

SAMSUNG

MICRO LED



Light began at the dawn of the world.

The sparks of light strengthened after the heavenly gift of fire from Prometheus, who loved humanity. This is the origin technology that inspired humankind's journey of creation, the partner in the long history of pioneering and challenging the world, the source of wisdom and inspiration.

Civilization developed from humankind's constant study of light. The more sophisticated civilization became, the more various were the ways light was used.

Now, building on the knowledge of thousands of years, a new history of light begins.

MICRO**LED** debuts a new world of light
that you've likely never seen before.

It is a newfound light for creation with
a completely different origin,
produced from micro-sized RGB LED elements.

Introducing Samsung's MICRO**LED**:
one of the most advanced screen technologies
ever created. Realized by inorganic self-emitting
elements, this light can change your life forever.



**Born to be
incomparable**

Creating limitless light

Infinite light brightens the human dream

MICROLED achieves technological performances that far surpass conventional displays. Visuals appear on panels made of micro-sized self-emitting inorganic LED elements. The MICRO AI processor effortlessly controls the panels pixel by pixel to upscale and manage billions of colors, superb contrasts and natural brightness. The result is images of vibrant colors and fine-grained detail. The long-standing challenge to harness light of durable permanence and brightness has at last been met. The final stage of this great achievement is now ready to be experienced.



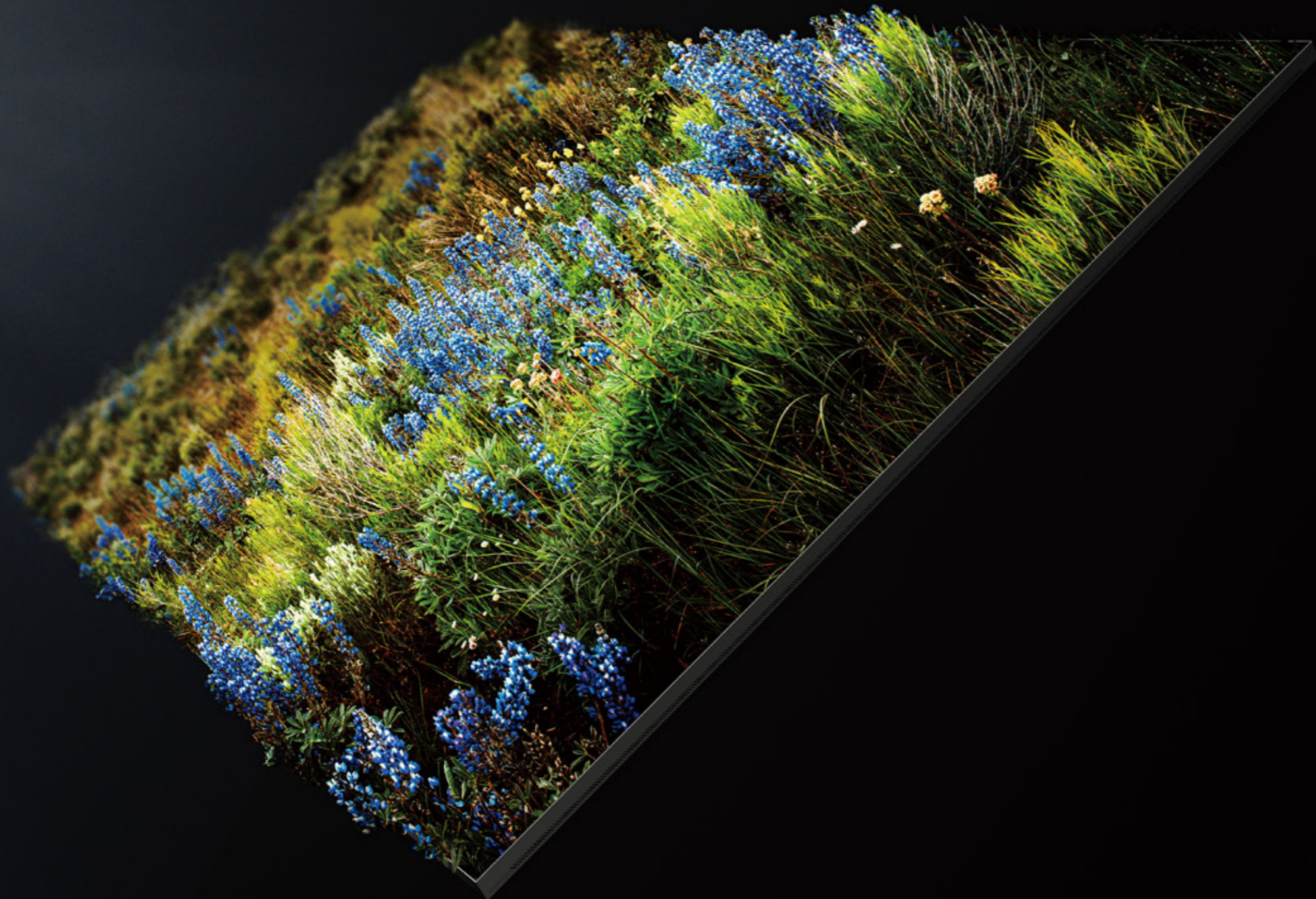
MICRO Contrast

Ultimate contrast beyond imagination

Ultimate contrast guarantees the highest picture quality

The dream of fully engaging with screen images has finally become real. Experience the riveting differences. MICROLED independently controls micro-units to express impeccable detail, eliminating smudged boundaries and blurred light between adjacent elements. Black colors appear luminous with ultra-high depth and shape as ultimate contrast pinpoints each detail to produce immersive and breathtaking picture quality.





Pure RGB color without filters

By constantly exploring the challenges of light, Samsung developed its innovative MICROLED, which uses RGB technology to enable natural pure color reproduction on the screen. Conventional display must convert white light into colors by using filters, which typically leads to distortion. MICROLED expresses pure RGB color with no need for filters. You experience the natural colors of images, without muddiness or loss of brightness. MICROLED's vivid visuals are like opening a clouded window on a sunny day to actually enjoy the scenery.

MICRO HDR

Details, from the brightest to the darkest

HDR feels like holding reality in your hands

MICRO HDR brings richer vitality to vividly reproduced colors. Delivering 1,024 times* more detail than conventional displays, MICRO HDR can realize 1,048,576 steps of the color spectrum. That expresses the detailed shape, texture, volume and balance of surrounding objects to provide a stunning immersive experience.



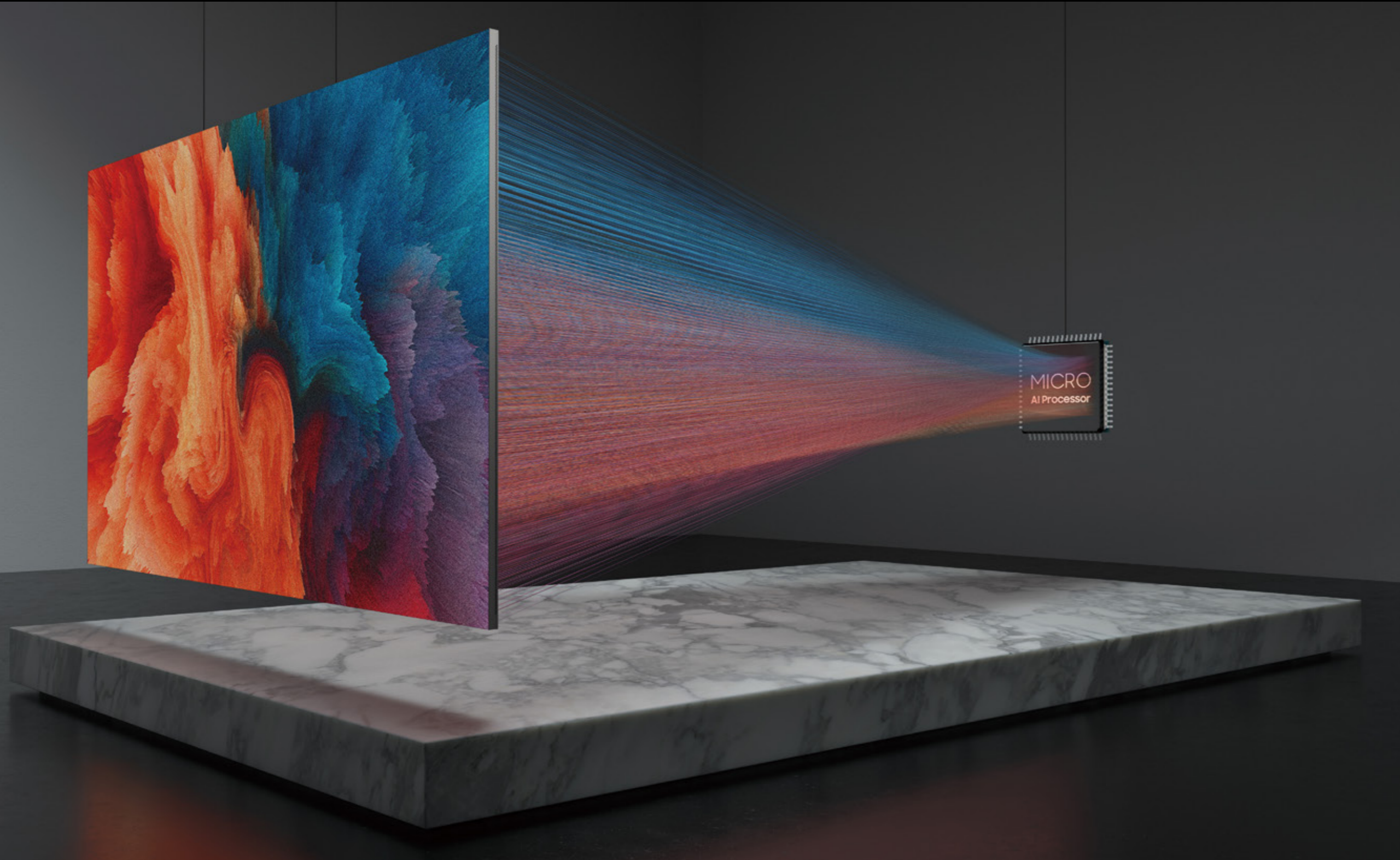
*Conventional display of a 10-bit panel is capable of producing 1,024 steps of one individual color.

MICRO AI Processor

Optimized MICROLED picture quality

Artificial Intelligence sets best picture quality

The MICRO AI processor analyzes, identifies and then instantly optimizes content and data you choose to view on the MICROLED screen. The processor's fine image-by-image and pixel-by-pixel analysis calibrates the exact brightness that suits the scene while enhancing contrast and eliminating noise to achieve optimum picture quality.



Monolith Design

Monumental design ushers in the era of MICROLED

Boundless aesthetics

More than a master performer, MICROLED is a breathing, living art piece in sync with your daily life. The Infinity Screen removes all borders between content and screen, and between screen and wall, to seamlessly match your décor.



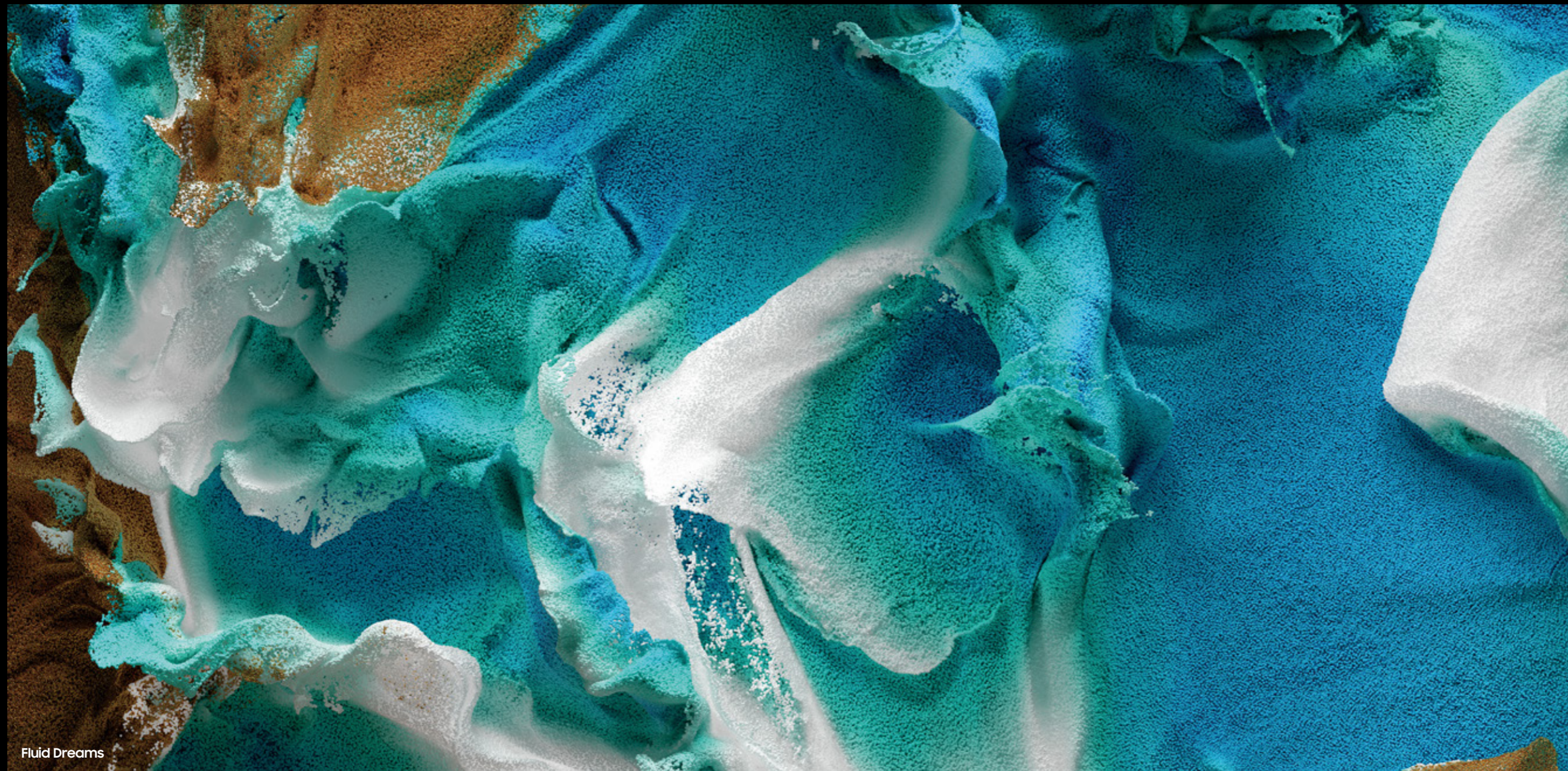
Ambient Mode+

The screen blends into your lifestyle

The star even at rest

As soon as you turn off the video, the screen displays rich alternatives of inspiration instead of a blank void. In Ambient Mode+, scroll through Artificial Landscapes to select any of Refik Anadol Studio's works to show on screen. Or, easily choose customized patterns or images to turn your walls into a gallery of evocative family photos and more. Personalize your space, change images in an instant and enjoy more enriched décor and relaxation.





Fluid Dreams



Land Dreams



Space Dreams

The transformative light of nature

Living at the crossroads of art, science and technology, the work of Refik Anadol Studio (RAS) explores nature through imaginative data simulation. The RAS Artificial Landscapes series, specifically designed for Samsung MICROLED, is fully appreciated when displayed on the gigantic MICROLED screen. Three unique creations in the series showcase striking scenes of nature at the intersection of machine intelligence and reality. Experiencing the brilliant colors and dynamic creativity of these works displayed by micro-inorganic elements heightens the immersive effects.

Fluid Dreams

Inspired by ceaseless ocean surges, this spectacular visual flows on the dynamic movement of an infinite sea.

Land Dreams

Blending topographic landscapes from around the world, this experience erases borders and stimulates the diverse senses of alternative realities.

Space Dreams

By merging the digital data between the Earth's sky and land, this work's intense colors and patterns produce a fantastical and explosive effect.

About Refik Anadol Studio (RAS)

RAS combines media art with cutting-edge digital technology to produce new perceptions and experiences of time and space. The Los Angeles-based studio has created media installations, data painting, audio-visual performances and more, using machine intelligence to generate immersive visual interpretations of nature and the world.

Arena Sound

See the audio, hear the visual



Front row experience

Supported by lush surround sound, the big screen's large-scale video and Object Tracking Sound Pro innovation deliver gorgeous musical and visual experiences. OTS Pro follows an object's movement on screen, producing sound that's more dynamic, three-dimensional and lifelike. Samsung's industry-leading built-in speakers give you magnificent sound that feels like concert hall acoustics. No need for separate audio devices. But if you already have great gear, external speakers and soundbars* easily pair and harmonize with MICROLED.

*Samsung's sound devices are supported by Samsung Sound Bar with Samsung's Q-Symphony function. Other sound devices pair only if supported with AV receivers with center channel output.

4Vue

Multiscreen, multi-source experience,
united on one screen

One screen, four choices

The MICROLED 4Vue ensures that you see information you don't want to miss. Four separate screens with four HDMI input signals provide multiple peak experiences, as if you're viewing four displays. MICROLED's 4Vue also permits you to choose among a wide range of content. Select simultaneous news, stock info, sports, games or whatever more you want.



Samsung presents a new lifestyle for the
visionary futurist.

**Live
in the lights**







*Sound bars sold separately.





*Stand sold separately.





*Stand sold separately.

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Size

110" Width x Height x Depth 2,440mm x 1,370mm x 24.9mm



99" Width x Height x Depth 2,200mm x 1,230mm x 24.9mm



*Broadcast reception requires additional devices, such as cables and a set-top box.

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