SAMSUNG

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.
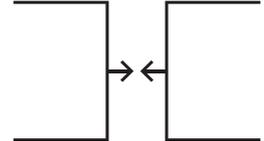
Accurate Picture Quality

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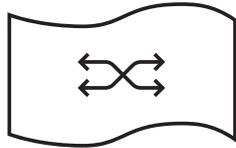- Accurate color mapping and grayscale expression
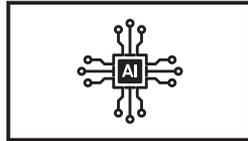
Optimal Picture Quality

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

Enhanced Installation

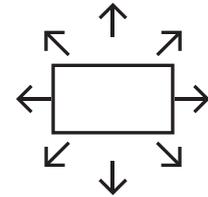- Pre-adjusted seam between modules
- Simple, cable-free connection

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 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

The Wall brings your business to life through immaculate colors in their purest form. 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 accurate color mapping with faultless accuracy. Deeper bit depth at low greyscale also delivers extraordinary contrast ratio and smooth, natural tonal gradients.
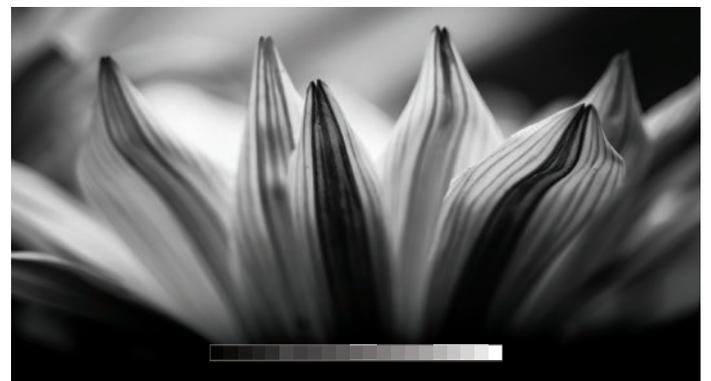
Linear Grayscale

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.

8K MICRO UPSCALING

MICRO AI Processor

Instant AI optimization

Immerse viewers in AI-optimized picture quality that delivers the ultimate viewing experience to enhance your brand. Every second of content is instantly analyzed and optimized for superior 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.

Conventional LED
60 FPS

The Wall
120 FPS

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.

Endless Design

Your Wall, your way.

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

Easy on the eyes

Ensure a safe viewing experience by protecting against blue light and electromagnetic waves. Keep eyes comfortable 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.

Conventional LED
S-Box 4EA

The Wall
S-Box 1EA

4K   4K   4K   4K

8K

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 Name		IW008A	IW012A	IW016A
Specification		Indoor	Indoor	Indoor
Physical Parameter	Pixel Pitch	0.84 mm	1.26 mm	1.68 mm
	Pixel Configuration	1 red, 1 green, 1 blue	1 red, 1 green, 1 blue	1 red, 1 green, 1 blue
	Configuration (LxH, per cabinet)	960 x 540 pixels	640 x 360 pixels	480 x 270 pixels
	Diode Type	Flip-chip RGB LED	Flip-chip RGB LED	Flip-chip RGB LED
	Dimensions (LxHxD, per cabinet)	806.4 x 453.6 x 36.5 mm / 31.75 x 17.86 x 1.44 in	806.4 x 453.6 x 36.5 mm / 31.75 x 17.86 x 1.44 in	806.4 x 453.6 x 36.5 mm / 31.75 x 17.86 x 1.44 in
	No. of Modules (WxH, per cabinet)	4 x 3	4 x 3	4 x 3
	Weight (per cabinet/per m²)	11.2 kg / 30.6 kg / 24.69 lb / 67.46 lb	11.2 kg / 30.6 kg / 24.69 lb / 67.46 lb	11.2 kg / 30.6 kg / 24.69 lb / 67.46 lb
Optical Parameter	Brightness (Peak/Max) (1)	1,600 nit / 500 nit	1,600 nit / 800 nit	1,400 nit / 1,000 nit
	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	170°	170°	170°
	Viewing Angle - Vertical	155°	155°	155°
	Bit Depth	16 bit (Internal processing 20bit)	16 bit (Internal processing 20bit)	16 bit (Internal processing 20bit)aa
	Color Temperature - Default	6,500K ± 500K (Floating bin)	6,500K ± 500K (Floating bin)	a6,500K ± 500K (Floating bin)
	Color Temperature - Adjustable	2,800K ~ 10,000K (using S-Box)	2,800K ~ 10,000K (using S-Box)	2,800K ~ 10,000K (using S-Box)
Electrical Parameter	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	476 (W/m²) / 174 (W/Cabinet) (TBD)	383 (W/m²) / 140 (W/Cabinet)	411 (W/m²) / 150 (W/Cabinet)
	Power Consumption - Typ	355 (W/m²) / 130 (W/Cabinet) (TBD)	233 (W/m²) / 85 (W/Cabinet)	225 (W/m²) / 82 (W/Cabinet)
	Heat Generation - Max	1,623 (BTU/m²) / 594 (BTU/Cabinet) (TBD)	1,307 (BTU/m²) / 478 (BTU/Cabinet)	1,400 (BTU/m²) / 512 (BTU/Cabinet)
	Heat Generation - Typ	1,213 (BTU/m²) / 444 (BTU/Cabinet) (TBD)	794 (BTU/m²) / 291 (BTU/Cabinet)	766 (BTU/m²) / 280 (BTU/Cabinet)
	Refresh Rate (3)	11,520 Hz	11,520 Hz	15,360 Hz
Operational Parameter	Power Redundancy	Yes	Yes	Yes
	Working Temperature / Humidity	0℃~+40℃ / 10%~80%RH	0℃~+40℃ / 10%~80%RH	0℃~+40℃ / 10%~80%RH
	Storage Temperature / Humidity	-20℃~+45℃ / 5%~95%RH	-20℃~+45℃ / 5%~95%RH	-20℃~+45℃ / 5%~95%RH
	IP Rating	IP20	IP20	IP20
	LED Lifetime	150,000 hours	150,000 hours	150,000 hours
Connectivity	Controller	SNOW-AAE	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	Optical ※ HDBT is used for connecting only BT/Wifi module
Certification	Safety	62368-1, 60950-1	62368-1, 60950-1	62368-1, 60950-1
	EMC	Class B	Class B	Class B
	Eye-comfort	TUV Eye Comfort	TUV Eye Comfort	TUV Eye Comfort
	Fire-protection	N/A	N/A	N/A
Service	Service	Front	Front	Front
Features	Operating System	Tizen 6.0	Tizen 6.0	Tizen 6.0
	MagicINFO	Yes	Yes	Yes
	Sensor	Temperature	Temperature	Temperature
	Other	Eco Image Enhancer, 3D mode	Eco Image Enhancer, 3D mode	Eco Image Enhancer, 3D mode
	Smart TV type	–	–	–
	Smart Function	Multiview, Screen-mirroring	Multiview, Screen-mirroring	Multiview, Screen-mirroring
	Bixby Language	–	–	–
Accessories	Accessories	Décor Frame (Standard), Frame Kit	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	927 x 161 x 592 mm
	Package Weight (per cabinet)	15.1 kg	15.1 kg	15.1 kg
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 (4)	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
(4) Optional structure required

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