The Wall
EXPERIENCE GREATNESS.
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.
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 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

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.
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.

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POWERFUL AI UPSCALING*

*Viewing experience may vary according to types of content and format.
QUANTUM HDR TECHNOLOGY

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
TOTAL UX

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

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

REMOTE
Easily control basic functions with convenient one-touch access buttons

* Tablet must be provided by a third party
ENTERTAINMENT MODE

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.

THIRD PARTY APPLICATIONS

TV MOVIES GAMES MUSIC

* 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
AMBIENT MODE

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.
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
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.
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
EXECUTIVE BOARD ROOM
STADIUM & ARENA VIP SUITE
LIVING & MEDIA ROOM

*The features simulated above require a compatible tablet remote, provided by a 3rd party, to operate.
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### THE WALL

<table>
<thead>
<tr>
<th></th>
<th>Model</th>
<th>IW008J</th>
<th>IW008R</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Physical Parameters</strong></td>
<td></td>
<td></td>
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<tr>
<td>Cabinet Size (W x H x D)</td>
<td>806.4 x 453.6 x 72.2 mm / 2.6 x 1.5 x 0.2 ft</td>
<td>806.4 x 453.6 x 29.9 mm / 2.6 x 1.5 x 0.1 ft</td>
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<tr>
<td>Cabinet Weight</td>
<td>12.5 kg / 27.6 lb</td>
<td>11.5 kg / 25.4 lb</td>
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<td><strong>Picture Quality</strong></td>
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<td>Picture Engine</td>
<td>Snow Processor</td>
<td>Quantum Processor Flex</td>
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<tr>
<td>Brightness (Peak / Max)</td>
<td>1,600 nit / 500 nit</td>
<td>2,000 nit / 250 nit</td>
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<tr>
<td>HDR</td>
<td>LED HDR, HDR10+ Support, Multi-link HDR</td>
<td>LED HDR, HDR10+ Support</td>
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<td>Video Rate</td>
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<td>Bit Depth</td>
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<td>16 bit (Internal Processing 20 bit)</td>
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<td><strong>Electrical Parameters</strong></td>
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<td>Power Consumption (Max)</td>
<td>190 (W/cabinet), 519 (W/m²)</td>
<td>170 (W/cabinet), 464.8 (W/m²)</td>
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<tr>
<td>Power Consumption (Typ)</td>
<td>130 (W/cabinet), 355 (W/m²)</td>
<td>150 (W/cabinet), 410.1 (W/m²)</td>
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<td><strong>Smart Function</strong></td>
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<td>Entertainment Mode, Ambient Mode, Apps (Netflix, YouTube, etc.), Bixby (Voice), SmartThings (IoT)</td>
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<td>Accessories</td>
<td>Décor Frame (Standard), Frame Kit</td>
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<td>Remote Control</td>
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<td>Tablet App, Smart Control</td>
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<td>Front Only(1)</td>
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(1) Front Service: Modules accessible through the front in groups of six
## SIZES

<table>
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<tr>
<th>Size</th>
<th>Dimensions</th>
<th>Resolution</th>
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<tbody>
<tr>
<td>292&quot;</td>
<td>6.5 x 3.6 m (21.2 x 11.9 ft)</td>
<td>8K</td>
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<tr>
<td>219&quot;</td>
<td>4.8 x 2.7 m (15.9 x 8.9 ft)</td>
<td>6K</td>
</tr>
<tr>
<td>146&quot;</td>
<td>3.2 x 1.8 m (10.6 x 6.0 ft)</td>
<td>4K</td>
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<tr>
<td>75&quot; CONVENTIONAL TV*</td>
<td>1.7 x 1.0 m (5.5 x 3.2 ft)</td>
<td>4K</td>
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*Dimensions based on a Samsung TV