The Wall

IWA Series

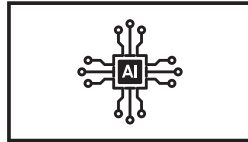The Wall. Make a bold statement.

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.
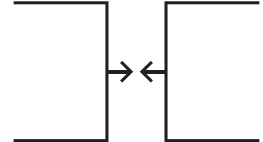
Accurate Picture Quality

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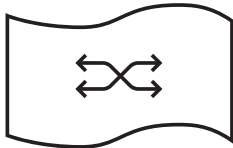- Accurate color mapping and grayscale expression

Optimal Picture Quality

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

Enhanced Installation

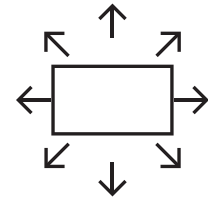- Pre-adjusted seam between modules
- Simple, cable-free connection

Flexible Design

- Multiple installation options for any location

Proven Safety

- Blue light eye protection
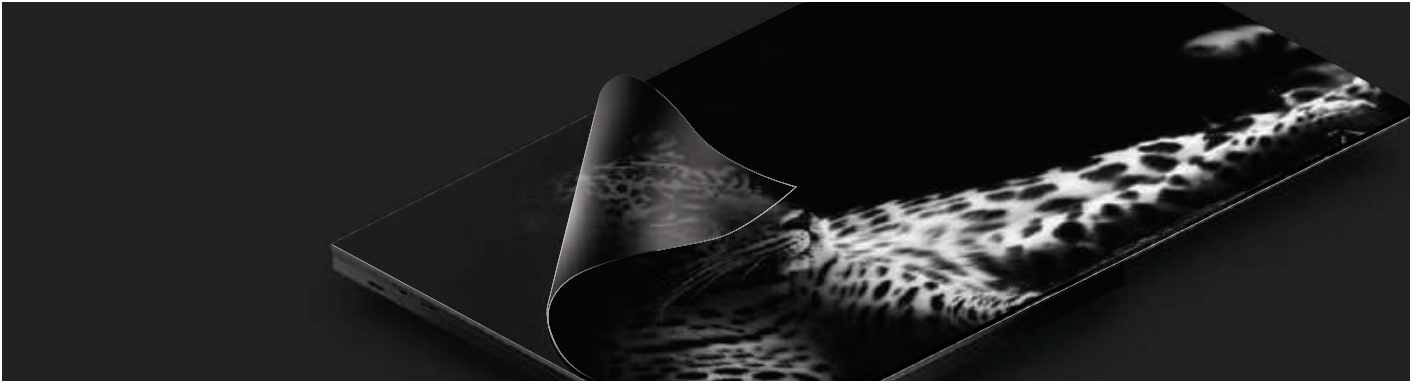- Electromagnetic wave minimization

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.

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.

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

8K MICRO UPSCALING

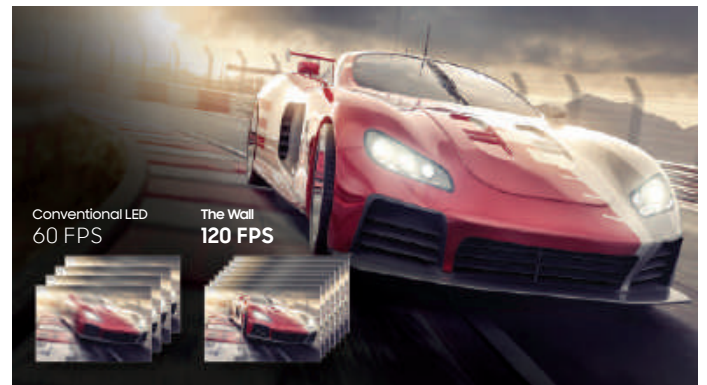## MICRO AI Processor

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.

Conventional LED
60 FPS

The Wall
120 FPS

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.

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.

Factory Seam Adjustment

Installation reimagined

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.

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, while adjustable refresh rate sets display frequency based on camera frequency, removing 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	
		IW012A	IW016A
Physical Parameter	Pixel Pitch	1.26 mm	1.68 mm
	Pixel Configuration	1 red, 1 green, 1 blue	1 red, 1 green, 1 blue
	Configuration (LxH, per cabinet)	640 x 360 pixels	480 x 270 pixels
	Diode Type	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
	Dimensions (inch, per cabinet)	36.4 x 1.4 inch	36.4 x 1.4 inch
	No. of Modules (WxH, per cabinet)	4 x 3	4 x 3
	Weight (per cabinet/per m²)	11.2 kg / 30.6 kg	11.2 kg / 30.6 kg
Optical Parameter	Brightness (Peak/Max)*	1,600 nit / 800 nit	1,400 nit / 1,000 nit
	Contrast Ratio**	24,000 : 1	21,000 : 1
	HDR Compatibility	LED HDR / HDR10+ support / AI Picture	LED HDR / HDR10+ support / AI Picture
	Viewing Angle - Horizontal	170°	170°
	Viewing Angle - Vertical	155°	155°
	Bit Depth	16 bit (Internal processing 20bit)	16 bit (Internal processing 20bit)
	Color Temperature - Default	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)
Electrical Parameter	Video Rate	100/120 Hz	100/120 Hz
	Input Power Range	100~240 VAC, 50/60 Hz	100~240 VAC, 50/60 Hz
	Power Consumption - Max	383 (W/m²) / 140 (W/Cabinet)	411 (W/m²) / 150 (W/Cabinet)
	Power Consumption - Typ	233 (W/m²) / 85 (W/Cabinet)	225 (W/m²) / 82 (W/Cabinet)
	Heat Generation - Max	1,307 (BTU/m²) / 478 (BTU/Cabinet)	1,400 (BTU/m²) / 512 (BTU/Cabinet)
	Heat Generation - Typ	794 (BTU/m²) / 291 (BTU/Cabinet)	766 (BTU/m²) / 280 (BTU/Cabinet)
	Refresh Rate**	11,520 Hz	11,520 Hz
Operational Parameter	Power Redundancy	Yes	Yes
	Working Temperature / Humidity	0℃~+40℃ / 10%~80%RH	0℃~+40℃ / 10%~80%RH
	Storage Temperature / Humidity	-20℃~+45℃ / 5%~95%RH	-20℃~+45℃ / 5%~95%RH
	IP Rating	IP20	IP20
	LED Lifetime	100,000 hours	100,000 hours
Connectivity	Controller	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"
Certification	Safety	62368-1, 60950-1	62368-1, 60950-1
	EMC	Class B	Class B
	Eye-comfort	TUV	TUV
	Fire-protection	N/A	N/A
Service	Service	Front	Front
Features	Operating System	Tizen 6.0	Tizen 6.0
	MagicINFO	Yes	Yes
	Sensor	Temperature	Temperature
	Other	Eco Image Enhancer, 3D mode	Eco Image Enhancer, 3D mode
	Smart TV type	-	-
	Smart Function	Multiview, Screen-mirroring	Multiview, Screen-mirroring
	Bixby Language	-	-
Accessories	Accessories	Décor Frame (Standard), Frame Kit	Décor Frame (Standard), Frame Kit
	Remote Control	-	-
Package	Box Dimension (mm, WxHxD)	927 x 161 x 592 mm	927 x 161 x 592 mm
	Package Weight (per cabinet)	15.1 kg	15.1 kg
Special Installation	Curve	Concave(6000R), Convex(6000R), L-type	Concave(6000R), Convex(6000R), L-type
	Inclination	Forward, Ceiling (TBD)	Forward, Ceiling (TBD)
	Rotation	N/A	N/A
	Other	Hanging, Stacking, Dual-sided, Movable (TBD)	Hanging, Stacking, Dual-sided, Movable (TBD)

(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 or www.samsung.com/displaysolutions

Samsung Electronics Co., Ltd.
416, Maetan 3-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-772, Korea

2021-07