



The Wall

Experience Greatness

SAMSUNG

The Wall, proven next-generation display

High-class businesses strive for excellence. The Wall delivers excellence. Elevating any brand and delivering the wow moment that customers expect, The Wall is the ultimate screen technology for any business. With leading technology supporting your business, you can focus on what matters while providing a luxurious, immersive and memorable experience, every time. Business has never been more competitive than it is today, but The Wall allows you to push boundaries and illuminate your values in profound ways.



Elevate your brand

Leading businesses need leading technology.



Create a WOW moment

Customer expectations must not only be met, but exceeded when interacting with your brand.



Focus on what matters

The Wall's spectacular picture quality is enhanced by easy operation and maintenance.



01

Elevate your brand

Samsung understands what it takes to develop a world-class brand. As an industry-leader, we know the painstaking efforts you have undertaken to get where you are today. Our extensive expertise in visual technology is second-to-none and we're always looking to push the boundaries of what's next.



02

Create a WOW moment

Customers crave an experience unlike anything they've seen before. Samsung's The Wall delivers an awe-inspiring visual experience on a scale that must be seen to be believed. With picture perfect details and design flexibility for any space, The Wall gives your customers an experience they won't get anywhere else.

Focus on what matters

We understand managing a business requires your full attention. Troubleshooting technical issues can take up valuable time and resources. The Wall is built to deliver ideal picture quality at all times. A technological masterpiece thoughtfully designed so issues can be resolved quickly and efficiently – and you can keep your focus where it should be.



Lobby

The lobby is the face of your business, the moment where customers decide their first impression. The Wall ensures you make this moment count.



Brand showcase

Showcase your brand identity with The Wall, creating a memorable visual experience through breathtaking size and unparalleled picture quality.



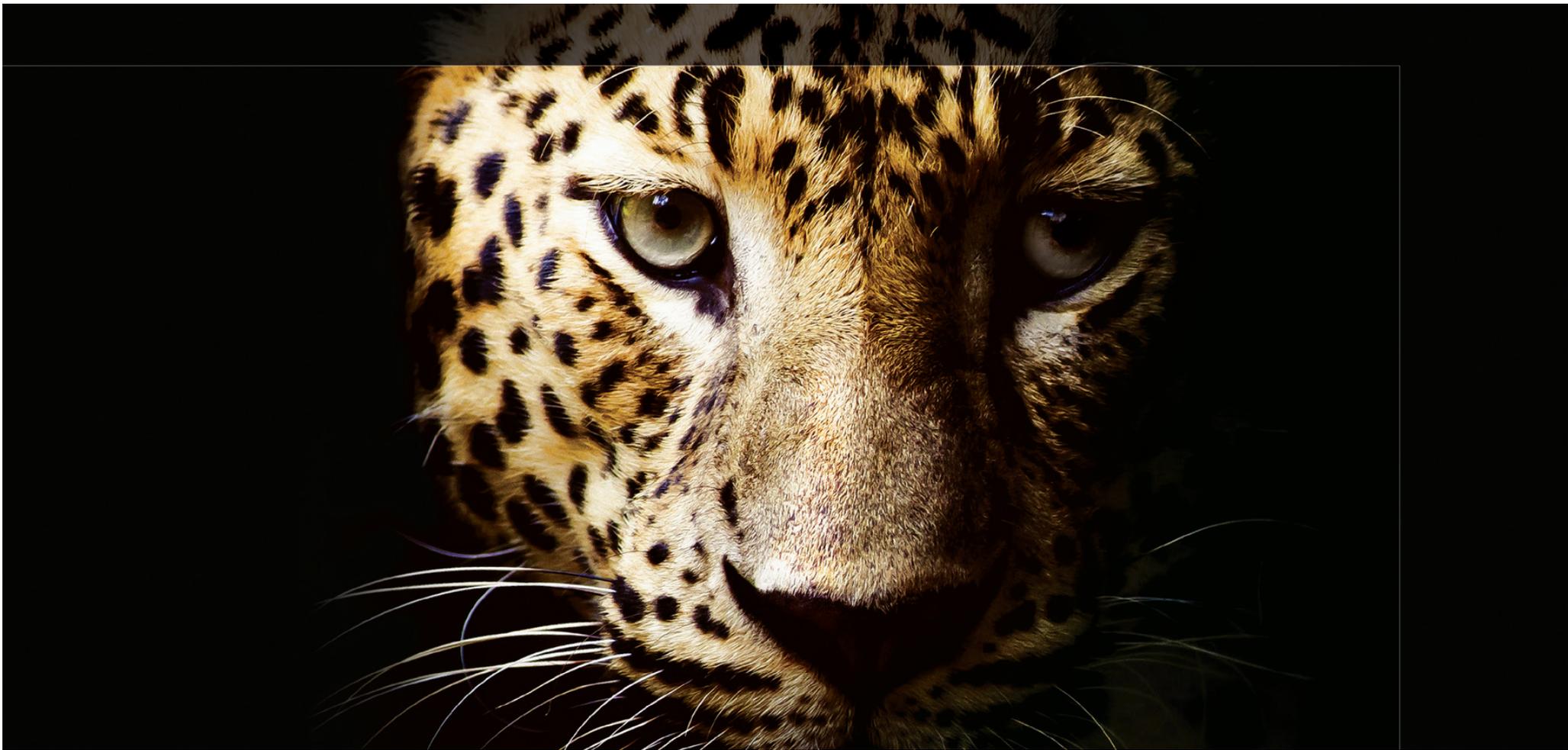
Boardroom

The Wall is the definitive centerpiece for any boardroom, allowing you to push boundaries and illuminate your values in profound ways for a lasting impression.



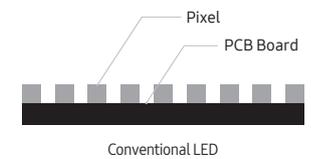
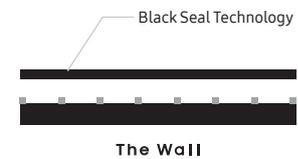
Features

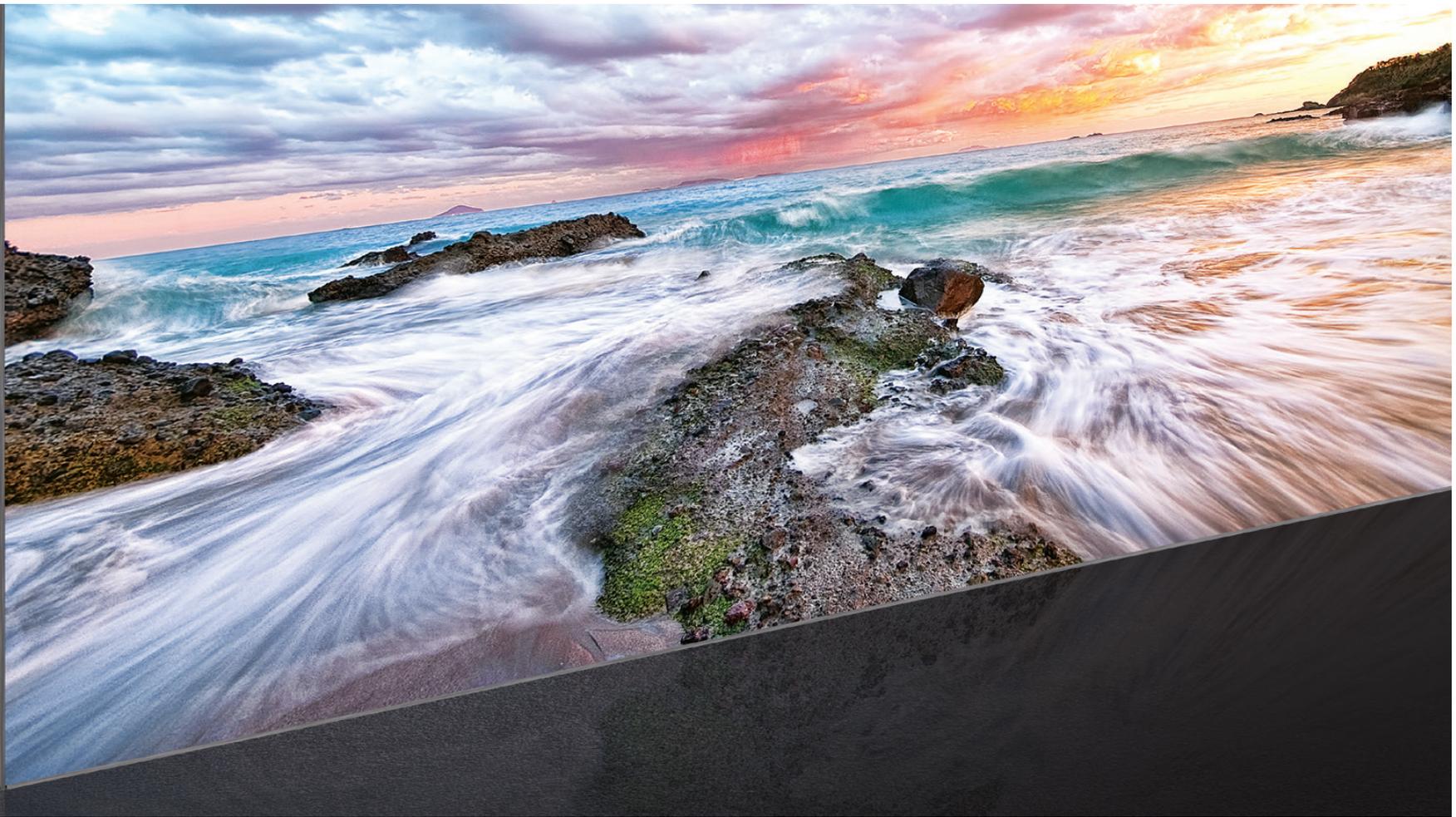
From a best-in-class picture processing engine to luxurious design innovation, The Wall's core technologies come together to generate an experience unlike any other.



Perfectly deep black

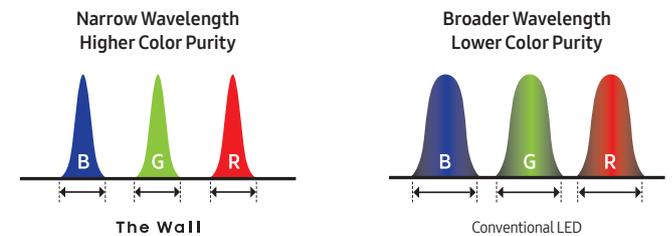
Black is the essence of detail. The Wall embodies the essence of black. The fusion of an exceptionally black base with specialized Black Seal Technology, delivers deep black levels for intense contrast and immaculate detail.





Pristine, precise colors

True detail comes to life through true colors. The Wall's inherent color qualities, with superior color purity, produce vibrant and natural colors for an awe-inspiring visual experience, bringing details to life like never before.





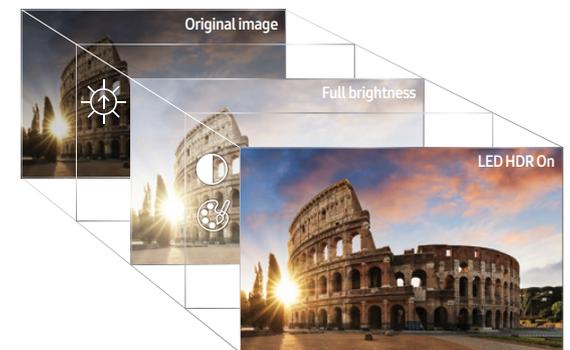


Pin-sharp clarity in every scene

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

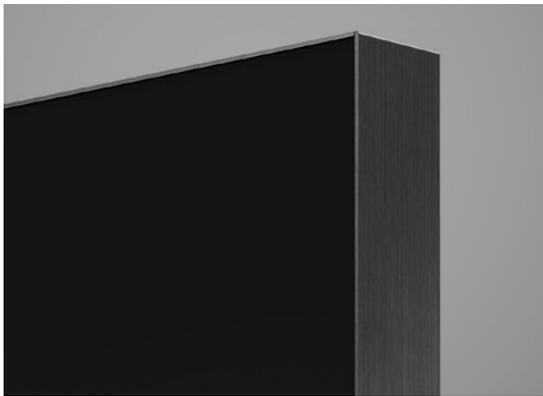
Quantum HDR

Quantum HDR optimizes brightness and contrast ratio scene-by-scene and supports HDR-quality content up to 8K.



Infinity design

Experience infinity with a slim, bezel-less design that allows The Wall to seamlessly blend into its surroundings. It's a modern look, eliminating anything that is unnecessary. In a place where you have ultimate control, see only what you want to see.



Décor Frame

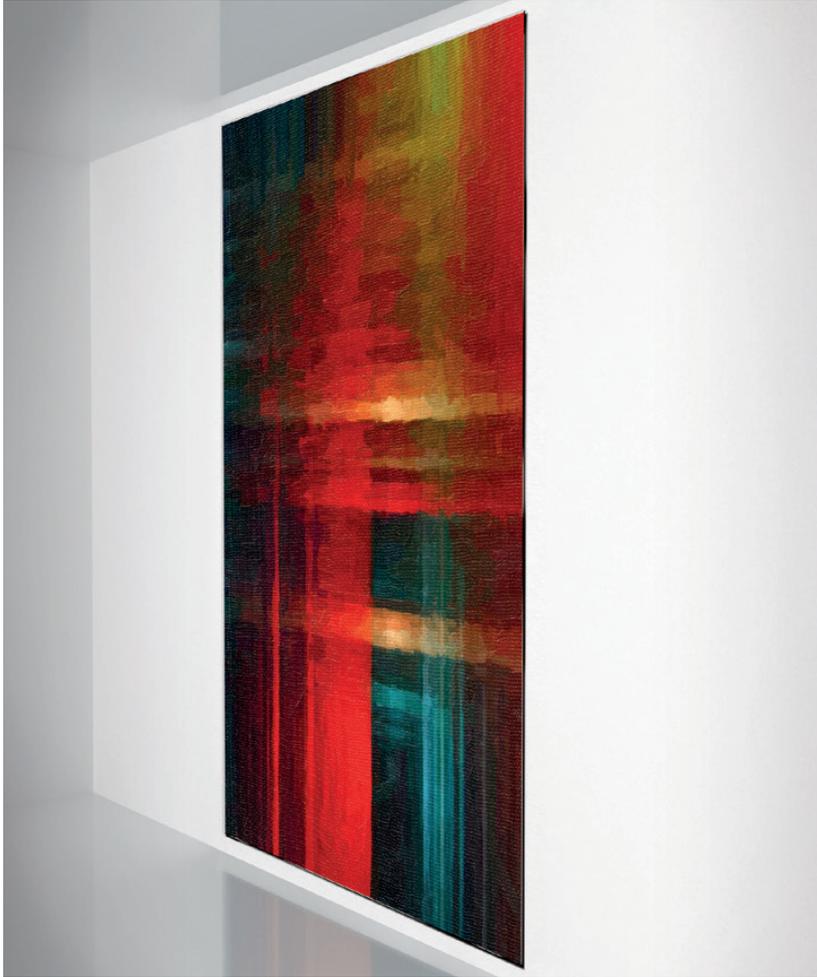
Décor Frame features a refined, subtle-but-sleek metal finish that compliments the design elements of any space.





Breathtaking size, creative shape

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 high-class boardroom, The Wall gives creative freedom to make optimal use of any space.

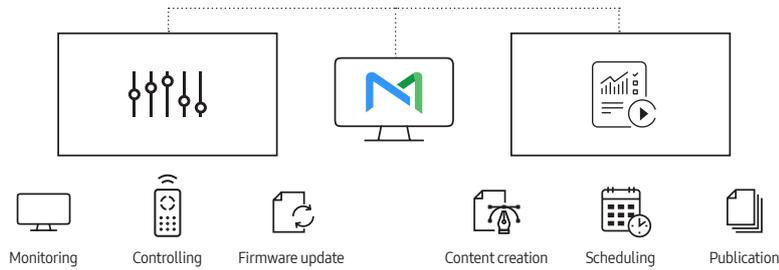


Solution you can count on

The Wall is not just a screen but provides a total display solution for any business. With an efficient and reliable solution, you don't have to worry about management of The Wall.

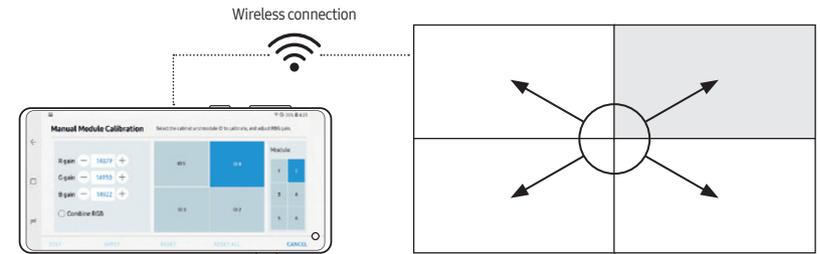
Total ecosystem control

With the MagicINFO solution, you can manage device and content from any location via remote access.



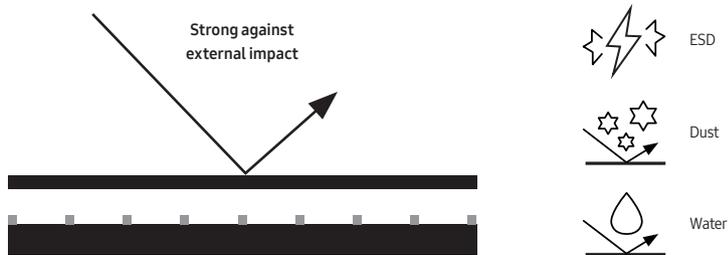
Convenient mobile calibration

Requiring nothing more than a mobile phone and a Wi-Fi connection, calibration can be done instantly.



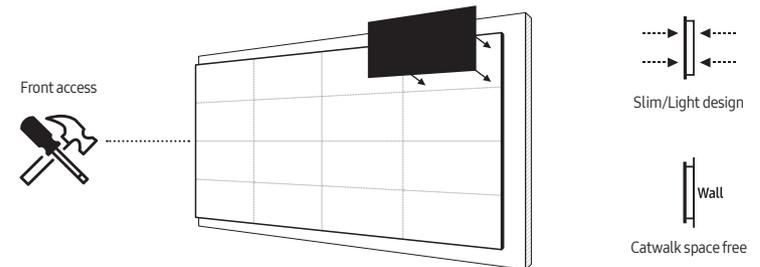
Strong against external impact

The Wall ensures a high level of durability with resilience against static electricity, dust and humidity.



Front access for servicing

Front access to critical signage components ensures a tidy activation free of catwalk space.



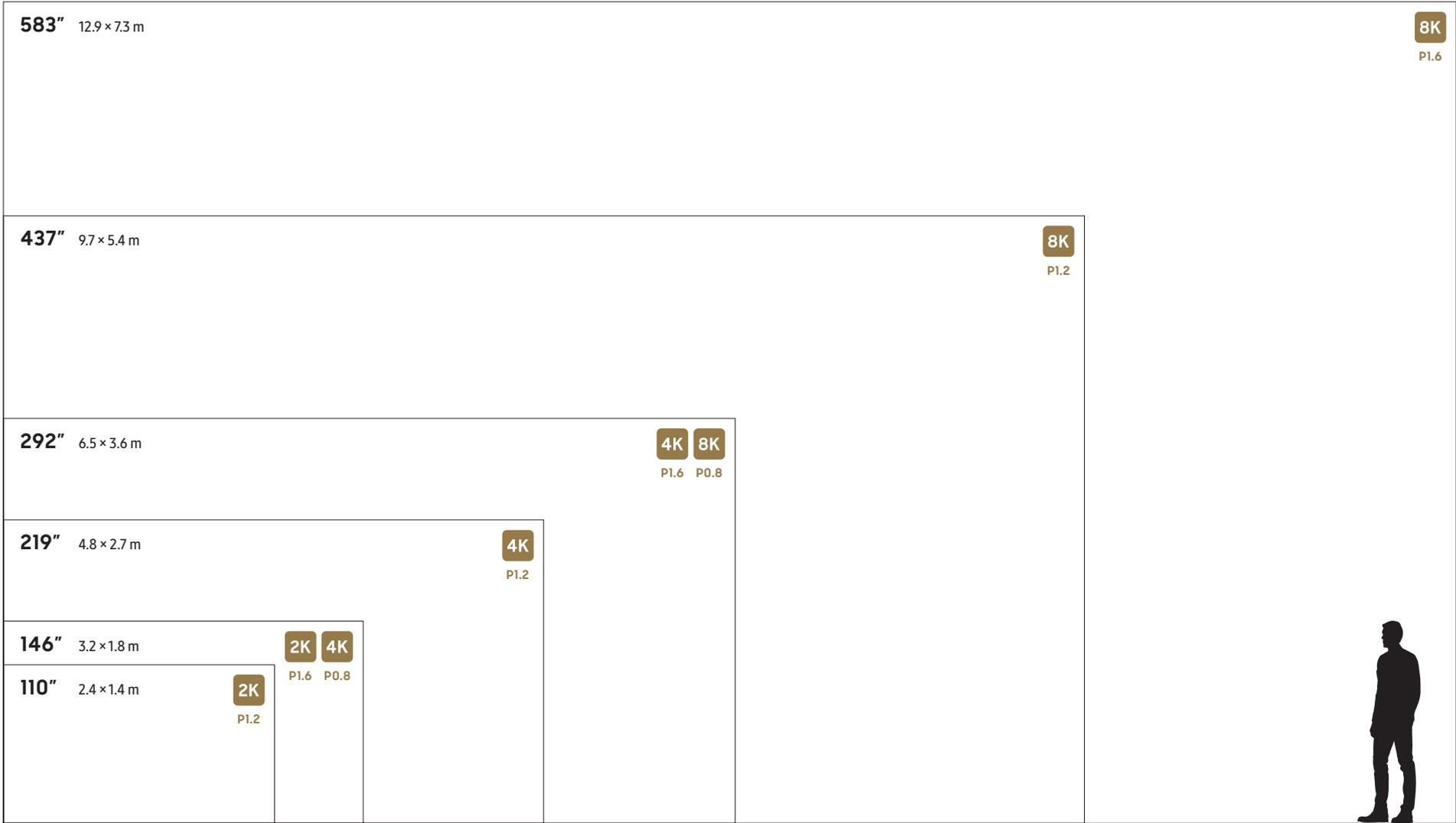
※ Space necessary for installation may vary depending on conditions.

Specifications

TAA Compliant: The Wall For Business is manufactured at Samsung Mexico (SAMEX) and is TAA-compliant. This information is current as of 10/2020 and subject to change. Contact your Sales Representative should further confirmation be required.

Model		IW008J	IW012J	IW016J
Physical Parameter	Pixel Pitch	0.84 mm	1.26 mm	1.68 mm
	Pixel Configuration	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
	Diode Type	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
	Dimensions (inch, per cabinet)	36.4 x 2.8 inch	36.4 x 2.8 inch	36.4 x 2.9 inch
	No. of Modules (WxH, per cabinet)	4 x 3	4 x 3	4 x 3
Optical Parameter	Weight (per cabinet/per m ²)	12.5 kg / 34.2 kg	12.2 kg / 33.4 kg	12.5 kg / 34.2 kg
	Brightness (Peak/Max)*	1,600 nit / 500 nit	1,600 nit / 800 nit	1,400 nit / 1,000 nit
	Contrast Ratio (Peak/Max)	10,000 : 1	10,000 : 1	10,000 : 1
	HDR Compatibility	LED HDR / HDR10+ support / Multi-link HDR	LED HDR / HDR10+ support / Multi-link HDR	LED HDR / HDR10+ support / Multi-link HDR
	Viewing Angle (H/V)	155° / 140°	160° / 140°	160° / 140°
	Bit Depth	16 bit (Internal processing 20bit)	16 bit (Internal processing 20bit)	16 bit (Internal processing 20bit)
	Calibration	D Gamma / Pixel to Pixel / Module to Module / Quality Mode	D Gamma / Pixel to Pixel / Module to Module / Quality Mode	D Gamma / Pixel to Pixel / Module to Module / Quality Mode
Electrical Parameter	Color Temperature - Default	6,500K ± 500K (Floating bin)	6,500K ± 500K (Floating bin)	6,500K ± 500K (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)
	Video Rate	50 / 60 Hz	50 / 60 Hz	50 / 60 Hz
	Input Power Range	100~240 VAC, 50/60 Hz	100~240 VAC, 50/60 Hz	100~240 VAC, 50/60 Hz
	Power Consumption - Max	519 (W/m ²) / 190 (W/Cabinet)	525 (W/m ²) / 192 (W/Cabinet)	492 (W/m ²) / 180 (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)
	Heat Generation - Max	1,773 (BTU/m ²) / 649 (BTU/Cabinet)	1,792 (BTU/m ²) / 655 (BTU/Cabinet)	1,680 (BTU/m ²) / 614 (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)	
Operational Parameter	Refresh Rate	3,840 Hz	3,840 Hz	3,840 Hz
	Power Redundancy	Yes	Yes	Yes
	Working Temperature / Humidity	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
Connectivity	IP Rating	IP20	IP20	IP20
	LED Lifetime	100,000 hours	100,000 hours	100,000 hours
Connectivity	Connectivity	HDBT	HDBT	HDBT
Certification	Certification	EMC Class B, Safety 60950-1	EMC Class B, Safety 60950-1	EMC Class B, Safety 60950-1
Service	Service	Front	Front	Front
Features	Operating System	Tizen	Tizen	Tizen
	MagicINFO	Yes	Yes	Yes

Size chart



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