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Samsung LED signage

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

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The Wall

for Automotive industry

CONCEPT DESIGN SKETCH

First production plug-in hybrid, the 828GTS Spider an ideal car for owners who demand the pinnacle of technology but still want the thrill and versatility of open top driving.



Building a digital showroom and studio with Samsung's The Wall

The automotive industry is implementing display technology to increase sales, satisfy customers and create enhanced showroom and studio environments.

As larger dealerships move to the suburbs, smaller city showrooms can deliver a premium car buying experience but also have less space for car inventory and a bigger need for digital content. Also, the conventional tools used in car design studio, such as paper, projectors and conventional LEDs, do not provide the depth of detail and color accuracy needed to truly bring a car to life.

Samsung's Micro LED-based The Wall delivers the purest colors, deepest blacks and most accurate detail, all in real size, to showcase any car in the way it was intended.

Meeting the needs of the automotive industry



Accurate color presentation

- Showcase the deepest blacks through Black Seal Technology.
- Ensure every color is shown as it was intended with Ultra Chroma Technology for twice purer colors.



Deep, detailed visuals

- Bring out even the most intimate details of any interior textures through 20-bit processing.
- Deliver true, natural shades through linear grayscale presentation.



True-to-size scale

- Enable true-to-size digital models and renderings, removing the need for physical models.



Present **perfect black** through **Black Seal Technology**

Deliver **2X purer color** with **Ultra Chroma Technology**



Provide **true shade** through **Linear Grayscale**

Bring out even **details of texture** through **20-bit Processing**

Accurate color presentation

Color is one of the biggest deciding factors when choosing a car. Designers spend a significant amount of time designing new colors that closely align with their brand identity, tweaking small details to achieve their vision. Delivering true-to-life colors to customers during their purchasing journey is critical. Samsung's The Wall utilizes Black Seal Technology to deliver perfect black levels for immaculate contrast. Additionally, with Ultra Chroma Technology, The Wall presents a narrower wavelength of color resulting in higher color purity, approximately twice purer* than conventional LEDs, covering 100% DCI-P3 color gamut.

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

Deep, detailed visuals

The touch and feel of a new car interior is a critical element, particularly as customers spend most of their time inside a car. Designers are very focused on the interior materials used to enhance a car's overall quality. Samsung's The Wall can present even small differences between the texture of leather and metal materials, giving customers peace of mind they are making the right choice. The Wall also showcases the deepest details of every color through 20-bit processing, while presenting linear and accurate grayscale without distortion – perfect for delivering a high-quality customer experience.



True-to-size scale

Samsung's The Wall is fully flexible and can expand to any size to suit any customer need. In the early stages of designing a new car, designers must create drawings, sketches, digital and clay models all in life-size to ensure they can accurately finalize every detail. Samsung's The Wall can project a car to its real size, removing the need for physical models, allowing design teams to efficiently collaborate on edits to any vehicle, saving time and money. Also, small showrooms which have less space and cannot showcase every model of a car can deliver full scale, real-size design to customers.

Specifications

Model		IWA		
		IW008A	IW012A	IW016A
Physical Parameter	Pixel Pitch	0.84 mm	1.26 mm	1.68 mm
	Diode Type	Flip-chip RGB LED	Flip-chip RGB LED	Flip-chip RGB LED
	Cabinet Size (LxHxD)	806.4 x 453.6 x 36.5 mm	806.4 x 453.6 x 36.5 mm	806.4 x 453.6 x 36.5 mm
	Cabinet Weight	11.2 kg / 30.6 kg	11.2 kg / 30.6 kg	11.2 kg / 30.6 kg
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 / Vertical)	170° / 155°	170° / 155°	170° / 155°
	Bit Depth	16 bit (Internal processing 20bit)	16 bit (Internal processing 20bit)	16 bit (Internal processing 20bit)
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/m ²) / 174 (W/Cabinet) (TBD)	383 (W/m ²) / 140 (W/Cabinet)	411 (W/m ²) / 150 (W/Cabinet)
	Power Consumption - Typ	355 (W/m ²) / 130 (W/Cabinet) (TBD)	233 (W/m ²) / 85 (W/Cabinet)	225 (W/m ²) / 82 (W/Cabinet)
	Refresh Rate (3)	11,520 Hz	11,520 Hz	15,360 Hz
	Power Redundancy	Yes	Yes	Yes
Operational Parameter	Working Temperature / Humidity	0°C~+40°C / 10%~80%RH	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	-20°C~+45°C / 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	
Certification	Safety	62368-1, 60950-1	62368-1, 60950-1	62368-1, 60950-1
	EMC	Class B	Class B	Class B
Service	Eye-protection	TUV Eye Comfort	TUV Eye Comfort	TUV Eye Comfort
	Service	Front	Front	Front
Features	Operating System	Tizen 6.0	Tizen 6.0	Tizen 6.0
	MagiciNFO	Yes	Yes	Yes
Accessories	Accessories	Décor Frame (Standard), Frame Kit	Décor Frame (Standard), Frame Kit	Décor Frame (Standard), Frame Kit
	Curve	Concave(6000R), Convex(6000R), L-type	Concave(6000R), Convex(6000R), L-type	Concave(6000R), Convex(6000R), L-type
Special Installation	Inclination	Forward, Ceiling	Forward, Ceiling	Forward, Ceiling
	Rotation	N/A	N/A	N/A
	Other (3)	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

Size Chart

