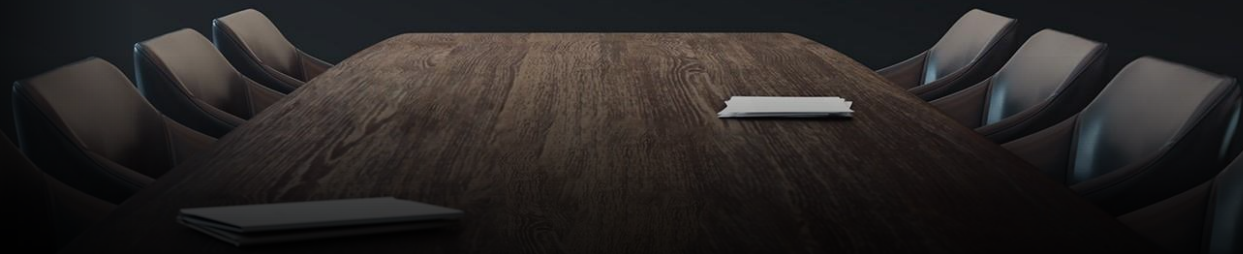
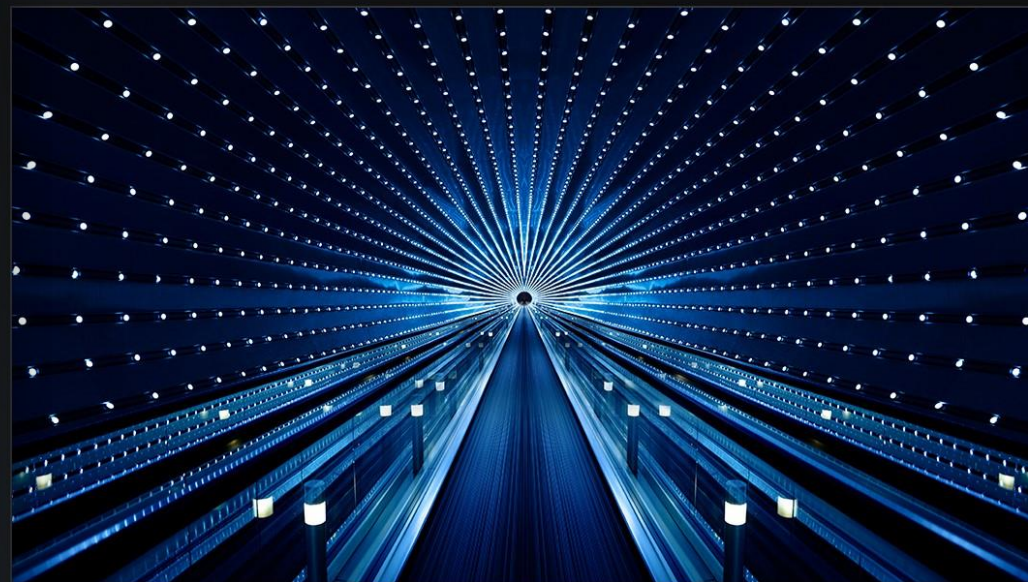


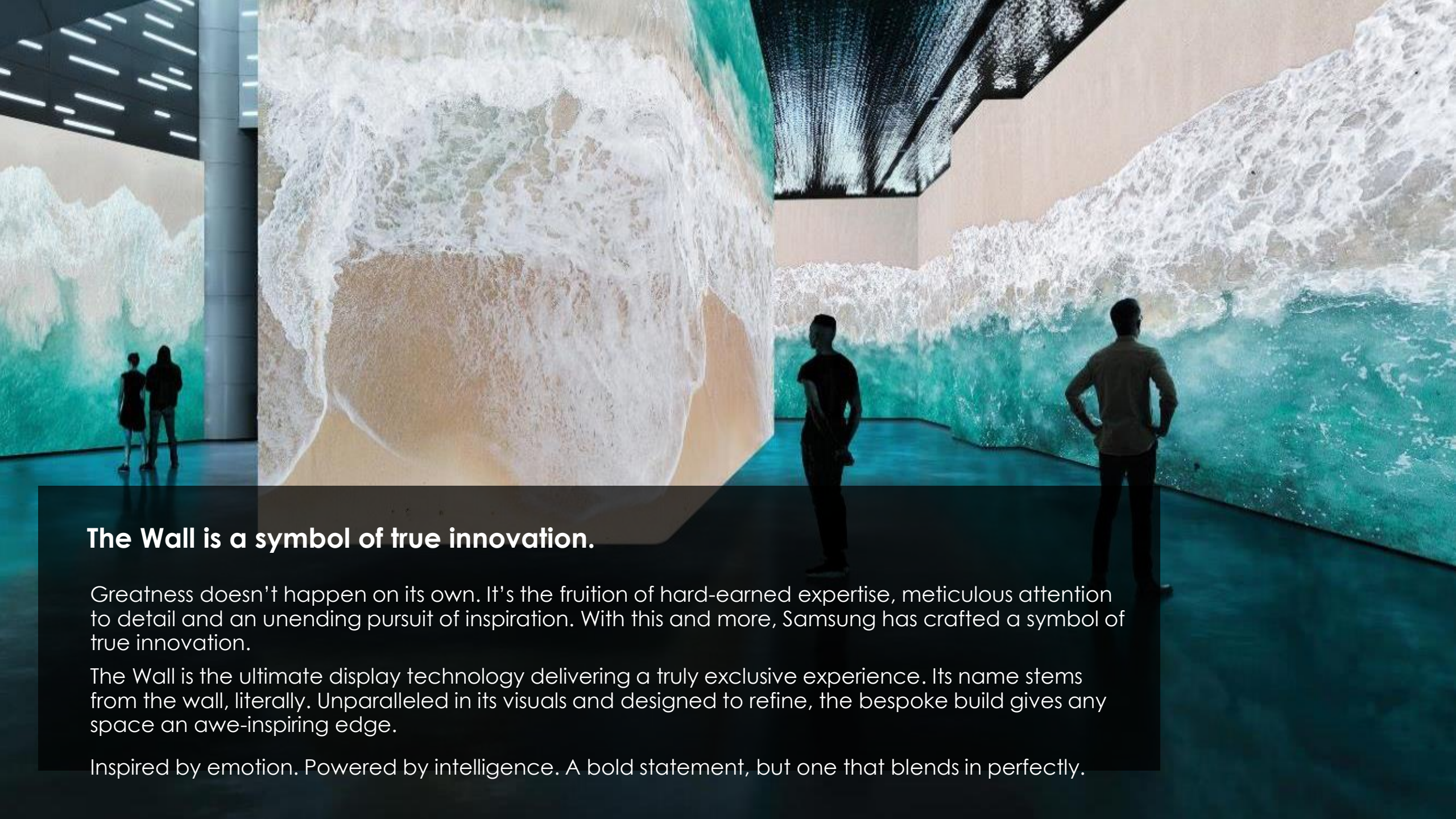
The Wall All-in-One

Make a Bold Statement, Faster.





The Wall



The Wall is a symbol of true innovation.

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 a symbol of true innovation.

The Wall is the ultimate display technology delivering a truly exclusive experience. Its name stems from the wall, literally. 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.

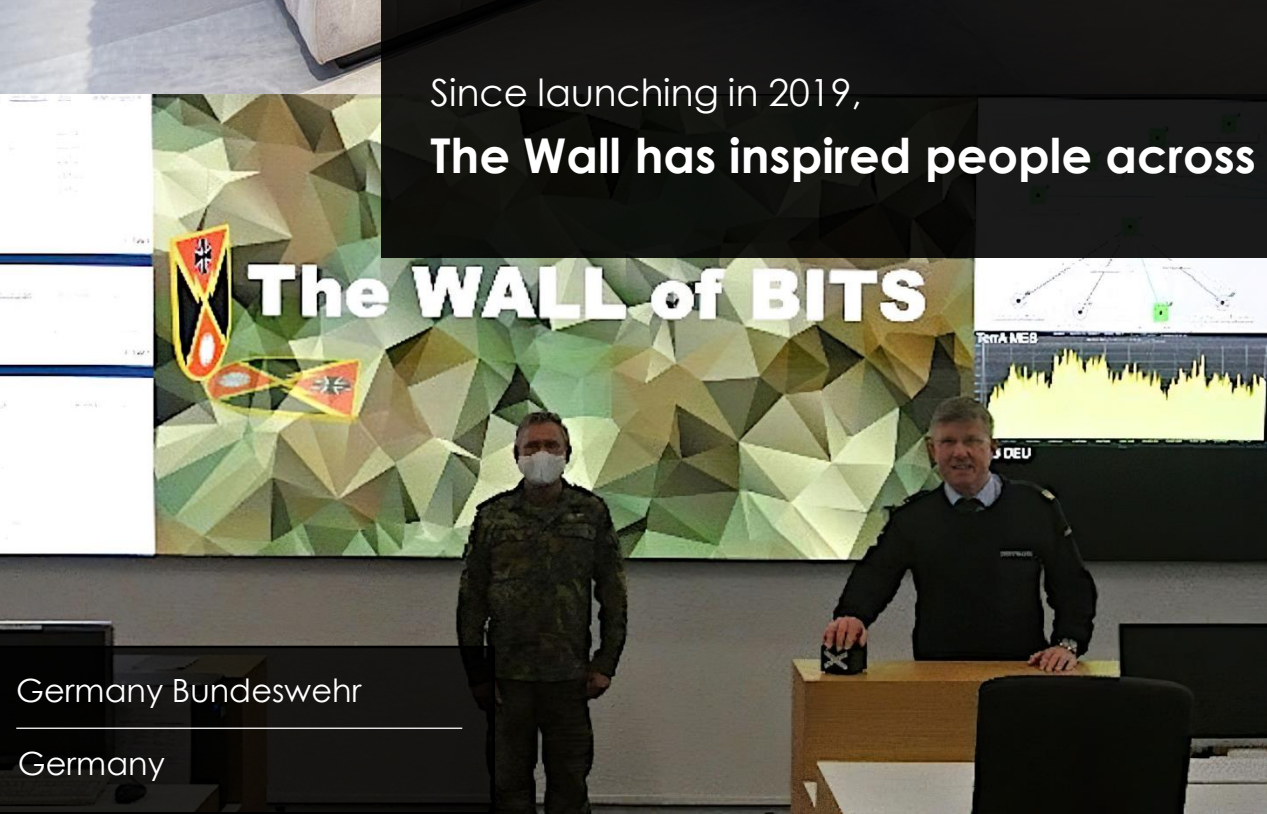
Harrods Department Store
London, UK



Luxury Residence of Individual
London, UK



Since launching in 2019,
The Wall has inspired people across various verticals around the world.



Germany Bundeswehr
Germany



CJ E&M Virtual Studio
Paju, South Korea

However, purchasing The Wall, there were **some considerations**.



Construction period
2+ days



Construction cost



Extra peripherals

* Platform construction to install products may be required



What if

**The Wall could be installed in
your business space in just two hours?**

This long shot has become a reality.

Now, Samsung is showcasing **the latest portfolio of The Wall**,
offering world-class picture quality while drastically innovating the installation process.



Key Features at a Glance



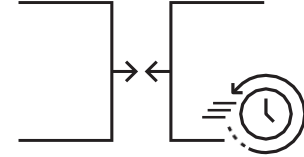
Ultimate Picture Quality

- Deeper black color and contrast
- Vivid, vibrant color purity
- AI optimized visuals
- Accurate color mapping and grayscale expression
- Advanced picture refinement and dynamic range
- Smooth, judder-free visuals



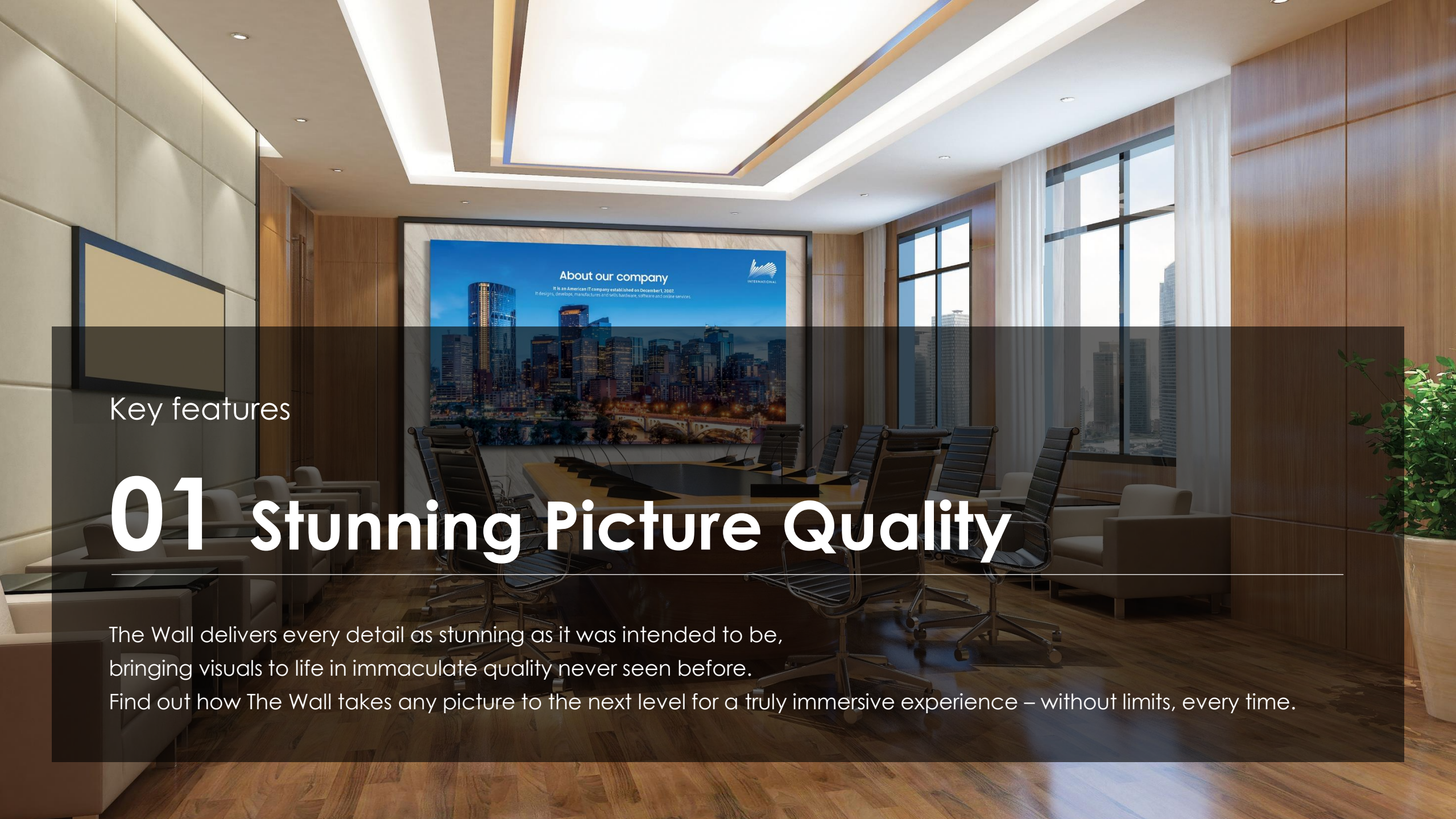
Simple Choice

- Two sizes and two resolution options
- All-inclusive Components



Quick Installation

- Installation within 2 hours for 2 people
- Auto configuration setup



Key features

01 Stunning Picture Quality

The Wall delivers every detail as stunning as it was intended to be, bringing visuals to life in immaculate quality never seen before.

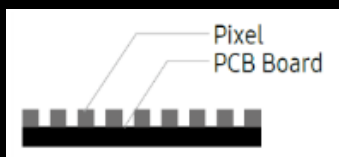
Find out how The Wall takes any picture to the next level for a truly immersive experience – without limits, every time.

Black Seal Technology

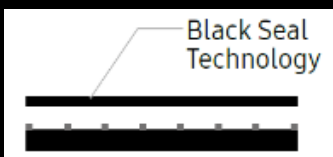
A deep black background blankets the screen with perfect uniformity, creating a seamless canvas for **purier black levels** with enhanced depth that delivers **unparalleled contrast** and **immaculate detail**.

Black Seal Technology

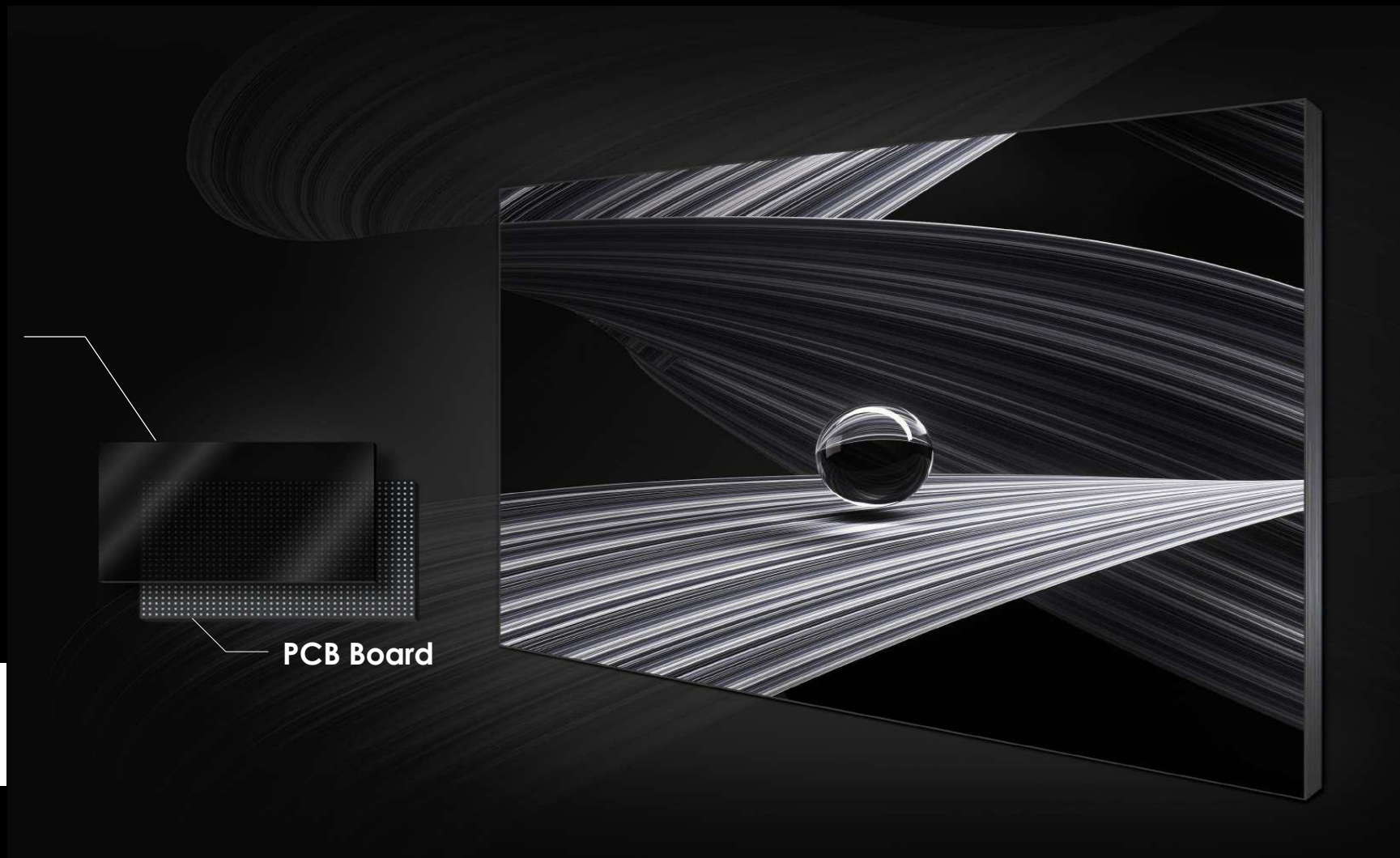
Conventional LED



The Wall



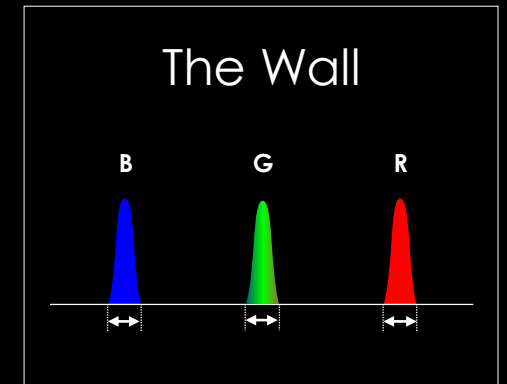
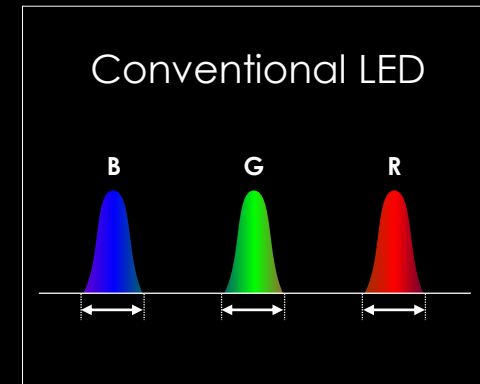
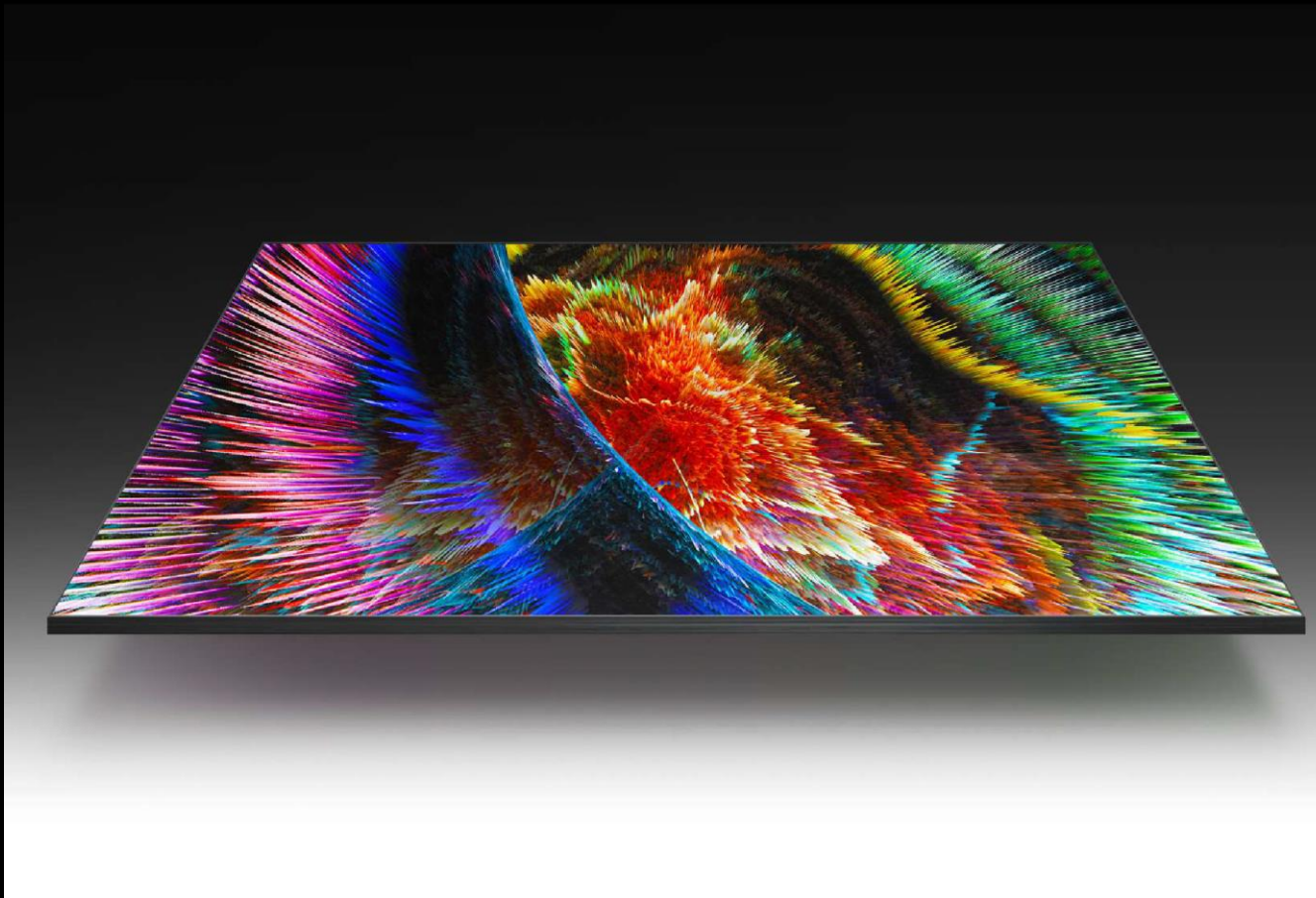
PCB Board



Ultra Chroma Technology

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.



2X Narrower*

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

20bit Processing

The Wall All-in-One offers 20bit processing to present **exact color mapping** with faultless accuracy.

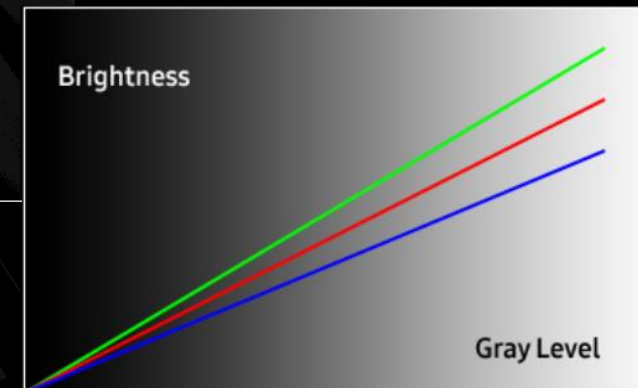
Deeper bit depth at low grayscale also delivers extraordinary contrast ratio and **smooth, natural tones**.



Linear Grayscale

A precise linear grayscale showcases intricacies in every scene, delivering **natural textures, volume** and **continuous shadow details**.

The elevated continuity pulls you further into your content for unbroken immersion.



Continuous grayscale
removing color shift

Neural Quantum Processor 4K

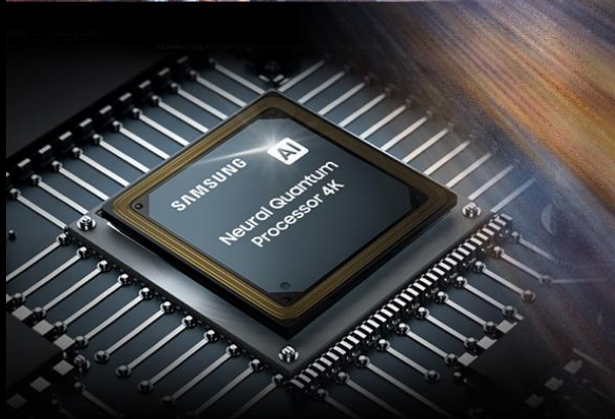
Every second of content is **instantly analyzed** and **optimized** for perfect picture quality.

The powerful AI processor delivers superior visuals in any size up to 4K* resolution, **enhancing contrast** and **removing noise**.

Original Source



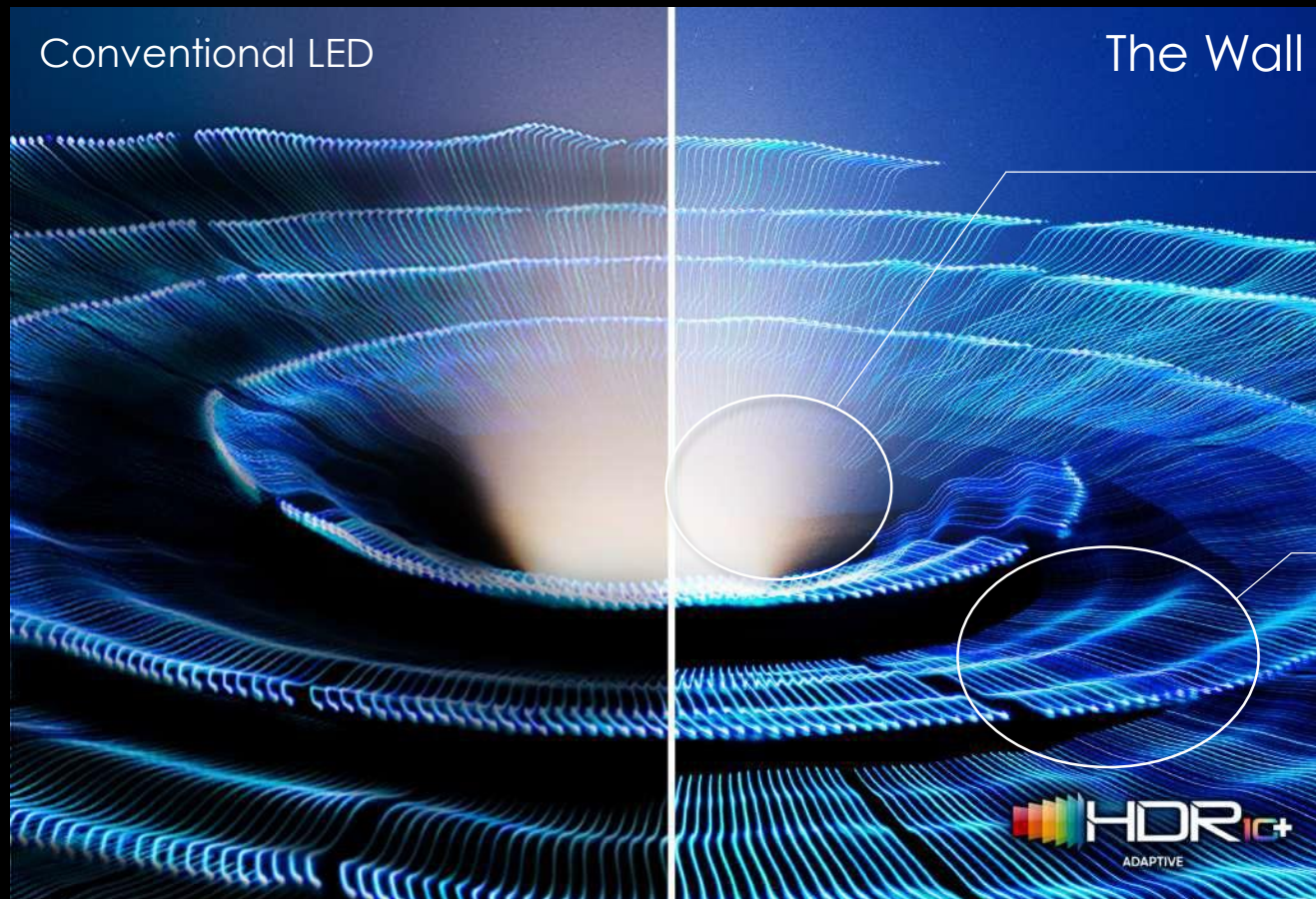
4K Upscaling



* The upscaling resolution may vary based on the resolution support of individual models.

MICRO HDR

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.



Dynamic Peaking

Maximizes contrast ratio by changing peak luminance according to image

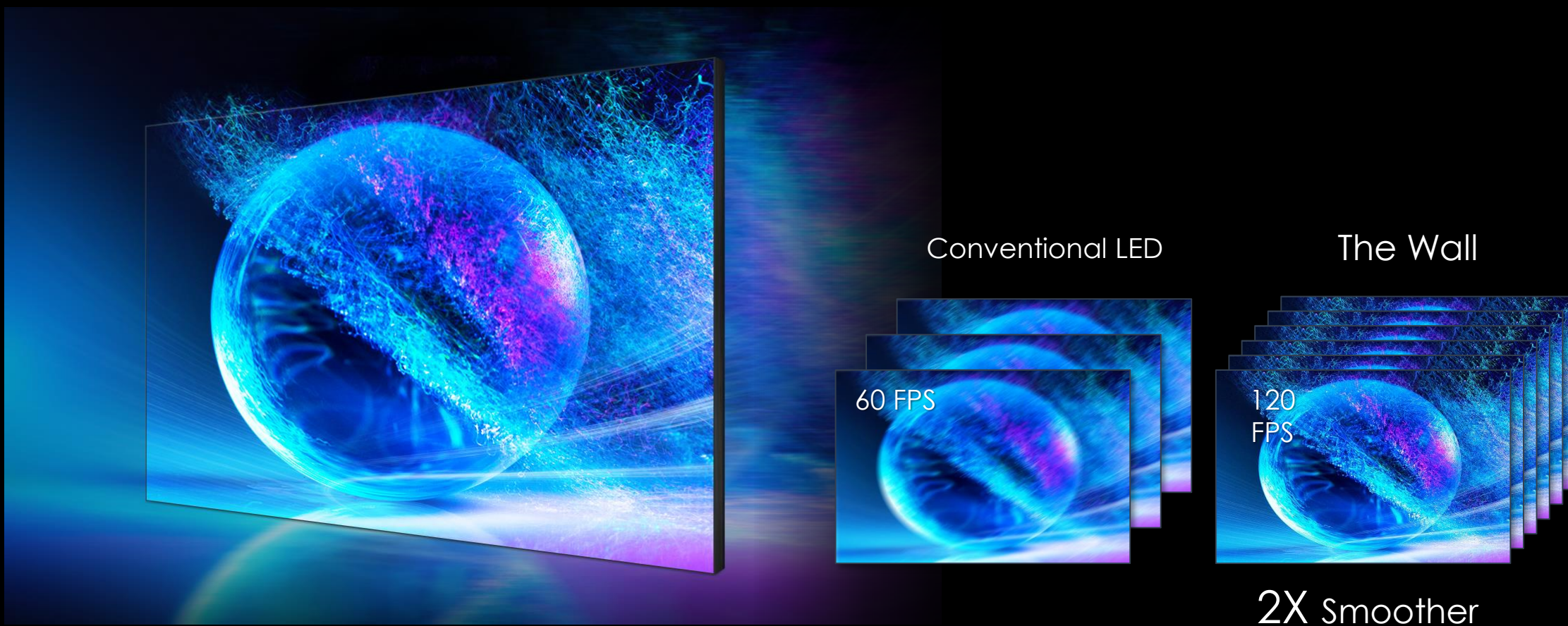
Inverse Tone Mapping

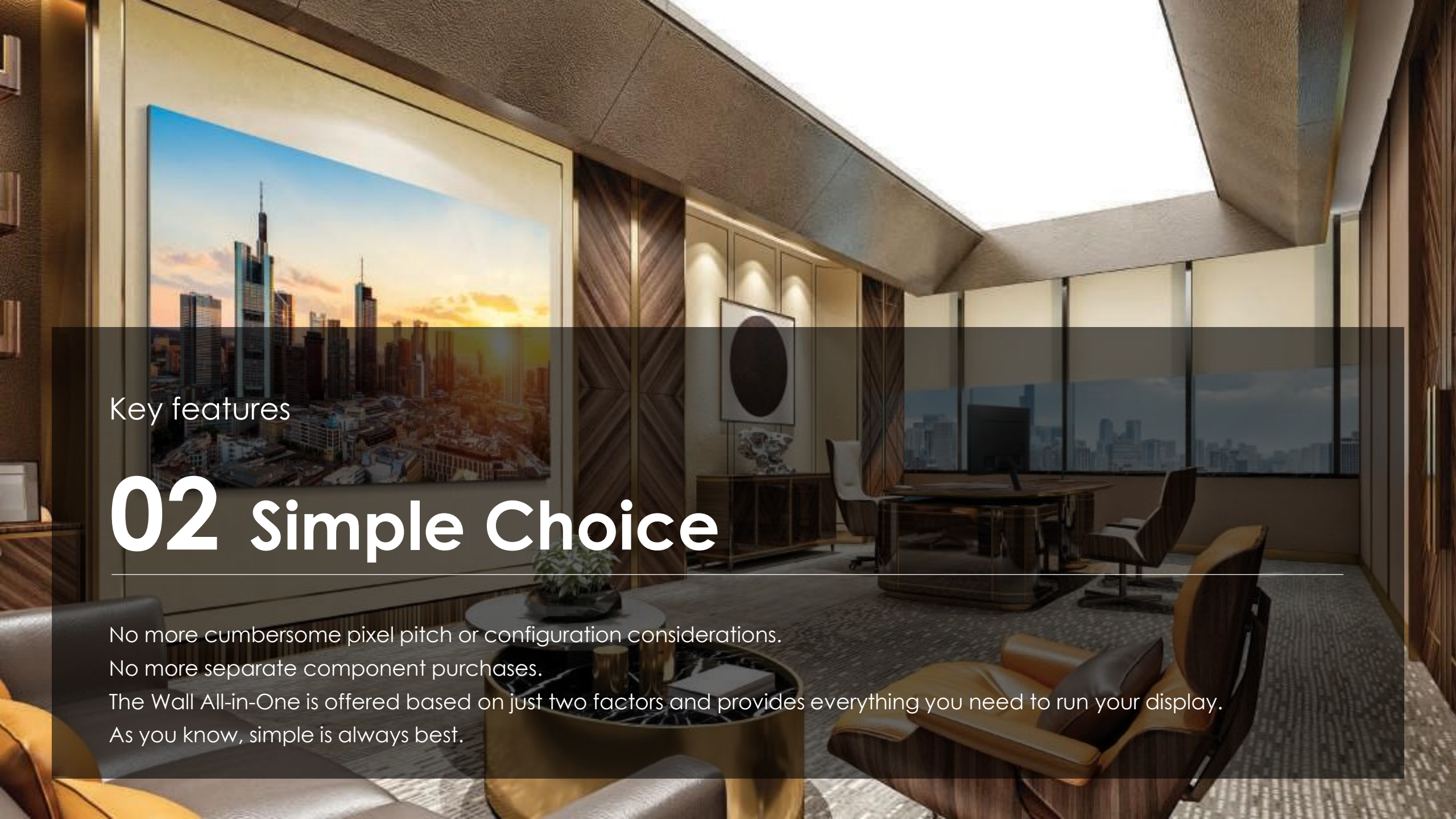
Optimizes gradation and brightness levels to bring out details and eliminate glow at the highest and lowest brightness

MICRO Motion

Every motion becomes sharper, with greater clarity.

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





Key features

02 Simple Choice

No more cumbersome pixel pitch or configuration considerations.

No more separate component purchases.

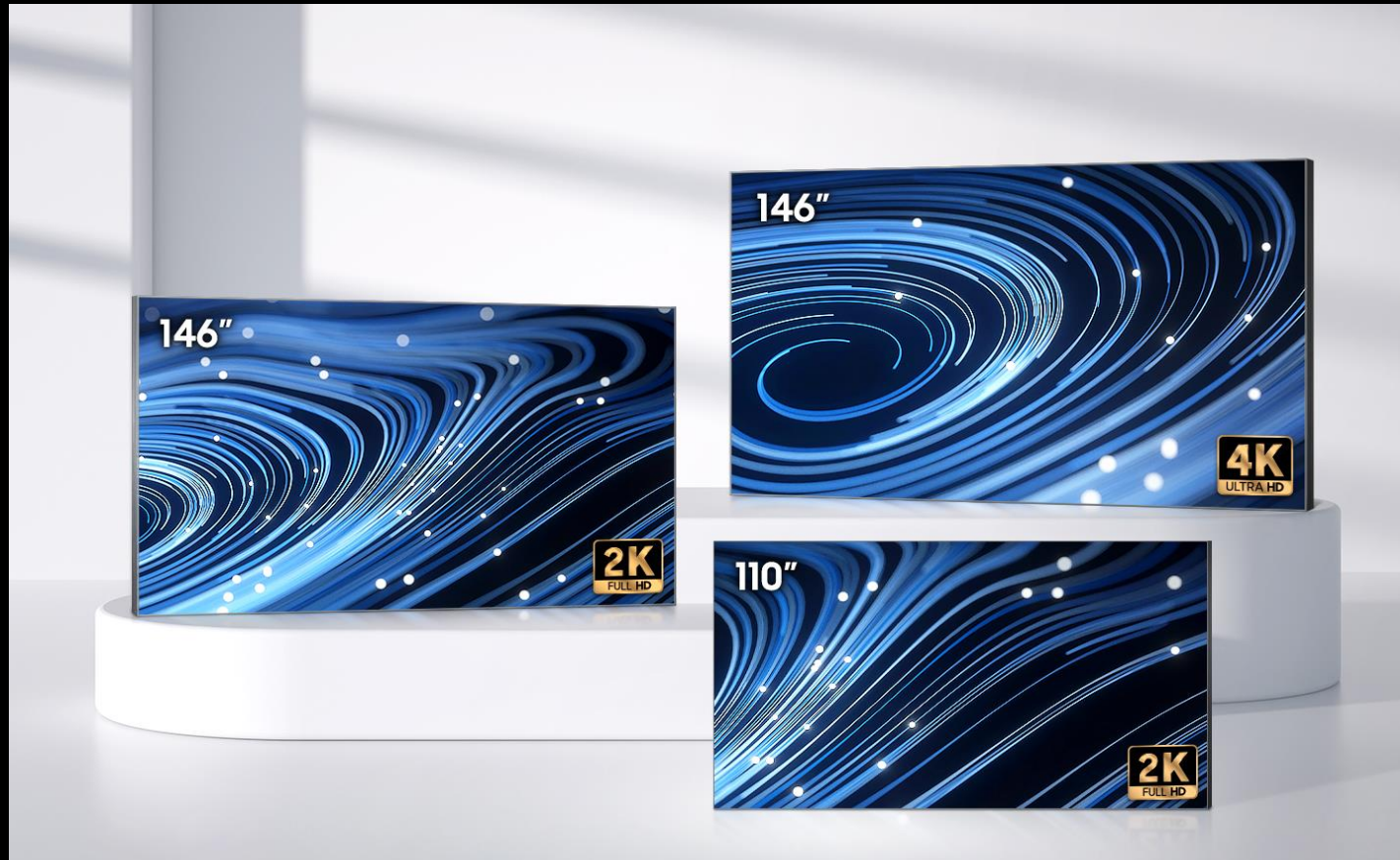
The Wall All-in-One is offered based on just two factors and provides everything you need to run your display.

As you know, simple is always best.

Simple Choice

The Wall All-in-One removes complex elements traditionally associated with LED displays, creating a streamlined purchase path.

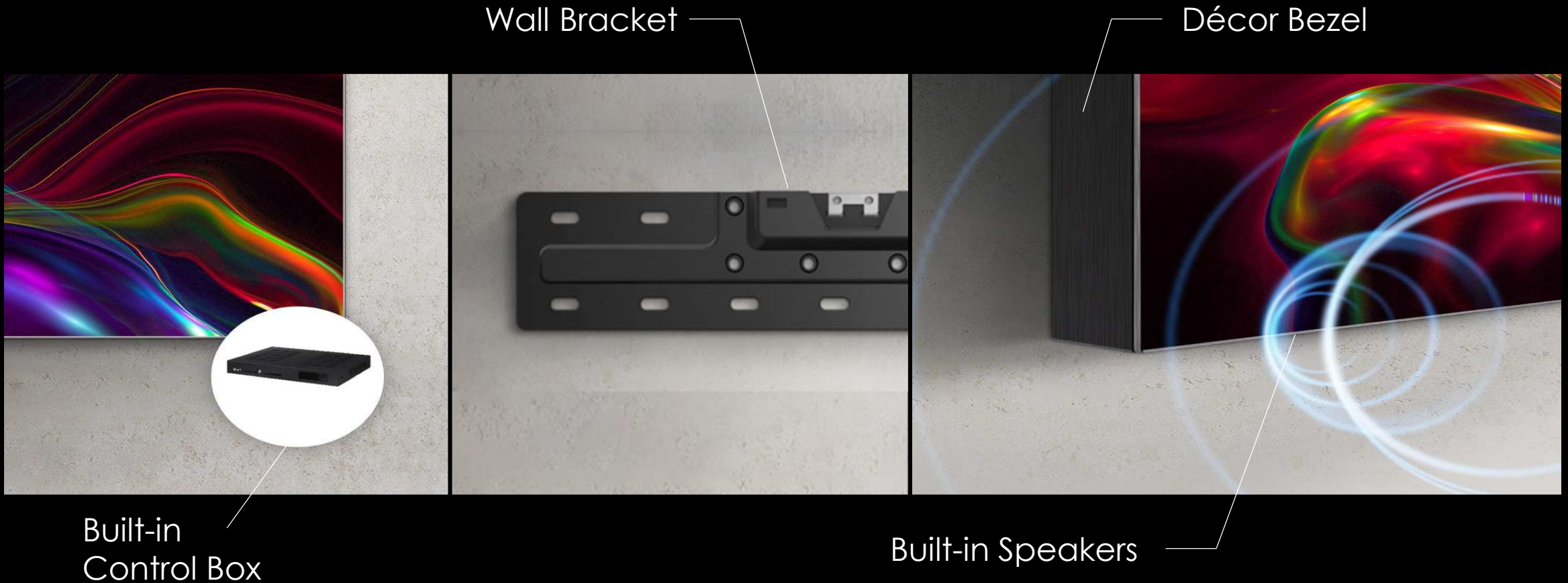
Now, make purchases **based on just two factors – resolution and size –** without complications such as pixel pitch or configuration.



All-inclusive Components

The Wall All-in-One includes everything you need to begin operations
- from the control box and wall brackets to speakers and deco bezels.

No additional purchases or components are required, allowing you to focus on getting your display up and running fast.





Our social journey

The principles of human communication have been well established over millennia.

Key features

03 Quick Installation

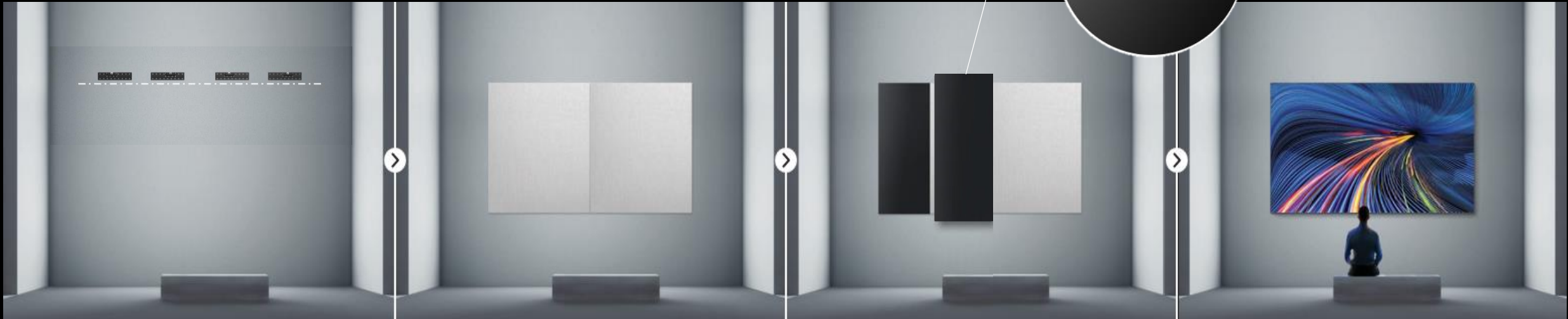
Forget the stereotype that LED displays take extensive time to install. The Wall All-in-One's innovative new design allows for a drastically simplified installation process. It takes only two hours to adopt a new paradigm for your meeting room.

Pre-assembled Installation

The Wall All-in-One drastically simplifies installation by docking the background plates and hanging just three or four preset modules,

depending on the display size. Installation now takes only two hours for two people to complete the screen.

Easy to hang by sliding



Step 1 Mount the wall brackets

Step 2 Dock the background plates

Step 3 Hang 3 or 4 preset modules

Step 4 Complete the install in 2 hours

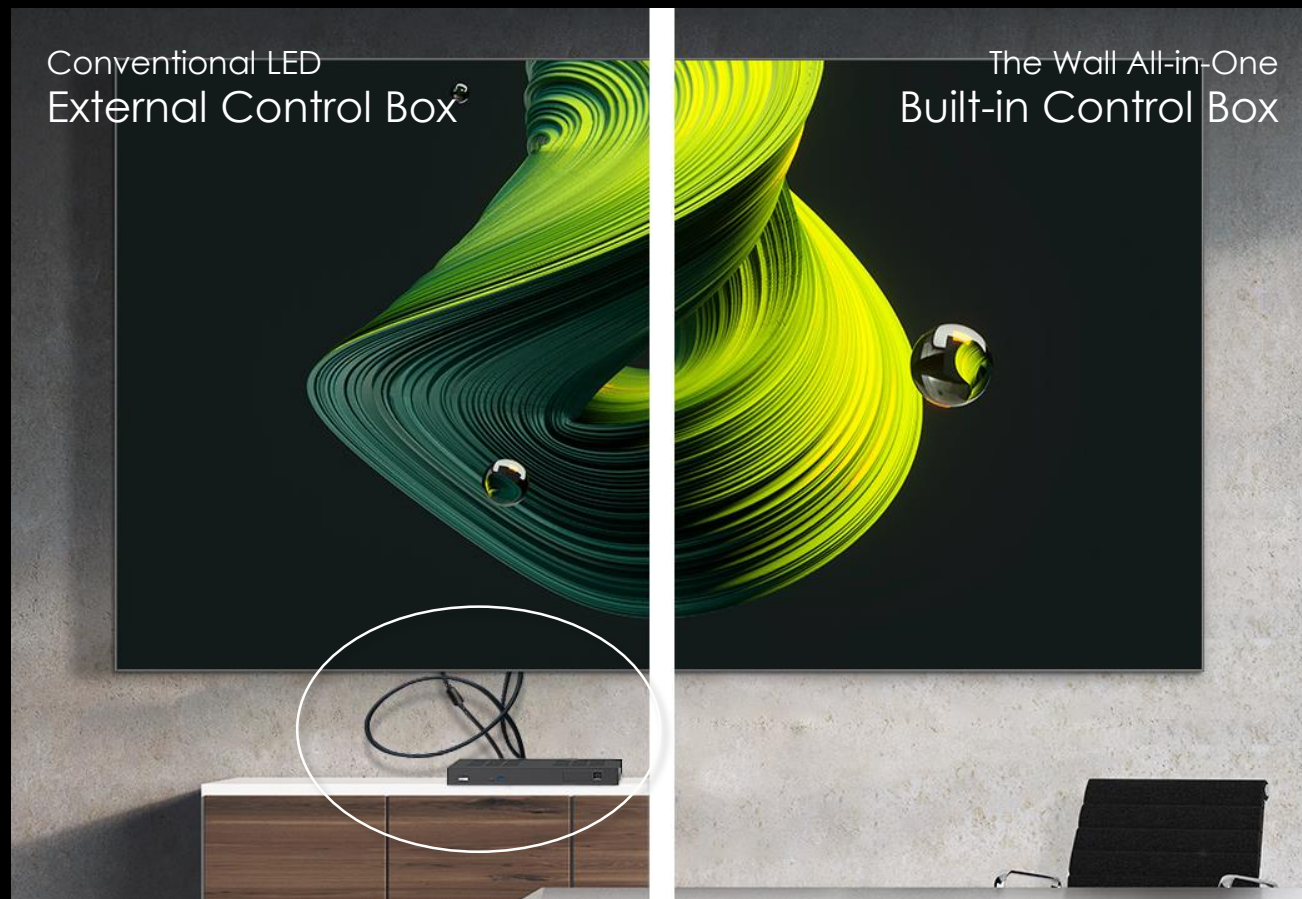
* The Wall All-in-One 110-inch model requires three preset modules. The 146-inch model requires four preset modules.

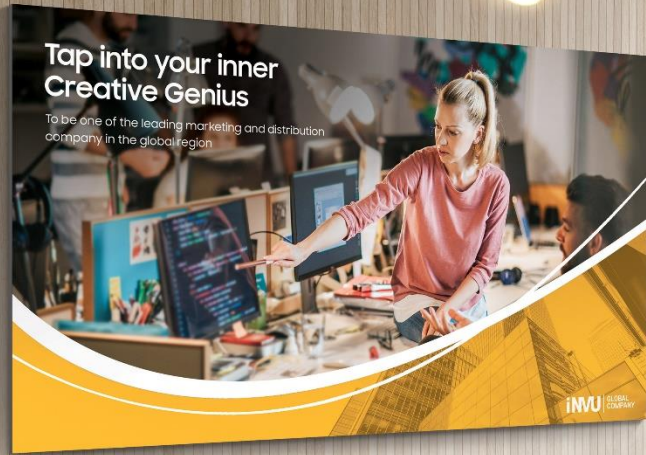
* Install time estimate based on internal testing.

Built-in Control Box

Time-consuming configuration between control box and cabinet is no longer needed.

The Wall All-in-One integrates the control box so it's built-into the display, eliminating a cumbersome configuration process to get the display up and running faster.





Line Up

Line Up Overview

110" FHD



146" FHD



146" UHD



Pixel Pitch	1.26mm	1.68mm	0.84mm
Configuration <small>(LxH, per screen)</small>	1920 x 1080 pixels	1920 x 1080 pixels	3840 x 2160 pixels
Brightness <small>(Peak/Max)</small>	1,600 nit / 500 nit	1,400 nit / 500 nit	1,600 nit / 500 nit
Contrast Ratio	24,000 : 1	22,000 : 1	24,000 : 1
Video Rate	50/60 Hz, 100/120 (FRC) Hz	50/60 Hz, 100/120 (FRC) Hz	50/60 Hz, 100/120 (FRC) Hz
Dimensions <small>(mm, LxHxD, per screen)</small>	2,419.2 x 1,360.8 x 49 mm	3,225.6 x 1,814.4 x 49 mm	3,225.6 x 1,814.4 x 49 mm
Weight <small>(kg, per screen)</small>	108 kg (TBD)	168 kg	168 kg

SAMSUNG