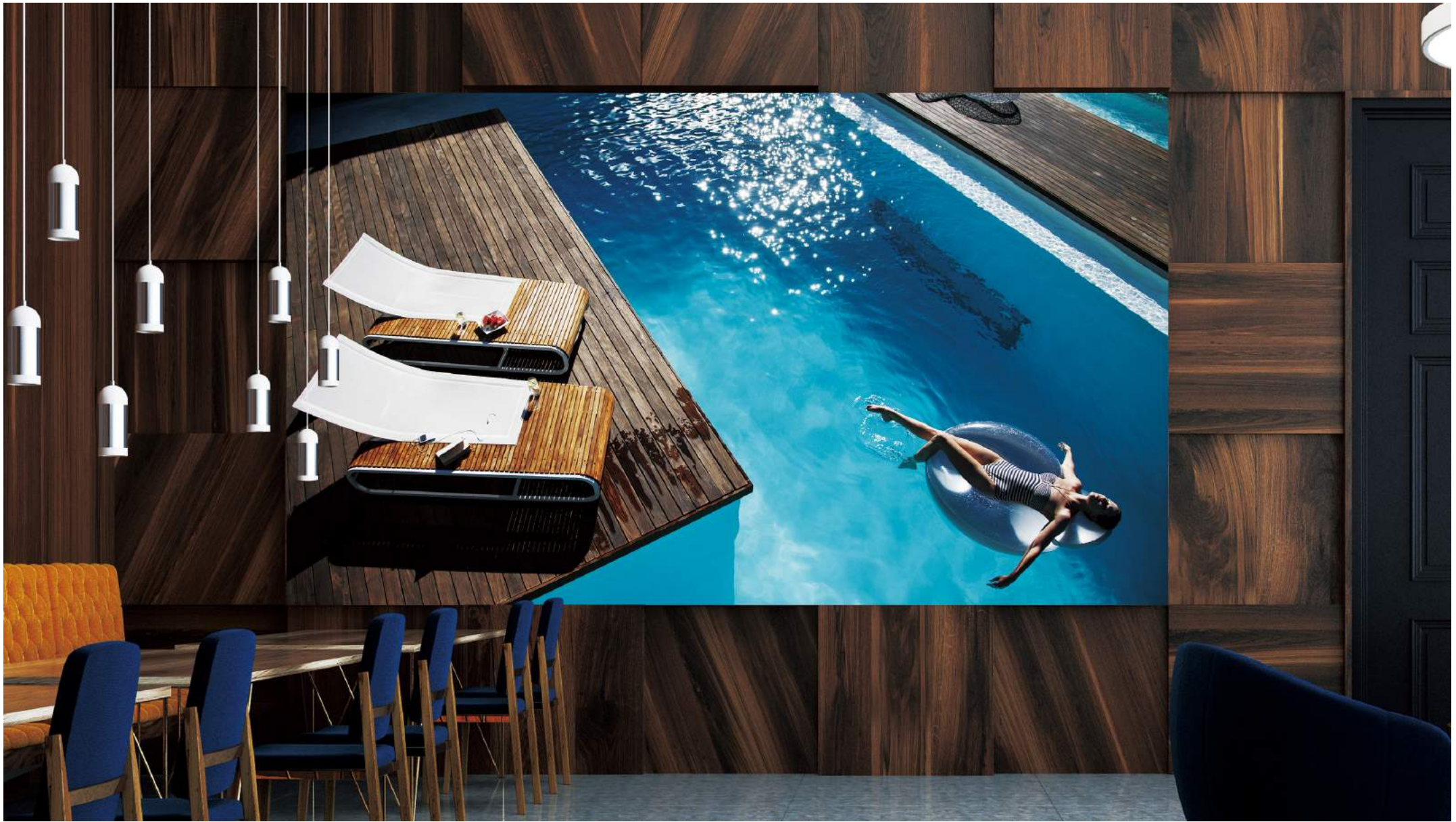


LUXURY LIVING

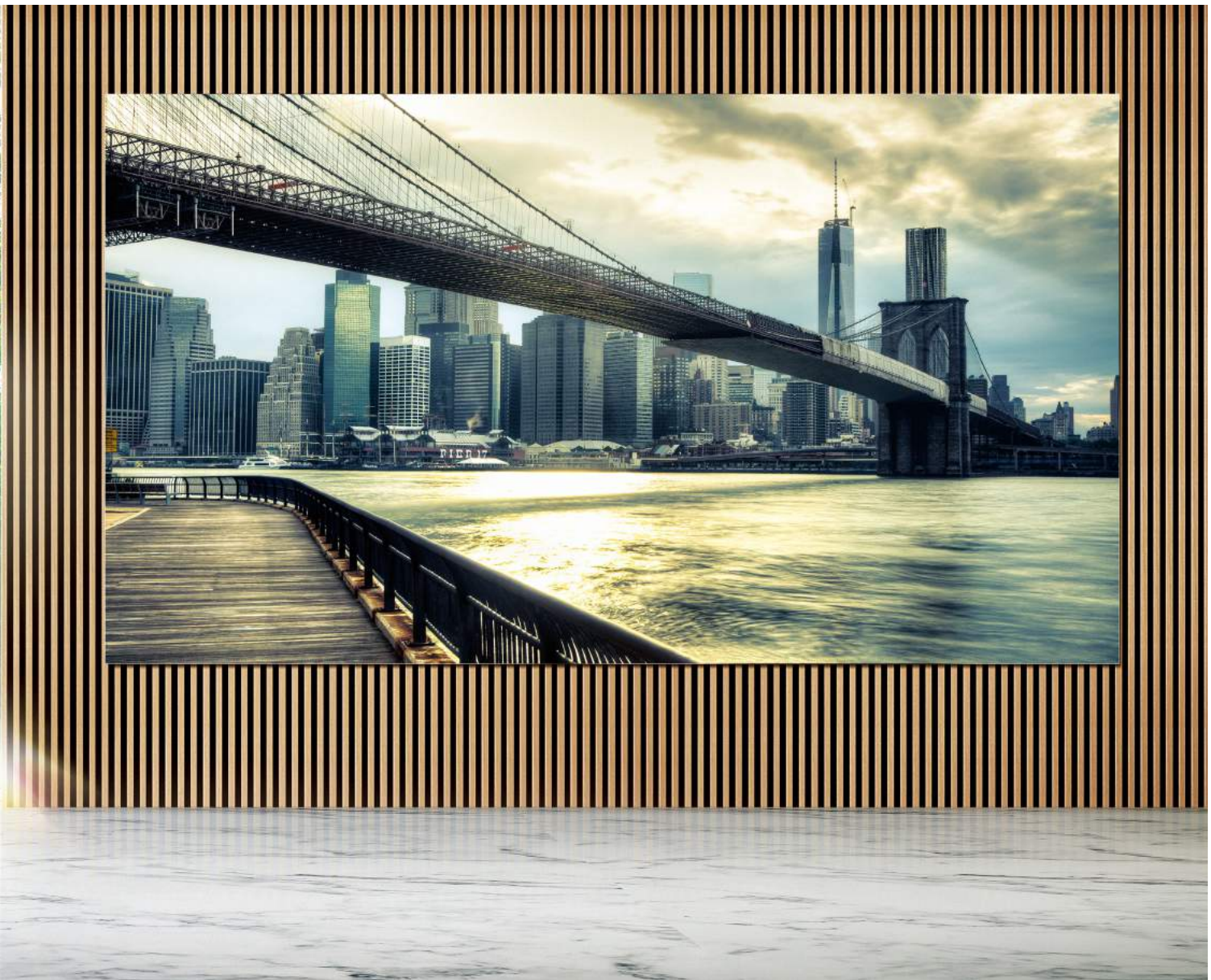
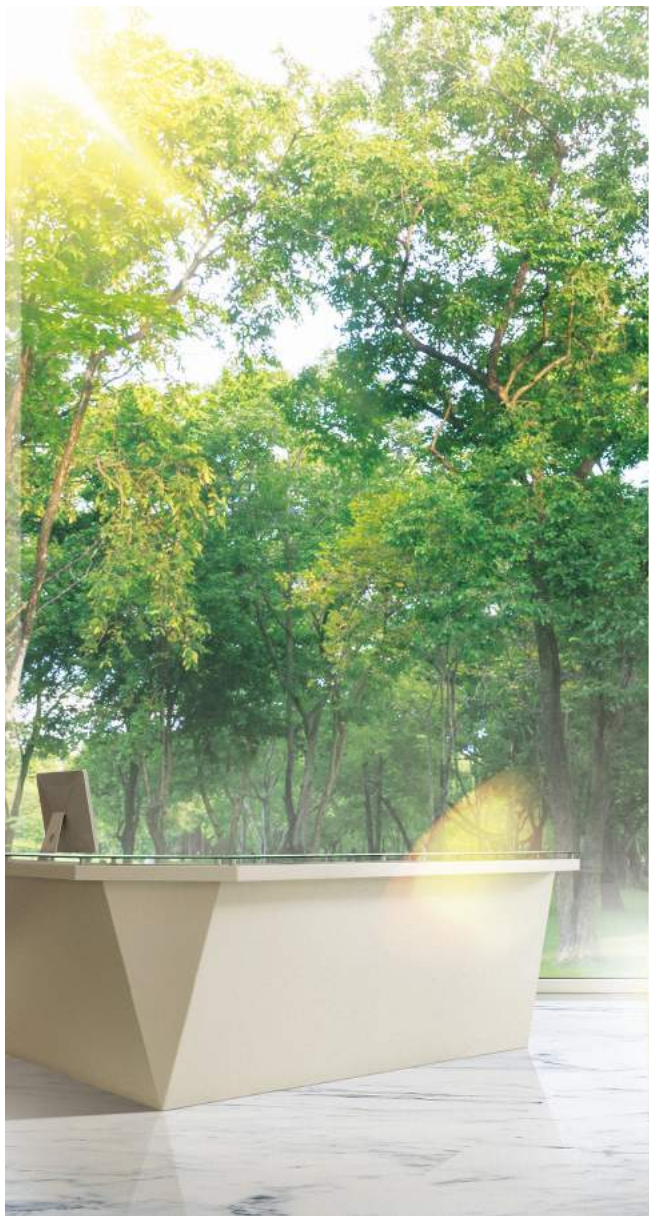
Designed for a seamless full-scale experience, The Wall synchronizes harmoniously with various elements of a luxury entertainment system, including audio and home automation*, while also providing diverse content options.



* Please check with your service provider on compatibility with your home automation system



HOTEL & CORPORATE LOBBY





LUXURY RETAIL SHOP



MUSEUM & GALLERY



EXECUTIVE BOARD ROOM



STADIUM & ARENA VIP SUITE



LIVING & MEDIA ROOM





LIVING & MEDIA ROOM

*The features simulated above require a compatible tablet remote, provided by a 3rd party, to operate



*The features simulated above require a compatible tablet remote, provided by a 3rd party, to operate



BEDROOM

*The features simulated above require a compatible tablet remote, provided by a 3rd party, to operate



HOME CINEMA

The Wall

SPECIFICATIONS

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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
	Power Redundancy	Yes	Yes	Yes	N/A
Operational Parameter	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
	Controlller	SNOW-1810U	SNOW-1810U	SNOW-1810U	SBB-MBOX
Connectivity	Connectivity	HDBT	HDBT	HDBT	Optical ※ HDBT is used for connecting only BT/Wii module
	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

SIZES

