

SAMSUNG



CASE HISTORY

Samsung The Wall technology for the new Ferrari E-building in Maranello

The new Ferrari production plant in Maranello, where petrol and hybrid vehicles will be made as well as the first electric Ferrari model, welcomes the innovation and excellence of Samsung's micro-LED technology, thanks to the construction of a **Samsung LED wall** measuring 9.676 x 3.628 metres.

This installation of **The Wall**, covering a corner shape, stands more than two and a half metres over the production line and displays captivating content, enhancing the surrounding space.

Samsung technological equipment

The Samsung LED wall, **The Wall IWA series 1.6 pixel pitch**, featuring a corner installation thanks to the extreme flexibility offered by this solution, is formed of **108 cabinets** measuring **36 square metres** in total with a **full resolution** of **5,760 x 2,160**.

The LED wall will display audio and video content to showcase new models to employees on the production line and to inform them about innovation and sustainability projects, as well as training and development activities.





Samsung The Wall revolutionises the concept of LED screens offering endless installation possibilities to create unique, exclusive environments, while giving space to creativity and imagination.

The Wall can be configured to adapt to any environment, offering great installation convenience and flexible design that is not constrained by size, shape or structural limits.

The Wall IWA series delivers every detail exactly as it was intended, bringing pi-

ctures to life in immaculate quality never seen before, enhancing every detail, image-by-image, pixel-by-pixel, taking any picture to the next level for a perfect view of reality.

Thanks to **Black Seal** technology, the purest black levels give details new depth, delivering unparalleled contrast than ever before, while **Ultra Chroma** technology expresses a canvas of life-like colours with astounding clarity and vibrancy, two times purer and more accurate than conventional LEDs.

SAMSUNG

The Wall offers **20 bit** processing to present exact colour mapping with faultless accuracy. Deeper bit depth at low grayscale also delivers extraordinary contrast ratio and smooth, natural tones.

A precise linear **grayscale** showcases intricacies in every scene, delivering realistic textures, volume and continuous shadow details, pulling the audience further into the content for unbroken immersion.

Every second of content is instantly analysed and optimised for perfect picture quality. The powerful **AI processor** delivers superior visuals in any size, enhancing contrast and removing noise.

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.

Installation is transformed by eliminating module-by-module seam adjustment. Installers adjust only per cabinet, saving time while improving mechanical quality for immersive viewing.

The design buildout can be adapted to any specifications thanks to the endless installation possibilities: hung from walls and ceilings, curved around pillars or angled over corners, just like in the **innovative Ferrari plant**.

The Wall IWA series, make a bold statement.

