

**SAMSUNG**

# The Wall

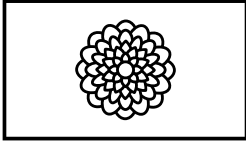
## IWA Series

The Wall. Make a bold statement.



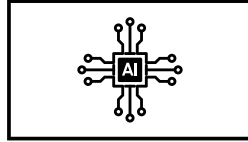
# Realize the full potential of The Wall.

Innovation doesn't rest. It is a relentless pursuit to create unrivaled experiences. An ambition to inspire others with greatness. This unending quest has culminated in Samsung pushing the boundaries of innovation yet again. Based on a rich heritage of R&D and accumulated expertise, the potential of The Wall can now be fully realized. A display that transforms the existing concept of LED screen. A display that goes beyond anything else available in the market today. The Wall makes a bold, breathtaking statement like no other. The possibilities are endless. And its potential is limitless.



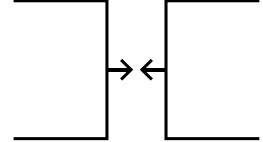
## Accurate Picture Quality

- Deeper black color and contrast
- Vivid, vibrant color purity
- Accurate color mapping and grayscale expression



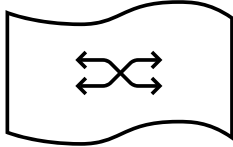
## Optimal Picture Quality

- AI optimized visuals
- Advanced picture refinement and dynamic range
- Smooth, judder-free visuals



## Enhanced Installation

- Pre-adjusted seam between modules
- Simple, cable-free connection



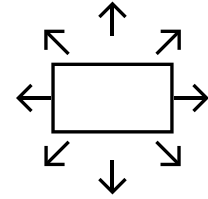
## Flexible Design

- Multiple installation options for any location



## Proven Safety

- Blue light eye protection
- Electromagnetic wave minimization

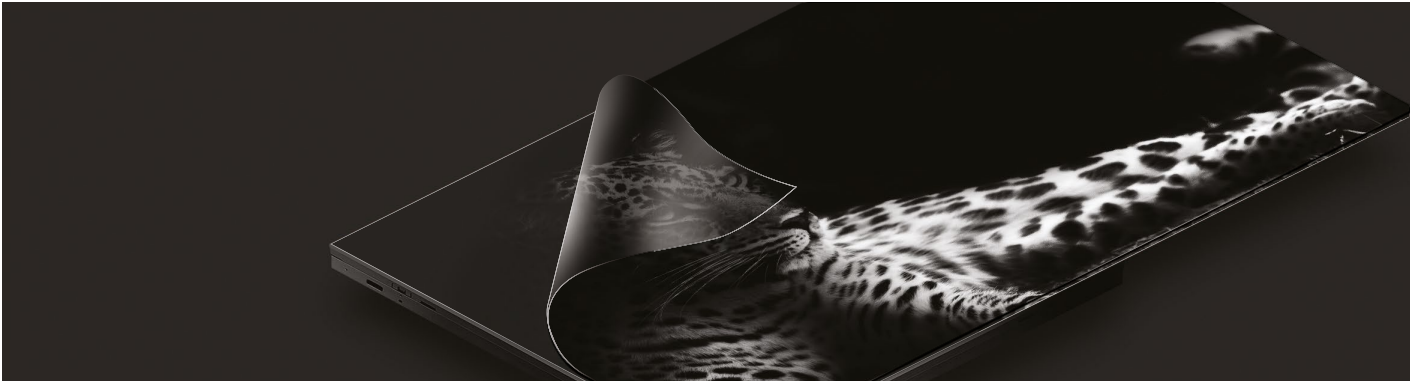


## Advanced Usability

- Flicker-free visuals with screen synchronization
- Simple 8K playback with just one box
- View up to four sources on one screen



## Key features



### Black Seal Technology

#### An abyss of depth

A deep black background blankets the screen with perfect uniformity, creating a seamless canvas for purer black levels with enhanced depth that delivers unparalleled contrast and immaculate detail.



### Ultra Chroma Technology

#### Superior color purity

Colors leap to life with spectacular vibrancy to recreate scenes as if you were there in real life. Narrower wavelengths produce RGB colors two times purer\* and more accurate than conventional LEDs.

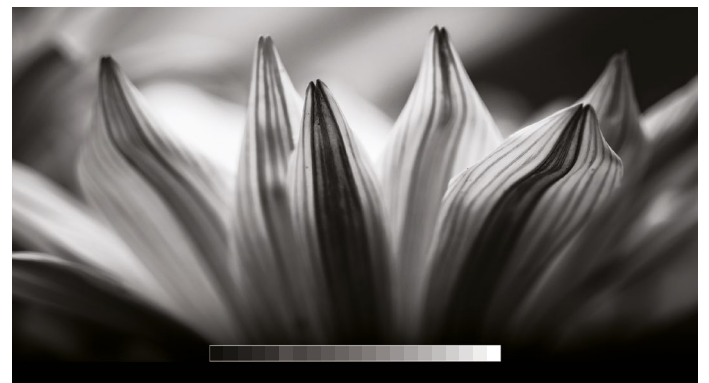
\* Figure is based on internal testing standards against Samsung's conventional LED Signage.



### 20bit Processing

#### Colors mapped to perfection

The Wall's 20bit processing presents exact color mapping with faultless accuracy. Deeper bit depth at low greyscale also delivers extraordinary contrast ratio and smooth, natural tonal gradients.

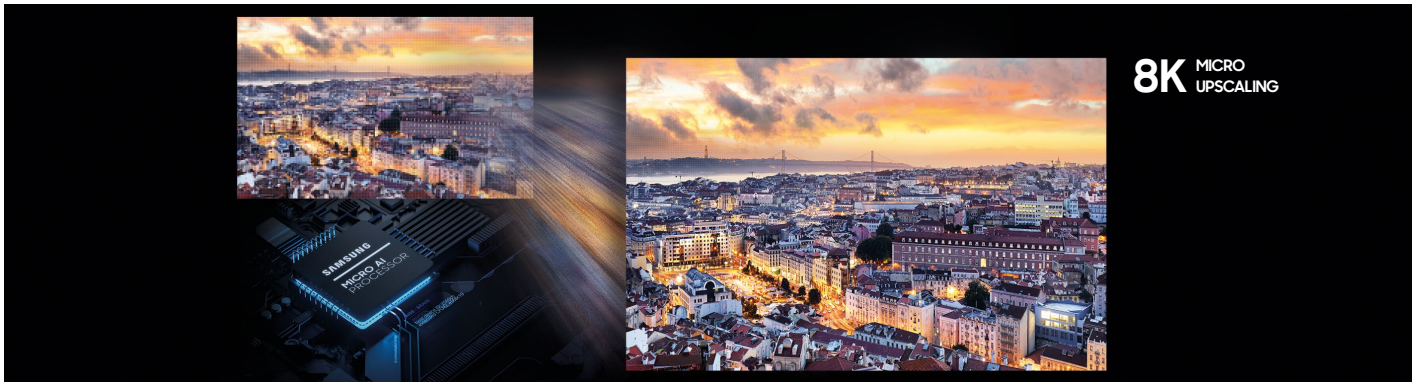


### Linear Grayscale

#### Continuous natural shading

A precise linear grayscale showcases intricacies in every scene, naturally delivering textures, volume and shades. The elevated continuity pulls you further into your content for unbroken immersion.

## Key features



### MICRO AI Processor

#### Instant AI optimization

Every second of content is instantly analyzed and optimized for perfect picture quality. The powerful AI processor delivers superior visuals in any size up to 8K resolution, enhancing contrast and removing noise.



### MICRO HDR

#### Dazzling dynamic range

Reimagine the limits of conventional screens with advanced picture refinement—HDR10/10+ and LED HDR—to illuminate ideal peak brightness and contrast in every scene for precise, true-to-life imagery.



### Factory Seam Adjustment

#### Installation reimaged

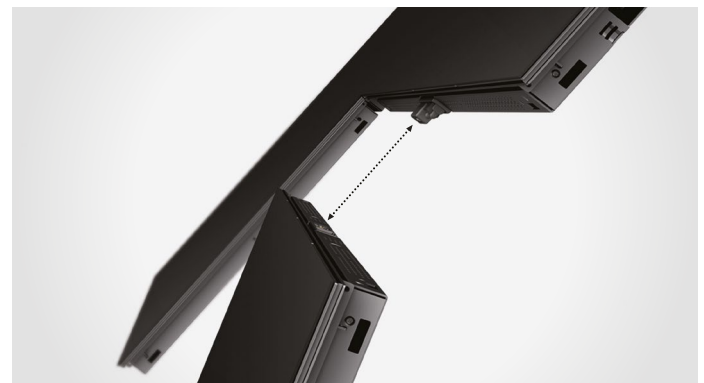
Installation is transformed by eliminating module-by-module seam adjustment. Now installers adjust only per cabinet, saving time while improving mechanical quality for immersive viewing.



### MICRO Motion

#### Smooth, seamless motion

The Wall automatically converts standard 60Hz signals to 120Hz, removing motion judder in fast-paced action for smoother streams and a seamless viewing experience, every time.



### Docking Connection

#### Connection without cables

The Wall enables simple and easy installation with a cable-less design. Minimal signal or power cable connections are required between cabinets, even in the event of any module repair service.

# Key features



## Endless Design

### No Compromise creations

Design buildouts to your exact specifications thanks to The Wall's endless installation possibilities. Hang from walls and ceilings, curve around pillars or angle from edges. The choice is yours.



## Proven Safety

### Certified safety, maximum protection

Keep eyes comfortable and safe with TUV Rheinland Eye Comfort Certification, minimizing harmful blue light, while EMC Class B certification minimizes electromagnetic waves for advanced protection.

## On-Air Functionality

### Expertly engineered for any studio setting

The Wall is built for any studio environment, ensuring screen synchronization and supporting an industry top level 7,680 Hz refresh rate. Plus, the refresh rate can be adjusted based on camera frequency, minimizing flicker lines.



## Simple 8K Playback

### Powerful 8K playback with just one box

The Wall enables 8K content playback with just one S-Box, as well as 16K content playback horizontally with the new and improved S-Box performance, delivering more pixels with enhanced precision.

## Multi View

### Simultaneous source experience

With Multi View, The Wall enables simultaneous multi-source playback from up to four sources, all on one screen, without any additional splitter required for dynamic content display.

# Specifications

Model		IWA		
		IW008A	IW012A	IW016A
		LH008IWAMWS	LH012IWAMWS	LH016IWAMWS
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 36.5 mm	806.4 x 453.6 x 36.5 mm	806.4 x 453.6 x 36.5 mm
	Dimensions (inch, per cabinet)	36.4 x 1.4 inch	36.4 x 1.4 inch	36.4 x 1.4 inch
	No. of Modules (WxH, per cabinet)	4 x 3	4 x 3	4 x 3
Optical Parameter	Weight (per cabinet/per m <sup>2</sup> )	11.2 kg / 30.6 kg	11.2 kg / 30.6 kg	11.2 kg / 30.6 kg
	Brightness (Peak/Max) (1)	1,600 nit / 500 nit	1,600 nit / 800 nit	1,400 nit / 1,000 nit
	Contrast Ratio (2)	24,000 : 1	24,000 : 1	21,000 : 1
	HDR Compatibility	LED HDR / HDR10+ support / AI Picture	LED HDR / HDR10+ support / AI Picture	LED HDR / HDR10+ support / AI Picture
	Viewing Angle - Horizontal	170°	170°	170°
	Viewing Angle - Vertical	155°	155°	155°
	Bit Depth	16 bit (Internal processing 20bit)	16 bit (Internal processing 20bit)	16 bit (Internal processing 20bit)
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	100/120 Hz	100/120 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
	Power Consumption - Max	476 (W/m <sup>2</sup> ) / 174 (W/Cabinet) (TBD)	383 (W/m <sup>2</sup> ) / 140 (W/Cabinet)	411 (W/m <sup>2</sup> ) / 150 (W/Cabinet)
	Power Consumption - Typ	355 (W/m <sup>2</sup> ) / 130 (W/Cabinet) (TBD)	233 (W/m <sup>2</sup> ) / 85 (W/Cabinet)	225 (W/m <sup>2</sup> ) / 82 (W/Cabinet)
	Heat Generation - Max	1,623 (BTU/m <sup>2</sup> ) / 594 (BTU/Cabinet) (TBD)	1,307 (BTU/m <sup>2</sup> ) / 478 (BTU/Cabinet)	1,400 (BTU/m <sup>2</sup> ) / 512 (BTU/Cabinet)
Operational Parameter	Heat Generation - Typ	1,213 (BTU/m <sup>2</sup> ) / 444 (BTU/Cabinet) (TBD)	794 (BTU/m <sup>2</sup> ) / 291 (BTU/Cabinet)	766 (BTU/m <sup>2</sup> ) / 280 (BTU/Cabinet)
	Refresh Rate (3)	11,520 Hz	11,520 Hz	15,360 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	150,000 hours	150,000 hours	150,000 hours
	Controller	SNOW-AAE	SNOW-AAE	SNOW-AAE
	Connectivity	Optical ※ HDBT is used for connecting only BT/Wifi module	Optical ※ HDBT is used for connecting only BT/Wifi module	Optical ※ HDBT is used for connecting only BT/Wifi module
Certification	Safety	62368-1, 60950-1	62368-1, 60950-1	62368-1, 60950-1
	EMC	Class B	Class B	Class B
	Eye-protection	TUV Eye Comfort	TUV Eye Comfort	TUV Eye Comfort
	Fire-protection	N/A	N/A	N/A
Service	Service	Front	Front	Front
Features	Operating System	Tizen 6.0	Tizen 6.0	Tizen 6.0
	MagicINFO	Yes	Yes	Yes
	Sensor	Temperature	Temperature	Temperature
	Other	Eco Image Enhancer, 3D mode	Eco Image Enhancer, 3D mode	Eco Image Enhancer, 3D mode
	Smart TV type	-	-	-
	Smart Function	Multiview, Screen-mirroring	Multiview, Screen-mirroring	Multiview, Screen-mirroring
Accessories	Bixby Language	-	-	-
	Accessories	Décor Frame (Standard), Frame Kit	Décor Frame (Standard), Frame Kit	Décor Frame (Standard), Frame Kit
Package	Remote Control	-	-	-
	Box Dimension (mm, WxHxD)	927 x 161 x 592 mm	927 x 161 x 592 mm	927 x 161 x 592 mm
Special Installation	Package Weight (per cabinet)	15.1 kg	15.1 kg	15.1 kg
	Curve	Concave(6000R), Convex(6000R), L-type	Concave(6000R), Convex(6000R), L-type	Concave(6000R), Convex(6000R), L-type
	Inclination	Forward, Ceiling	Forward, Ceiling	Forward, Ceiling
	Rotation	N/A	N/A	N/A
Other (3)	Hanging, Stacking, Dual-sided, Movable	Hanging, Stacking, Dual-sided, Movable	Hanging, Stacking, Dual-sided, Movable	

(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

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## LED Signage

For more information about Samsung The Wall, visit [www.samsung.com/business](https://www.samsung.com/business) or [www.samsung.com/displaysolutions](https://www.samsung.com/displaysolutions)

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