

SAMSUNG

Experience the greatness of The Wall.

Be inspired by your home like never before. The Wall from Samsung offers a unique, life-size viewing experience with impeccable color and detail. The Wall brings greatness home.

Contact Us: samsung.com/thewall

The Wall

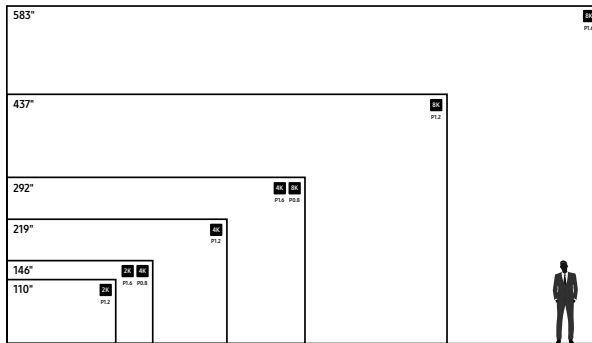


A one-of-a-kind visual experience.



The Wall's MicroLED technology brings detail to life through superior color purity and a wider color gamut than conventional LED displays. Its vibrant colors and deep black levels deliver intense contrast and immaculate detail, for a one-of-a-kind visual experience. From live events to blockbuster movies, everything will be on a bigger, brighter and bolder scale.

- **Super Size and Resolution** You can size it as large as you want in 4K, or up to 292" in 8K, for an incredibly immersive viewing experience. In 8K, it can be nearly 15 times larger than a conventional 75" TV.
- **No Space Constraints** Super-sized screen, with no projection distance required.
- **No Lighting Constraints** Easily visible in bright daylight, thanks to high brightness.
- **No Image Distortion** Consistent image quality and brightness across all areas of the screen.



Just how big do you want your experience to be?



The Wall

Your Wall, your way.



The Wall is not a one-size-fits-all proposition. Not only can it be configured precisely to your space, it can also be customized to your unique style.

Inframe Style your wall to your own personal taste from a selection of preset and customizable wall frame templates.

Entertainment Enjoy your favorites in real scale for real immersion.

A Lavish Digital Canvas The Wall is a refined showcase for fine art. Decorative pieces, picturesque natural scenes, paintings, photographs and digital art are displayed in stunning quality, bringing details to life like never before.

- **Décor** Embellish your home with refined, subtly interactive decorative pieces.
- **Art and Media Art** Showcase a true masterpiece, chosen from an included collection of specially curated art and media art pieces.
- **Nature** Bring a bit of the outdoors inside with decorative motifs inspired by nature.
- **My Collection** Personalize The Wall with images from your own personal collection.
- **Background Theme** Choose a background for The Wall from included Samsung original Wall-inspired backgrounds.

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The Wall

An optimized lifestyle experience.



The Wall is the ideal accessory to complement a life of luxury. Its size and incredible image quality make an impressive statement to all who behold it, whether it's a live pay-per-view event party or movie night with the kids.

Infinity Design Experience infinite beauty with a slim, bezel-less design that allows The Wall to seamlessly blend into its surroundings. It's a sleek, modern look, achieved by eliminating anything unnecessary.

Décor Frame The Wall's frame features a refined, subtle-but-sleek metal finish that can be customized to complement the design elements of any room. A selection of preset and customizable wall frame templates allow you to keep the modern feel, or adjust it based on your preferred aesthetic.

Total User Experience Going beyond the conventional display, two distinct modes allow The Wall to become a digital canvas that displays your favorite works of art, and exhibits your personal style.

- **Ambient Mode** Sophisticated, personal lifestyle content with the ability to customize the display to enhance the aesthetics of any home.
- **Entertainment Mode** Immersive, life-size entertainment with access to Samsung services and third party applications via Smart TV.

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The Wall

Total ecosystem.



Designed for a seamless full-scale experience, The Wall synchronizes harmoniously with various elements of a luxury entertainment system, including audio and home automation, while also providing diverse content options.



Enjoy long-lasting performance.



The Wall will enhance your space for years to come. It offers robust durability and energy efficiency with LEDs that last for 100,000 hours. With 8 hours of use every day, it will last for nearly 35 years.

The Wall

Greatness in any space.



Living Room

Your living room is the social hub of your home, gathering family, friends and guests to create memories that will last a lifetime. The Wall brings the room to life and acts as a sophisticated accent piece to enhance the interior.



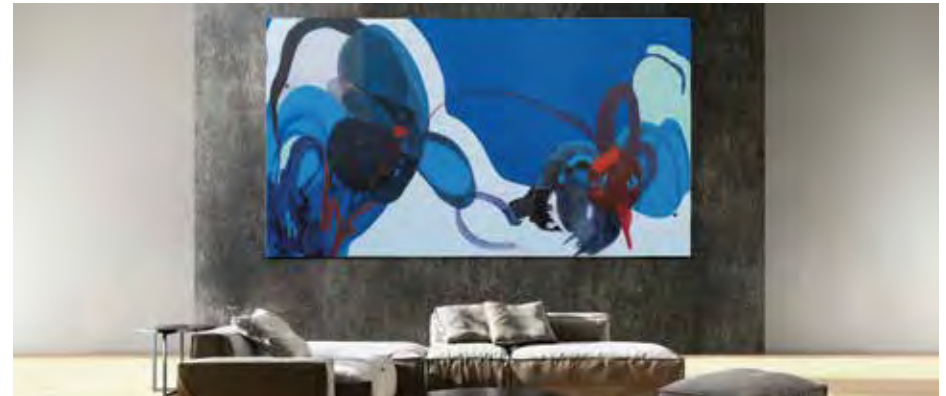
Home Theatre and Media Room

Your media room or home theater should be a versatile, multi-purpose space that accommodates movie nights, sports events, gaming, or any other guest entertainment. The Wall creates a one-of-a-kind cinematic visual experience with proprietary Samsung technology for an intense, realistic movie-watching experience in the comfort of your home.



Home Offices

The Wall transforms any home office into a beautiful and highly functional workspace by elevating visual clarity and video conferencing.



Entertaining Spaces

Think of The Wall as your digital canvas, displaying art to create the ambiance you want in your dining or entertainment spaces. Display true masterpieces, moving art, beautiful nature scenes or your own personal collection.

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