

# The Wall

**SAMSUNG**



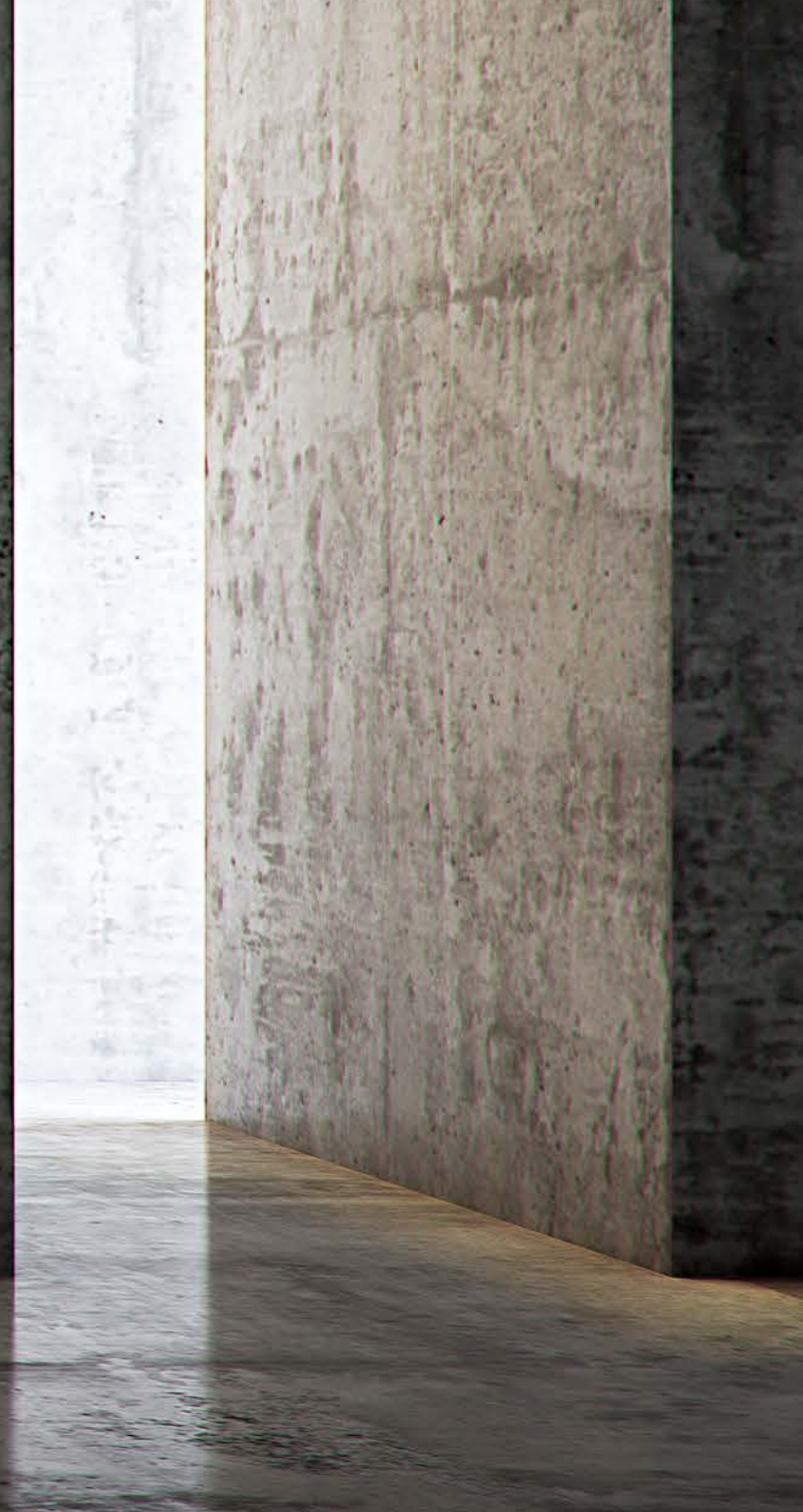


# The Wall



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.





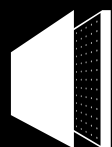


The Wall

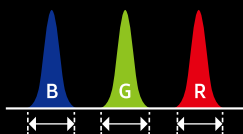
CORE TECHNOLOGIES

## 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



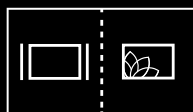
ULTRA CHROMA  
TECHNOLOGY



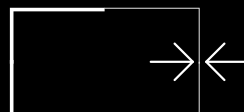
QUANTUM  
PROCESSOR FLEX



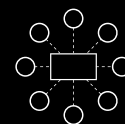
QUANTUM HDR  
TECHNOLOGY



TOTAL  
UX



TOTAL  
DESIGN



TOTAL  
ECOSYSTEM



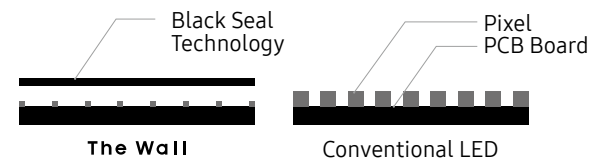


# BLACK SEAL TECHNOLOGY IWJ | IWR

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.

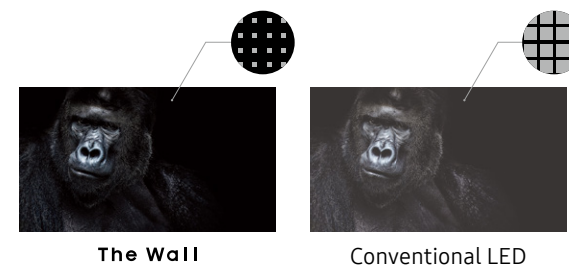
## A UNIQUE SURFACE

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



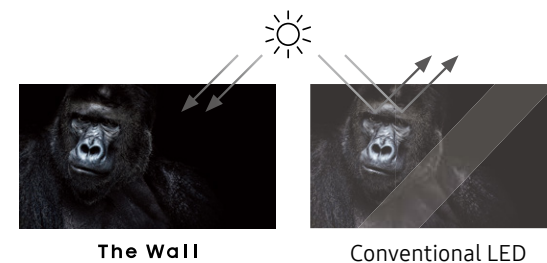
## GREATER BLACK AREA

Increased black surface area makes the screen noticeably blacker



## GLARE-FREE VISUALS

An anti-glare surface eliminates distractions to ensure deep blacks



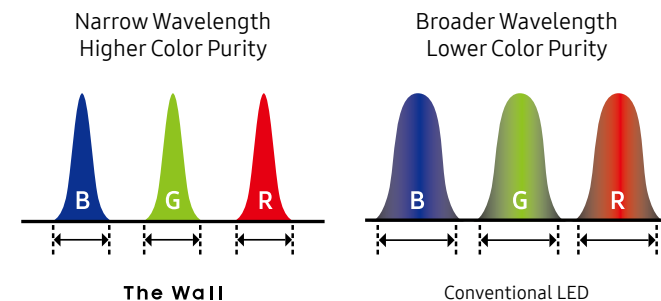
# ULTRA CHROMA TECHNOLOGY IWJ | IWR

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

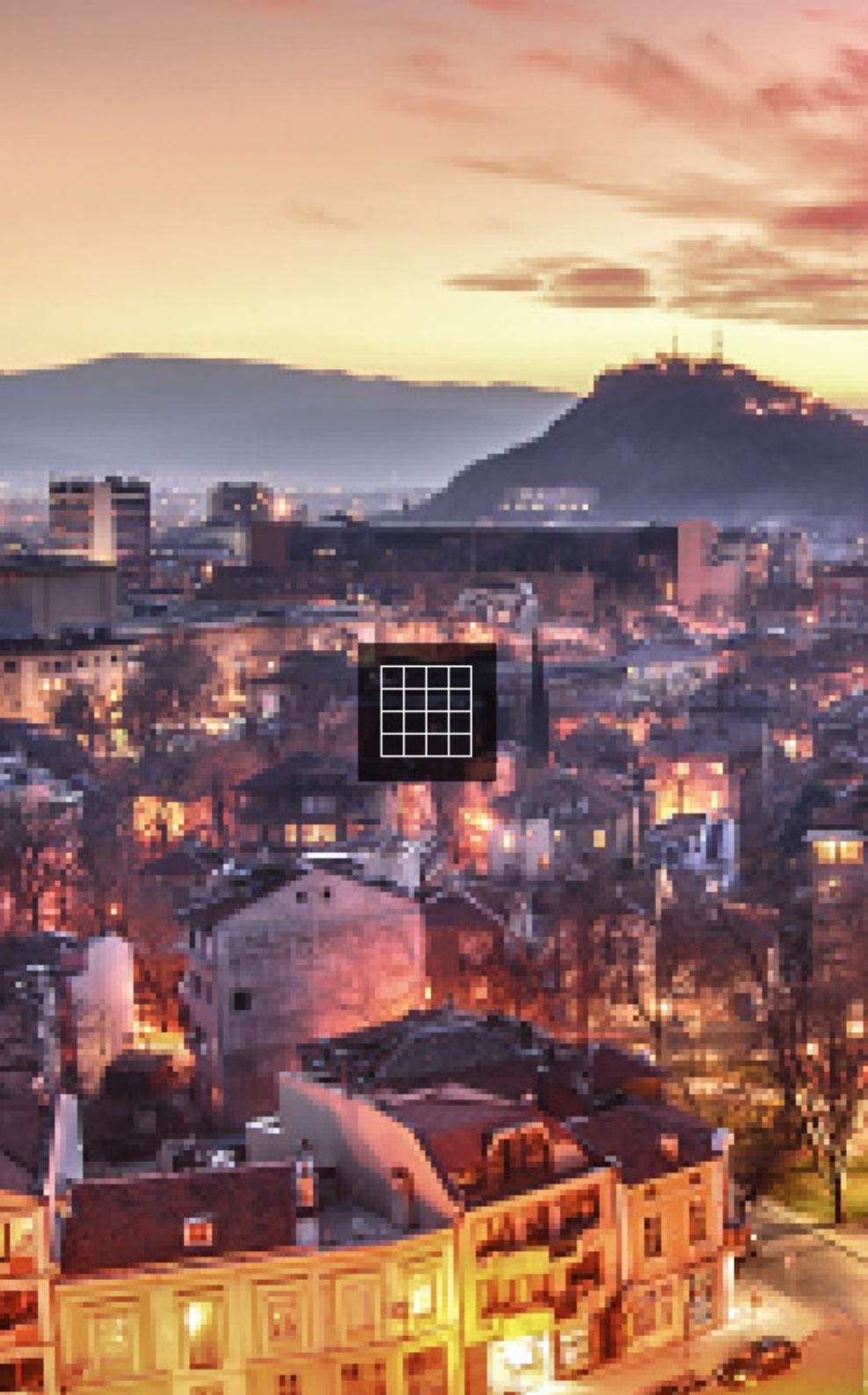
A narrower wavelength of color results in higher color purity, approximately 2 times\* better than conventional LEDs, for more precise and accurate color presentation

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











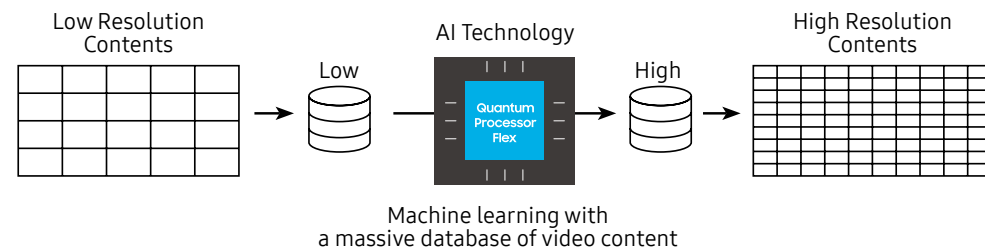


# QUANTUM PROCESSOR FLEX IWR

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

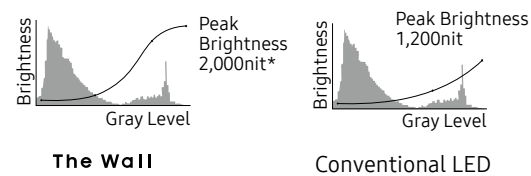
Boasting the industry's best picture quality engine, The Wall utilizes advanced HDR picture refinement technologies—LED HDR, HDR10+ support and Multi-link HDR—to render optimum peak brightness and contrast in every single scene for precise, true-to-life imagery.

## LED HDR

### DYNAMIC PEAKING

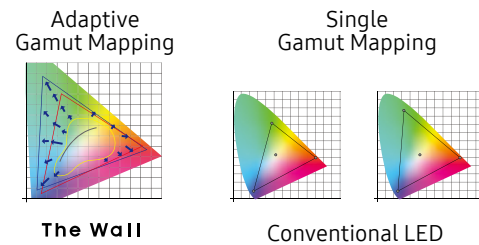
Up-levels content to optimal peak brightness

\*Brightness varies by model



### COLOR MAPPING

Prevents color distortion for refined, accurate color presentation



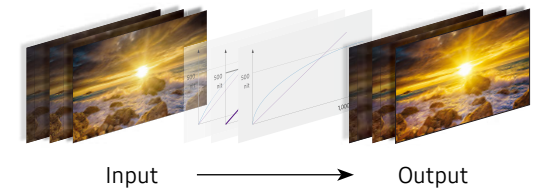
### INVERSE TONE MAPPING

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



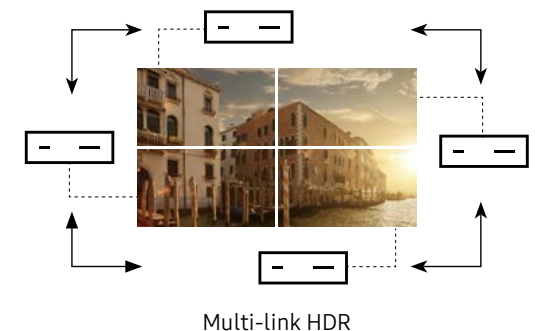
## HDR10+ SUPPORT

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

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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

TOTAL UX

# 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.

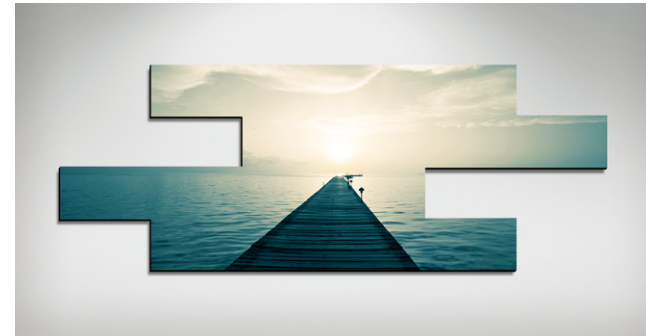
\*Customization is only available for the IWR Series and must be provided by a third party

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.



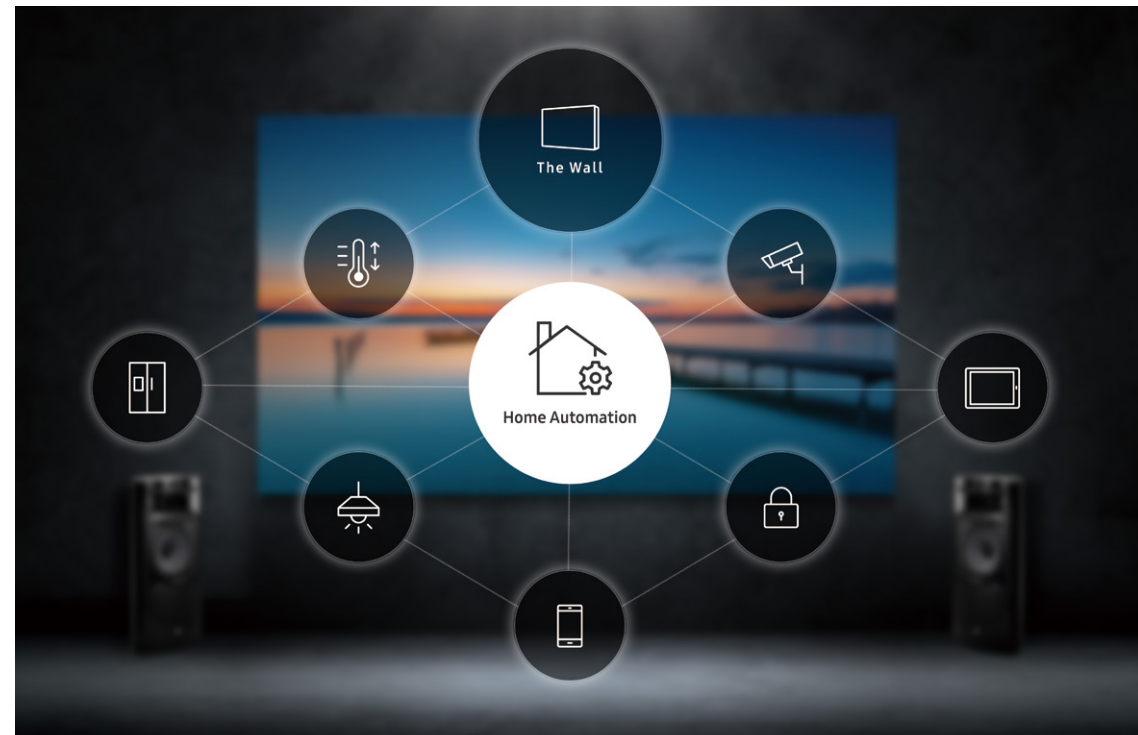
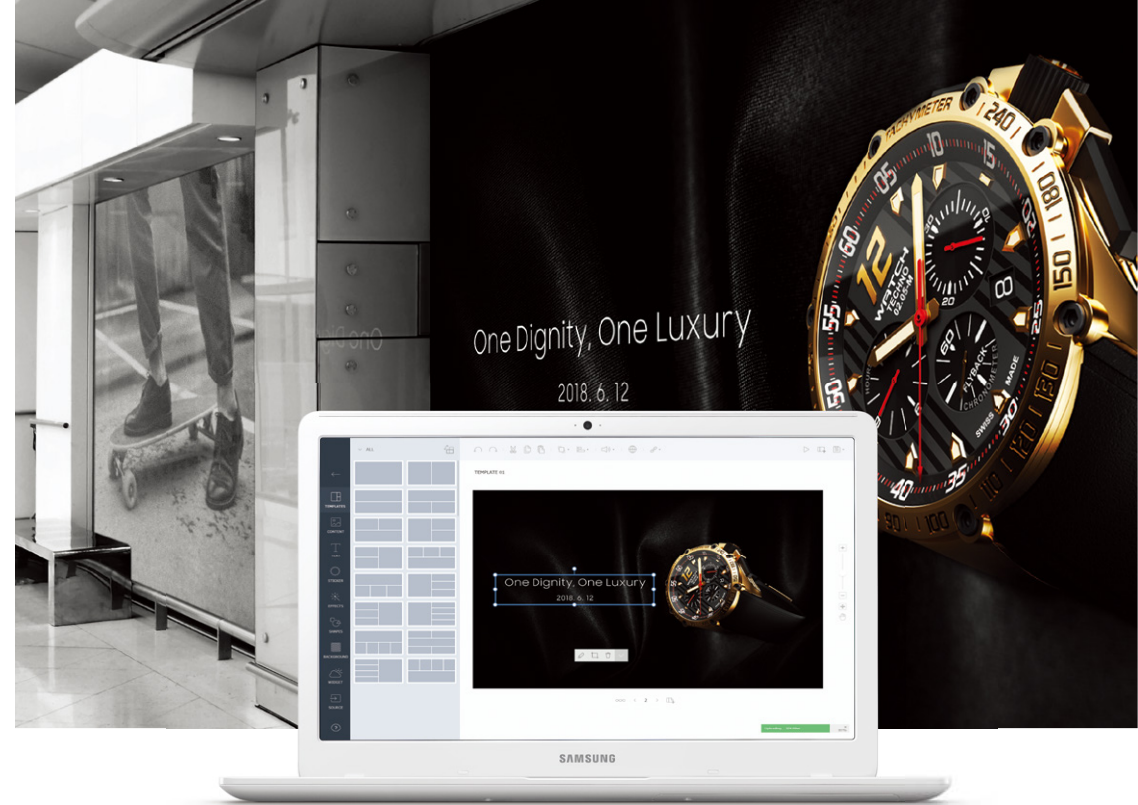




# TOTAL ECOSYSTEM

IWJ | IWR

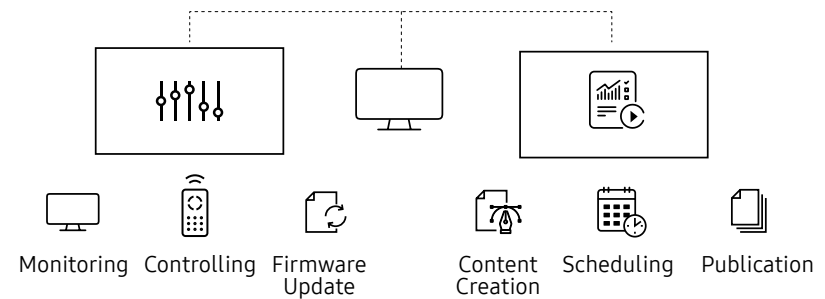
Experience the all-around greatness of The Wall with the capability to create an integrated ecosystem for both a business and luxury living environment.





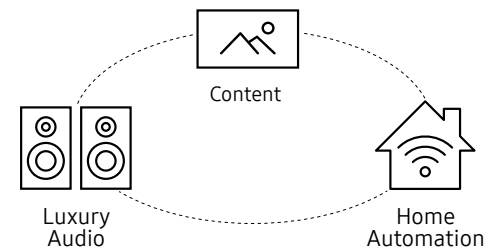
## BUSINESS

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.

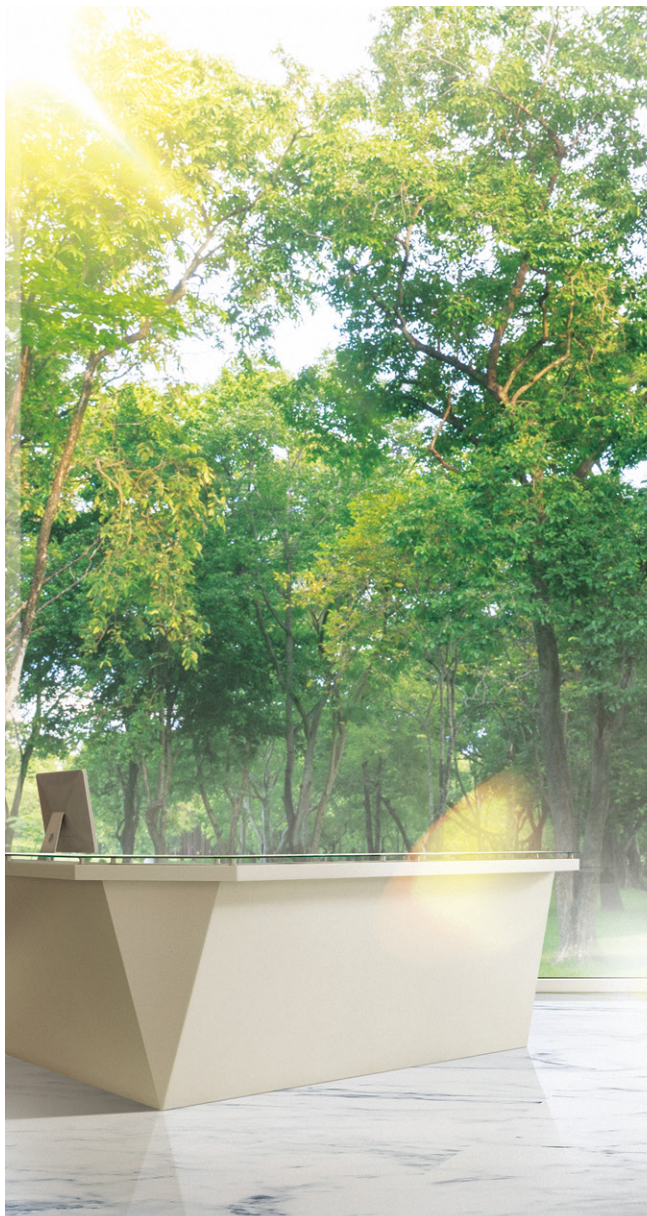


\* Please check with your service provider on compatibility with your home automation system



**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

## THE WALL

Model		IW008J	IW008R
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	11.5 kg / 25.4 lb
Picture Quality	Picture Engine	Snow Processor	Quantum Processor Flex
	Brightness (Peak / Max)	1,600 nit / 500 nit	2,000 nit / 250 nit
	HDR	LED HDR, HDR10+ Support, Multi-link HDR	LED HDR, HDR10+ Support
	Video Rate	50/60 Hz	100/120 Hz
	Bit Depth	16 bit (Internal Processing 20 bit)	16 bit (Internal Processing 20 bit)
Electrical Parameters	Power Consumption (Max)	190 (W/cabinet), 519 (W/m <sup>2</sup> )	170 (W/cabinet), 464.8 (W/m <sup>2</sup> )
	Power Consumption (Typ)	130 (W/cabinet), 355 (W/m <sup>2</sup> )	150 (W/cabinet), 410.1 (W/m <sup>2</sup> )
Smart Function		-	Entertainment Mode, Ambient Mode, Apps (Netflix, YouTube, etc.), Bixby (Voice), SmartThings (IoT)
Accessories	Accessories	Décor Frame (Standard), Frame Kit	Décor Frame (Standard), Frame Kit ※ Provide Décor Frame Customizable Guide
	Remote Control	-	Tablet App, Smart Control
Service		Front Only <sup>(1)</sup>	Front Only <sup>(1)</sup>
Certification		EMI Class B, Safety 60950 - 1	EMI Class B, Safety 60950 - 1

(1) Front Service: Modules accessible through the front in groups of six



SIZES



\*Dimensions based on a Samsung TV

