

The Wall

IWB Series

The Wall. Make a bold statement.



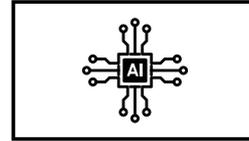
Realize the full potential of The Wall.

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.



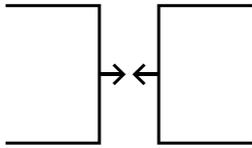
Accurate Picture Quality

- 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



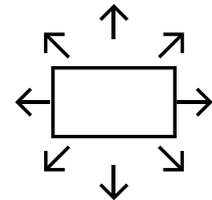
Enhanced Installation

- Pre-adjusted seam between modules
- Widely popular 55" cabinet design



Proven Safety

- Blue light eye protection
- Electromagnetic wave minimization

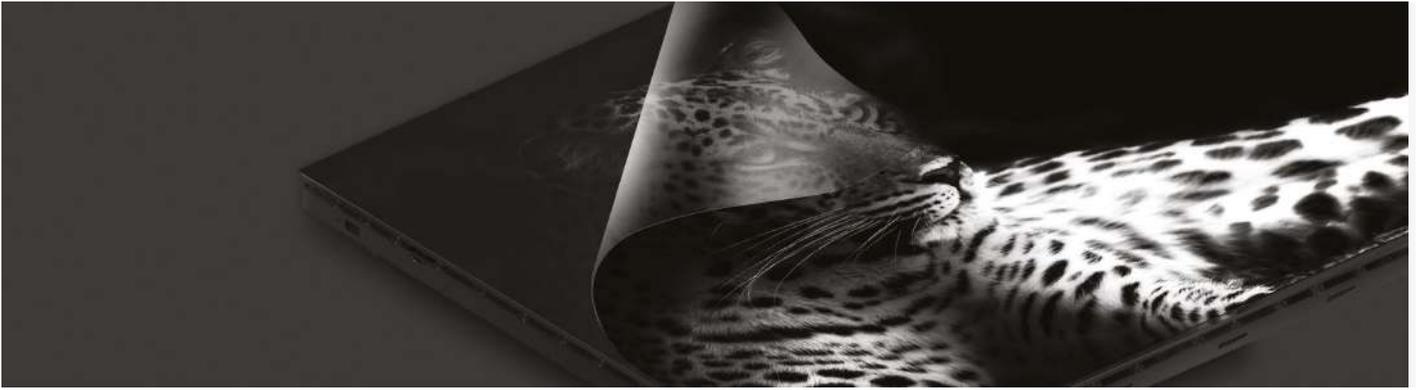


Advanced Usability

- 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.

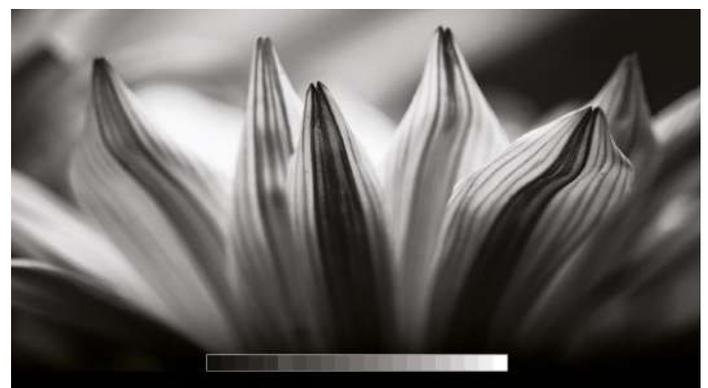
*Figure is based on internal testing standards against Samsung's conventional LED Signage.



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, delivering textures, volume and continuous shadow details. The elevated continuity pulls you further into your content for unbroken immersion.

Key features



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.



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.

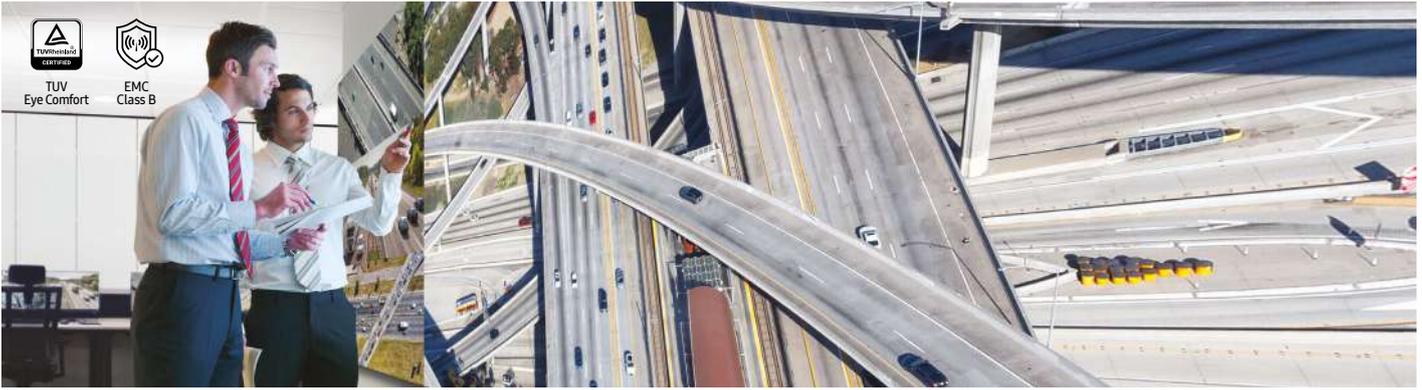


Factory Seam Adjustment

Installation 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.

Key features



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.



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.



Business applications



Corporate



Residential



Luxury Retail



Auditorium

* Images are simulated and for illustration purpose only.

Specifications

Model		IWB	
		IW006B	IW009B
Physical Parameter	Pixel Pitch	0.63 mm	0.945 mm
	Pixel Configuration	1 red, 1 green, 1 blue	1 red, 1 green, 1 blue
	Configuration (LxH, per cabinet)	1920 x 1080 pixels	1280 x 720 pixels
	Diode Type	Flip-chip RGB LED	Flip-chip RGB LED
	Dimensions (mm, LxHxD, per cabinet)	1,209.6 x 680.4 x 599 mm	1,209.6 x 680.4 x 599 mm
	Dimensions (inch, per cabinet)	54.64 x 2.35 inch	54.64 x 2.35 inch
	No. of Modules (WxH, per cabinet)	8 x 6	8 x 6
Optical Parameter	Weight (per cabinet/per m ²)	21.9kg / 26.6kg	22.1kg / 27.0 kg
	Brightness (Peak/Max) ⁽¹⁾	1,800 nit / 400 nit	1,200 nit / 600 nit
	Contrast Ratio ⁽²⁾	19,000 : 1	12,000 : 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	337(W/m ²) / 277 (W/Cabinet)	321(W/m ²) / 264 (W/Cabinet)
	Power Consumption - Typ	226(W/m ²) / 186 (W/Cabinet)	196(W/m ²) / 161 (W/Cabinet)
	Heat Generation - Max	1,149 (BTU/m ²) / 945 (BTU/Cabinet)	1,095 (BTU/m ²) / 901 (BTU/Cabinet)
	Heat Generation - Typ	771 (BTU/m ²) / 635 (BTU/Cabinet)	667 (BTU/m ²) / 549 (BTU/Cabinet)
	Refresh Rate	3,840 Hz	3,840 Hz
	Visual Refresh Rate	7,680 Hz	7,680 Hz
Operational Parameter	Power Redundancy	Yes	Yes
	Working Temperature / Humidity	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
	IP Rating	IP20	IP20
	LED Lifetime	150,000 hours	150,000 hours
Connectivity	Controller	SNOW-AAE / MBOXACE(TBD)	SNOW-AAE / MBOXACE(TBD)
	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-protection	TUV Eye Comfort	TUV Eye Comfort
	Fire-protection	N/A	N/A
Service	Service	Front	Front
Features	MagicINFO	Yes	Yes
	Sensor	Temperature	Temperature
	Other	Dynamic Peaking	Dynamic Peaking
	Smart TV type	-	-
	Smart Function	-	-
	Bixby Language	-	-
Accessories	Accessories	Décor Frame (Standard), Frame Kit	Décor Frame (Standard), Frame Kit
	Remote Control	-	-
Package	Box Dimension (mm, WxHxD)	1365 * 812 * 215	1365 * 812 * 215
	Package Weight (per cabinet)	30.2kg	30.4kg
Special Installation	Curve	N/A	N/A
	Inclination	N/A	N/A
	Rotation	N/A	N/A
	Other ⁽³⁾	N/A	N/A

(1) Peak value according to IDMS (Information Display Measurement Standard)

(2) Measured under 10lux light Test condition. Contrast in darkroom exceeds 1000000:1

(3) optional structure required

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LED Signage

For more information about Samsung The Wall, visit www.samsung.com/business or www.samsung.com/displaysolutions

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