

**The Wall**

# EXPERIENCE GREATNESS

UNIQUE

IMMERSIVE

EXCLUSIVE

LIMITLESS





**The Wall** is a new generation of display technology delivering a truly exclusive and immersive experience. It brings any vision to life and ensures every visual is as stunning as it was intended to be.

# UNIQUE

## POWER OF QUALITY

The next generation is now.  
From best-in-class picture processing engines to luxurious design innovation,  
The Wall's core technologies come together to generate an experience unlike any other.

### ULTRA CHROMA TECHNOLOGY

The Wall's inherent color qualities produce vibrant and natural colors for an awe-inspiring visual experience, bringing details to life like never before.

### QUANTUM HDR TECHNOLOGY

Boasting the industry's best picture quality engine,  
The Wall utilizes advanced HDR picture refinement technologies to deliver true-to-life imagery.

### QUANTUM PROCESSOR FLEX

The intuitive resolution-to-screen size adjustment capability based on AI intelligence offers a perfect view of reality in any size up to 8K resolution for a truly immersive experience.





## IMMERSIVE ENTERTAINMENT MODE

From live TV to movies, games and more, see your favorites come to life in real scale for a fully immersive and scintillating experience. Access to Samsung's Smart TV services and third party apps provides all forms of entertainment media.

NETFLIX

GOOGLE PLAY

YOUTUBE

AMAZON PRIME

# EXCLUSIVE

## AMBIENT MODE

When you're done watching, Ambient Mode turns the screen into an accent piece that enhances the interior of any home, matching your personal taste.

### INFRAME

Preset and customizable wall frame templates



### ART & MEDIA ART

Photographs, paintings and digital art



### DECOR

Refined, moving decorative pieces



### BACKGROUND THEME

Samsung original wall backgrounds

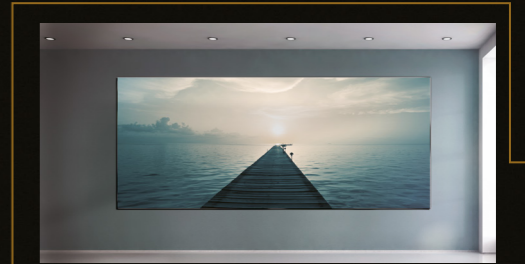




# LIMITLESS

CUSTOM MADE

A modular form factor allows The Wall's size, shape and ratio to be customized to your spatial and aesthetic needs. Whether it's a spacious lobby or a private home theater, The Wall gives creative freedom to make optimal use of any space.



# SIZES



\*Dimensions based on a Samsung TV



