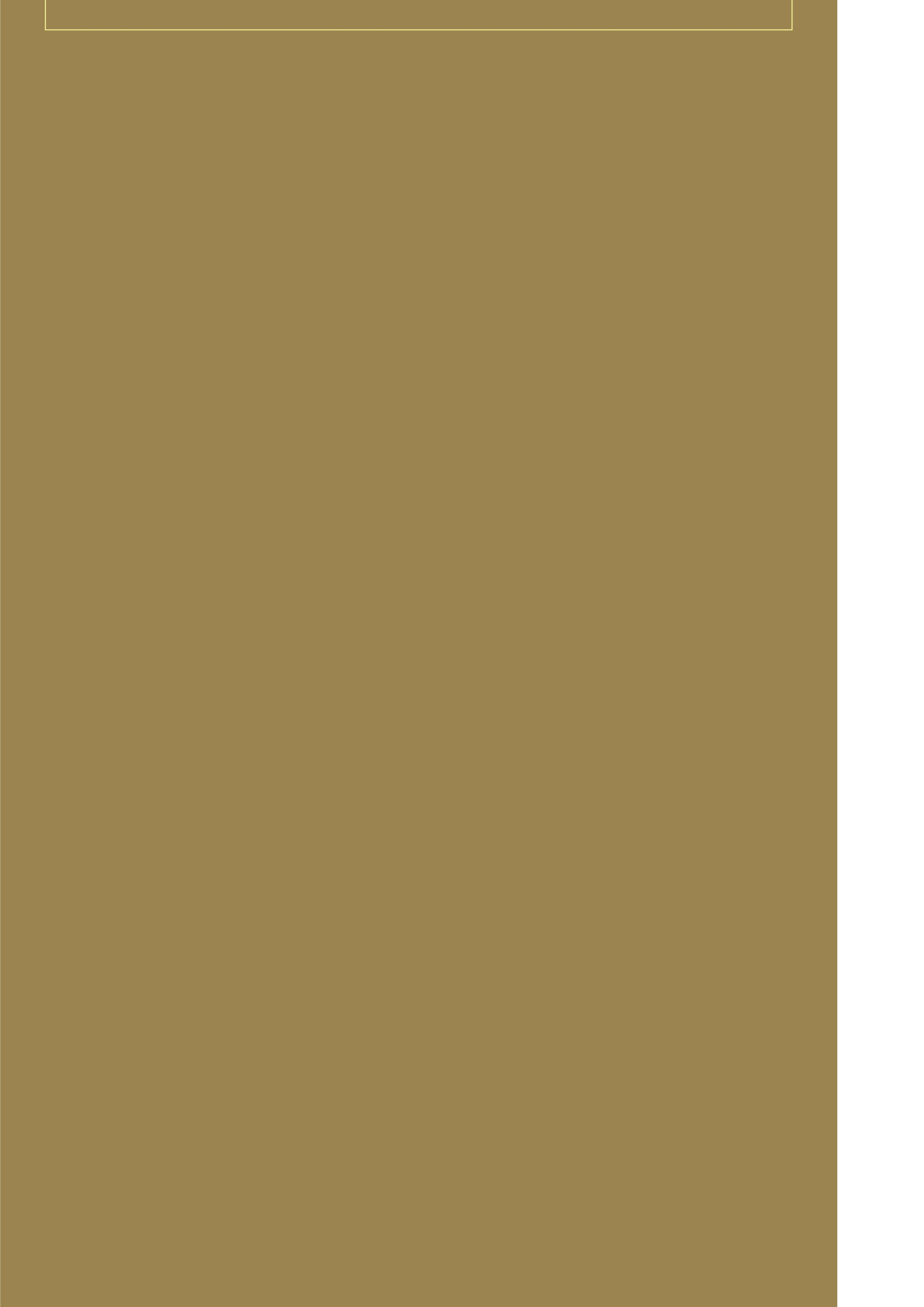


SAMSUNG

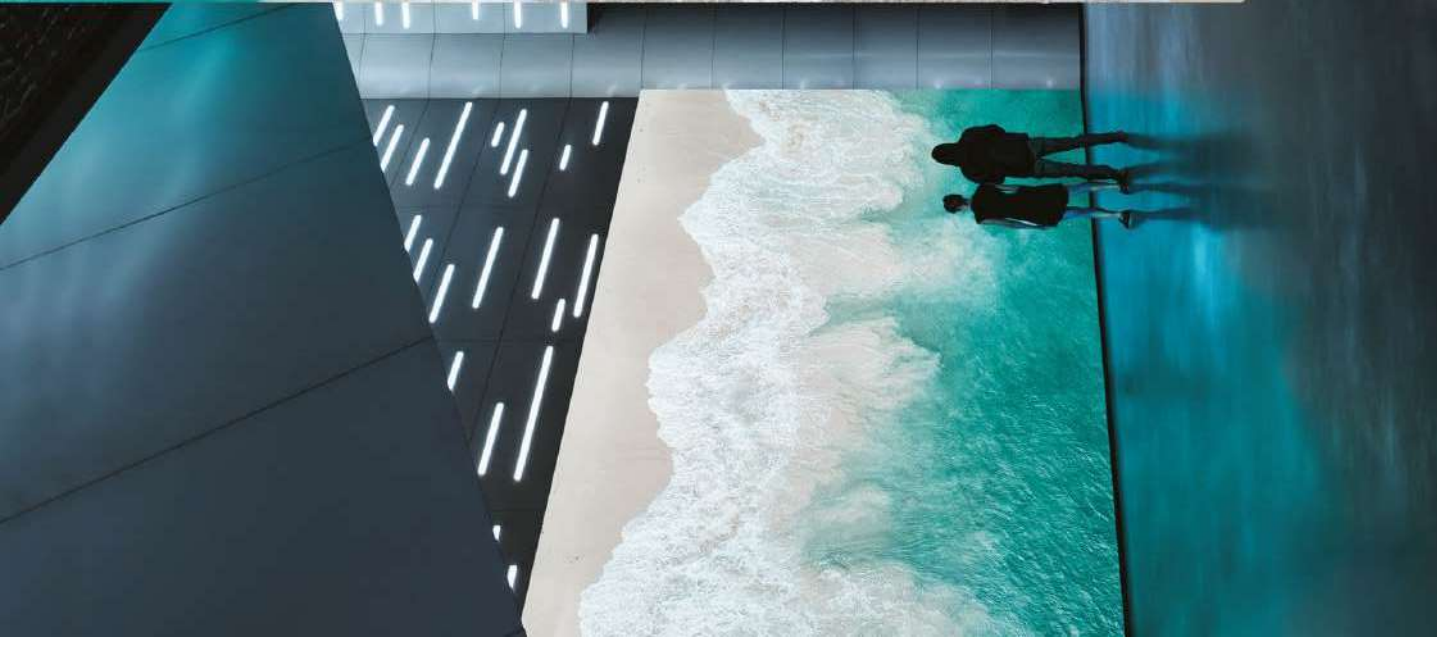


Realize the full potential of The Wall.

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.



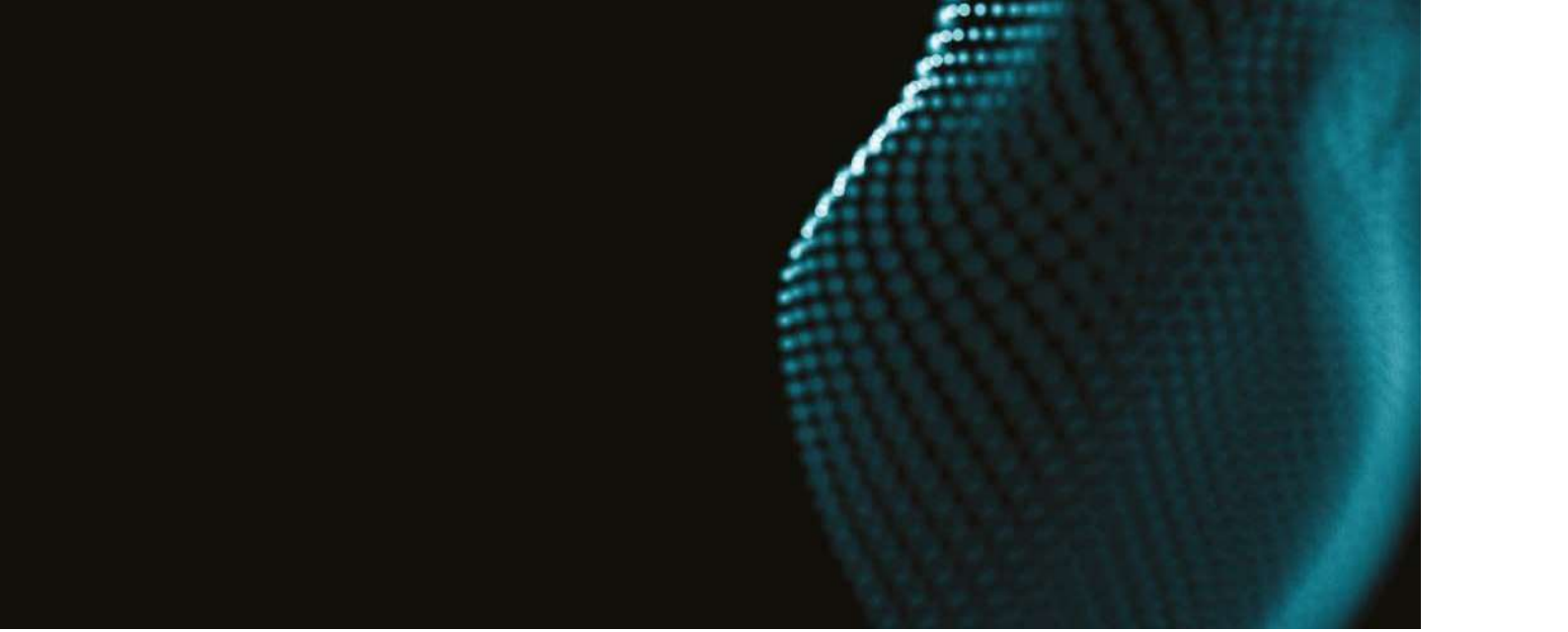
A constant pursuit of greatness

Samsung's quest for picture quality perfection never stops. Evolution is what enables innovation and Samsung constantly strives to evolve in ways never seen before.

The latest lineup of the groundbreaking Micro LED technology based display, The Wall, offers new pixel pitches of 0.63mm and 0.95mm, along with the widely popular 55-inch cabinet design. At just 0.63mm, this is one of the finest, industry-leading pixel pitches available, enabling the viewer to experience more detail in every visual. This is not just picture quality, it is matter of perfection. Welcome to the new world of The Wall.

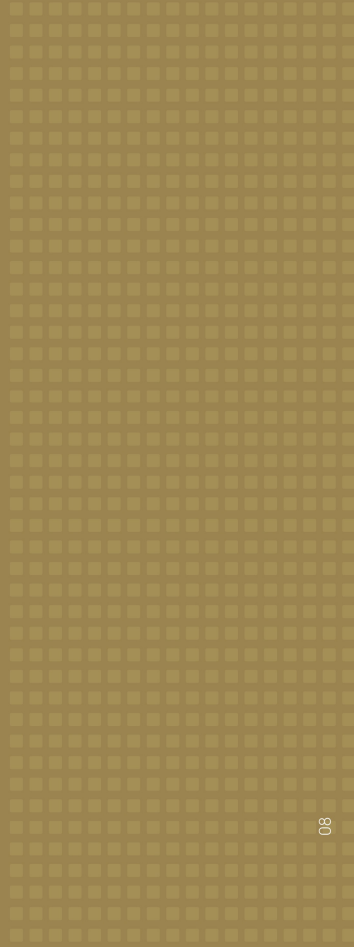
Versatile Pixel Pitch

The Wall lineup now offers five pixel pitches (0.63mm, 0.84mm, 0.95mm, 1.26mm, 1.68mm) with 0.63mm – the smallest pixel pitch available on the market – and 0.95mm being newly launched.



Picture Quality

Picture quality like no other. The Wall delivers every detail exactly as it was intended, bringing pictures to life in immaculate quality never seen before. The Wall enhances every detail, image-by-image, pixel-by-pixel, taking any picture to the next level for a perfect view of reality. Picture quality without compromise – every time.





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.



Conventional LED
16bit processing



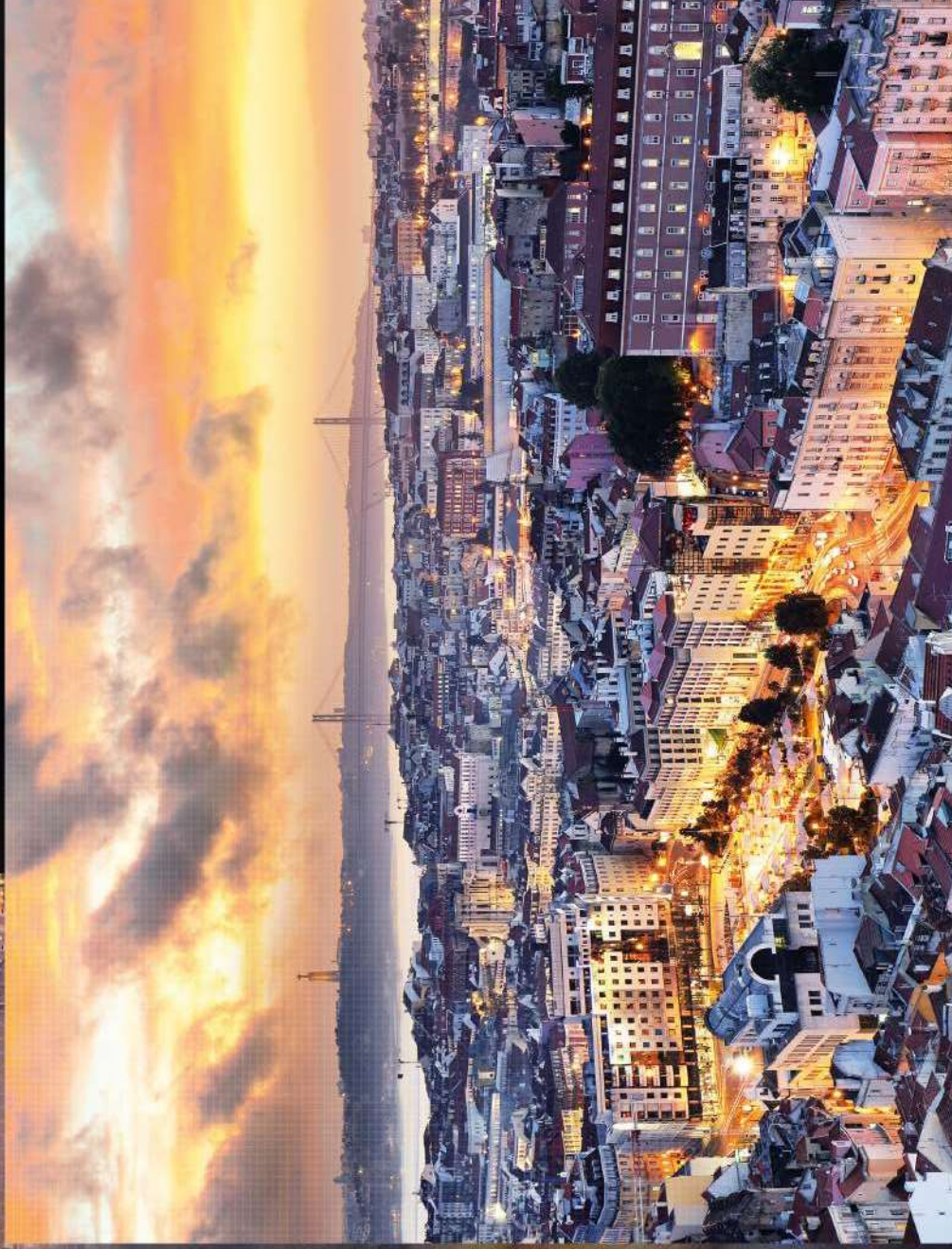
The Wall
20bit processing



20bit Processing

Colors mapped to perfection

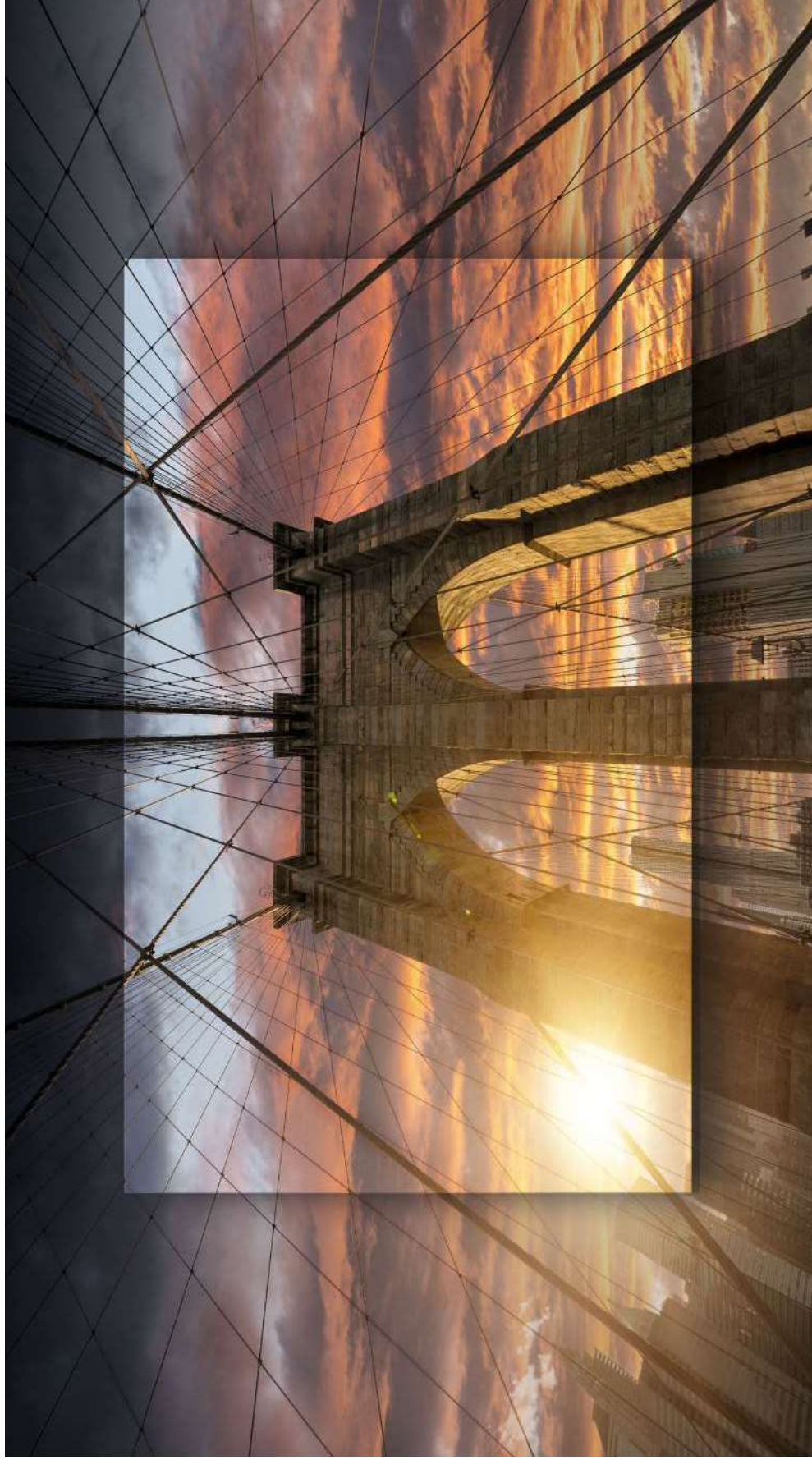
The Wall's 20bit processing presents exact color mapping with faultless accuracy. Deeper bit depth at low greyscale also delivers extraordinary contrast ratio and smooth, natural tonal gradients.



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.





Installation & Design

Infinitely expandable any way you can imagine. The Wall can be configured exactly how you want in any environment, offering enhanced installation convenience and flexible design that is not constrained by size, shape or structural limits.



Factory Seam Adjustment

Installation reimaged

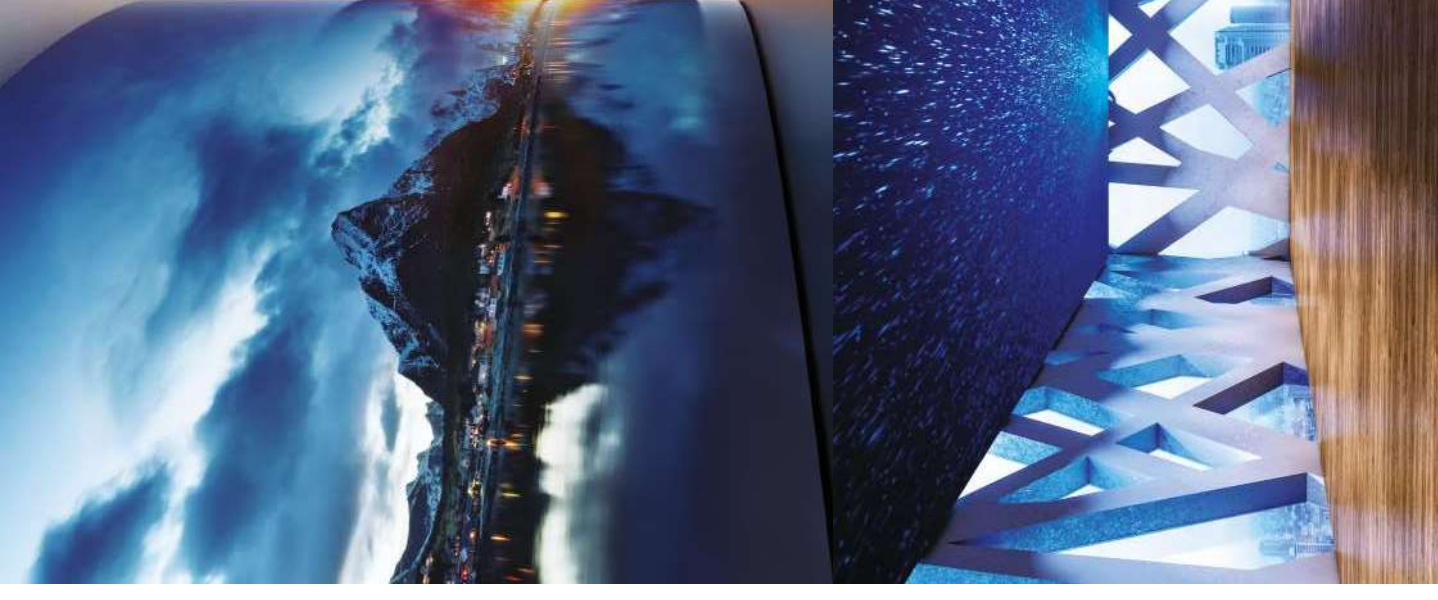
Installation is transformed by eliminating module-by-module seam adjustment. Now installers adjust only per cabinet, saving time while improving mechanical quality for immersive viewing.

Endless Design

No Compromise creations

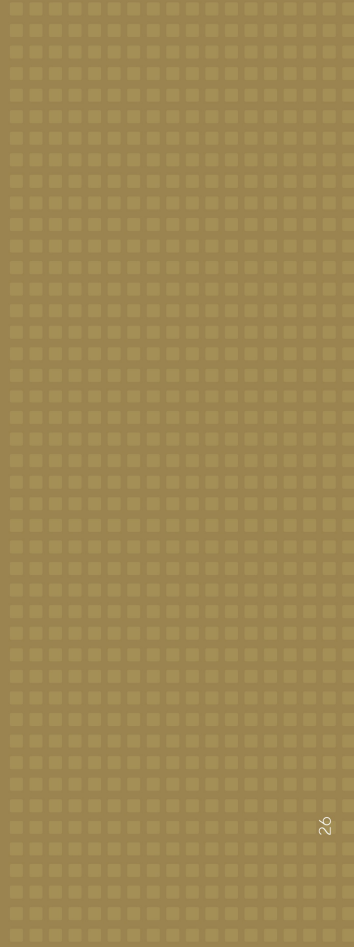
Design buildouts to your exact specifications thanks to The Wall's endless installation possibilities. Hang from walls and ceilings, curve around pillars or angle from edges. The choice is yours.

* Endless Design special installation functionality is supported on IWA series only, not IWB series.



Operation

Expand the possibilities without boundaries. The Wall is not just a screen, it is a complete display solution for any business scenario that enhances performance while saving valuable time and cost.





TUV Eye Comfort



EMC Class B

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.

* Native 7,680 Hz refresh rate is supported on P1.68 model of NWA series only.





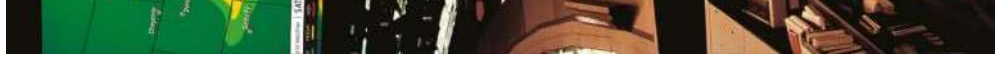
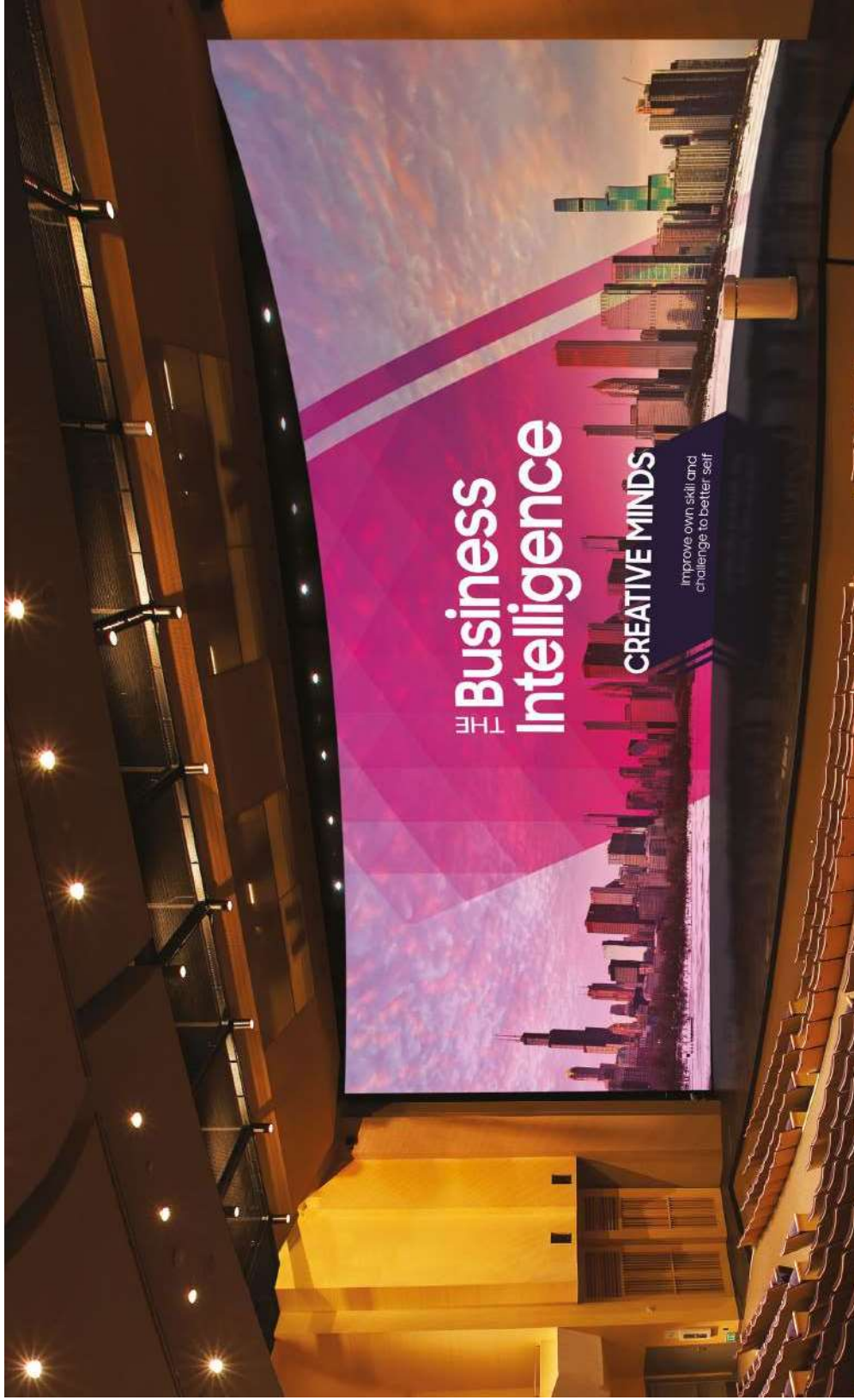
Multi View

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.



Auditorium

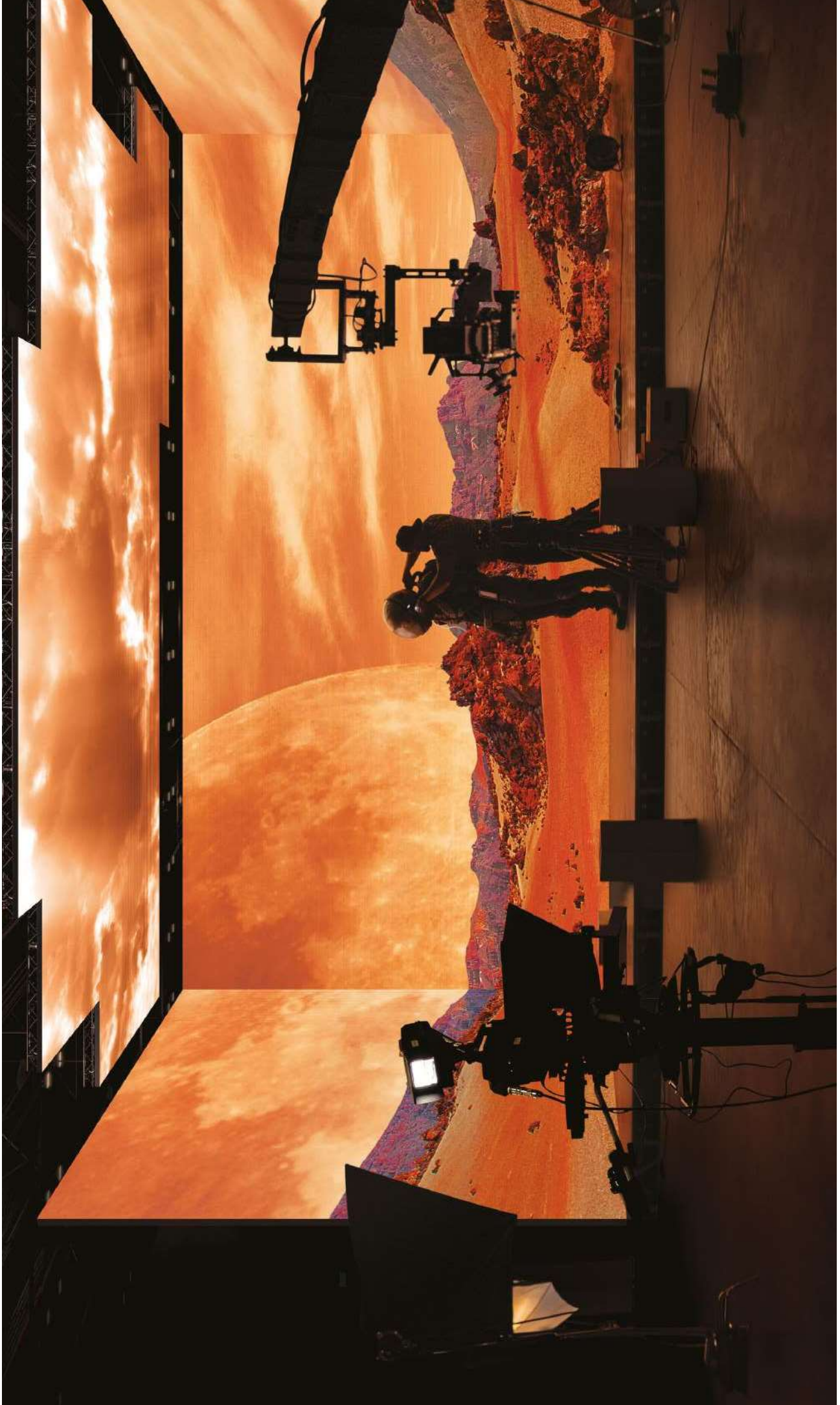


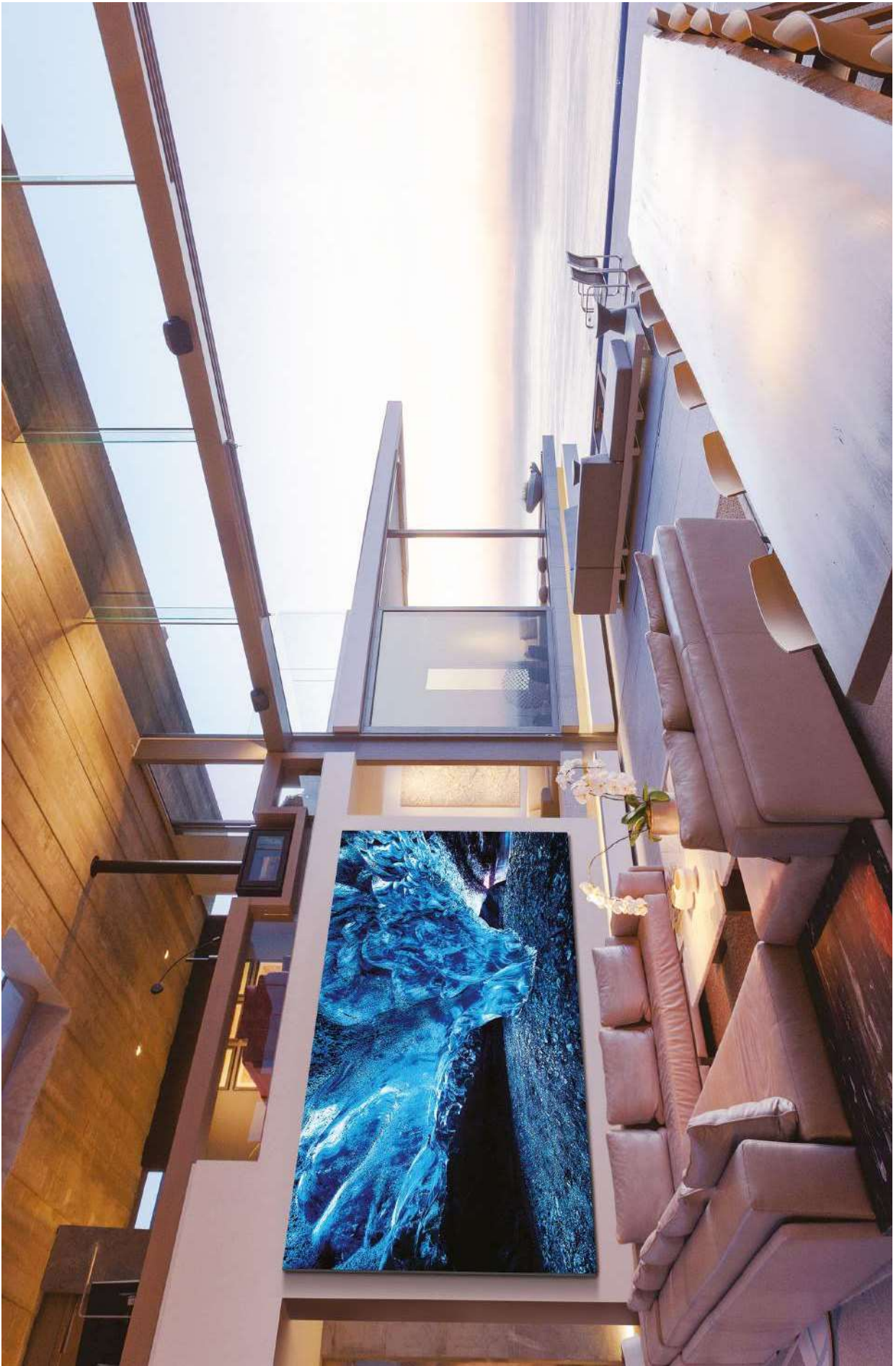


Hotel



Luxury Retail





Specifications

Model	IWA			
	IW008A	IW012A	IW016A	
Physical Parameter	Pixel Pitch	0.84 mm	1.26 mm	1.68 mm
	Diode Type	Flip-chip RGB LED	Flip-chip RGB LED	Flip-chip RGB LED
	Cabinet Size (LxHxD)	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
	Cabinet Weight	11.2 kg / 30.6 kg	11.2 kg	11.2 kg
	Brightness (Peak/Max) ⁽¹⁾	1,600 nit / 500 nit	1,600 nit / 800 nit	1,400 nit / 1,000 nit
Optical Parameter	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 / Vertical)	170° / 155°	170° / 155°	170° / 155°
Electrical Parameter	Bit Depth	16 bit (Internal processing 20bit)	16 bit (Internal processing 20bit)	16 bit (Internal processing 20bit)
	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	383 (W/m ²) / 140 (W/Cabinet)	383 (W/m ²) / 140 (W/Cabinet)	411 (W/m ²) / 150 (W/Cabinet)
	Power Consumption - Typ	260 (W/m ²) / 95 (W/Cabinet)	233 (W/m ²) / 85 (W/Cabinet)	225 (W/m ²) / 82 (W/Cabinet)
Operational Parameter	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
	IP Rating	IP20	IP20	IP20
Connectivity	LED Lifetime	150,000 hours	150,000 hours	150,000 hours
	Controller	SNOW-AAE	SNOW-AAE	SNOW-AAE
Certification	Connectivity	Optical	Optical	Optical
	Safety	* HDBT is used for connecting only BT/Wifi module 62368-1, 60950-1	* HDBT is used for connecting only BT/Wifi module 62368-1, 60950-1	* HDBT is used for connecting only BT/Wifi module 62368-1, 60950-1
Service	EMC	Class B	Class B	Class B
	Eye-protection	TUV Eye Comfort	TUV Eye Comfort	TUV Eye Comfort
Features	Service	Front	Front	Front
	Operating System	Tizen 6.0	Tizen 6.0	Tizen 6.0
Accessories	Magi(NFO	Yes	Yes	Yes
	Accessories	Décor Frame (Standard), Frame Kit	Décor Frame (Standard), Frame Kit	Décor Frame (Standard), Frame Kit
Special Installation	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	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