



# LED DISPLAY FOR HOME

YOUR FUTURE. ON DISPLAY.

**SAMSUNG**

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# VISION

Samsung's next generation LED displays converge imagination with reality through innovation. Prepare for an extraordinary, immersive visual experience that's larger than life.

# THE EVOLUTION OF TV



Classic

Traditional Viewing

Black & White to  
Color Television



The Norm

What We're Used to

Conventional, flat  
LCD screens



Lifestyle

Taking on New Forms

Decorative TVs,  
Projectors and More



REVOLUTION

Never Before Seen

Super Size  
Modular TV

**THE NEXT GENERATION IS NOW.**



# THE ABSOLUTE VISUAL EXPERIENCE

Make spending time at home more enjoyable than ever. Specially crafted for an exquisite, intense viewing experience right where you need it most, discover the future of in-home entertainment with Samsung's LED.

CONFIDENTIAL

## Awe Inspiring Visuals

The finest picture quality manifested in a single, seamless screen. A harmony of pure black, vivid colors and stark contrast brings visuals to life for an exquisite viewing experience like no other.





TV

Art

Photo

## An Aesthetic Pleasure

Your taste, never turned off. Going beyond the conventional, a showcase of refined visuals such as artwork and photography inspires admiration and embodies your personal flair.





LINEUP

&

SPECIFICATIONS



# LINEUP

## REVOLUTIONARY TV

### Conventional LED



- Inconsistent Uniformity
- Unsafe for home environment (ESD, etc.)
- Separate video processor required
- Speckle noise
- Low brightness (600~800 nit)

### IF SERIES



- LED HDR
- Excellent uniformity
- True-to-life colors
- Sleek design
- Robust durability
- Long life (100,000 hours)
- Safe against ESD (certified)
- Easy, convenient installation
- Signage Player Box (S-Box)

### THE WALL



- LED HDR, HDR10+ support, accurate grayscale expression
- Perfect uniformity
- Perfect black (ultra-low reflection black technology)
- Pure natural colors
- Shock-resistance technology
- Superior energy efficiency
- Long life (100,000 hours)
- Safe against ESD (certified)
- Easy, convenient installation
- Signage Player Box (S-Box)

# IF SERIES

110" FHD



2.4 x 1.4 m

130" FHD



2.9 x 1.6 m

219" UHD



4.8 x 2.7 m

260" UHD



5.8 x 3.2 m

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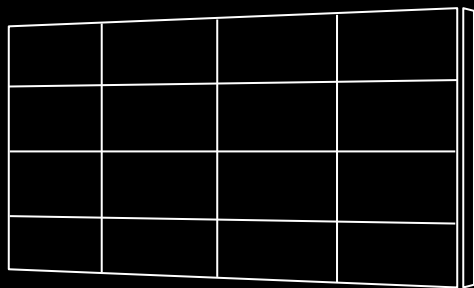
# SPECIFICATIONS IF SERIES

Screen Size		110"	130"	219"	260"
Physical Parameters	No. of Cabinets	9 <small>(3 x 3)</small>	18 <small>(6 x 3)</small>	36 <small>(6 x 6)</small>	72 <small>(12 x 6)</small>
	Dimensions (m) <small>(W x H)</small>	2.4 x 1.4	2.9 x 1.6	4.8 x 2.7	5.7 x 3.2
Optical Parameters	Resolution	1920 x 1080 - FHD	1920 x 1080 - FHD	3840 x 2160 - UHD	3840 x 2160 - UHD
	Aspect Ratio	16:9	16:9	16:9	16:9
	Brightness (Peak)	1,200 nit	1,600 nit	1,200 nit	1,600 nit
	Brightness (Max)	600 nit	800 nit	600 nit	800 nit
	Contrast Ratio	3000:1	5000:1	3000:1	5000:1
	Viewing Angle (°)	160/160	160/160	160/160	160/160
Additional Equipment	Media Player	S-Box	S-Box	S-Box	S-Box
	Mounting	Direct Mount™	Direct Mount™	Direct Mount™	Direct Mount™
Buffer Cabinets Needed		1	2	4	4
Launch		Available	Available	Available	Available

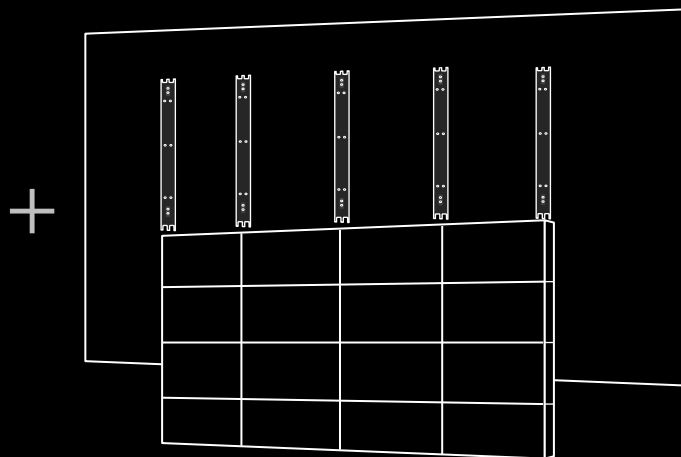
\*Specifications are not final and are subject to change without notice

# CONFIGURATION IF SERIES / WALL

LED Screen



Mounting



Media Player (S-Box)



# THE WALL

146" UHD



1.8 m

3.2 m

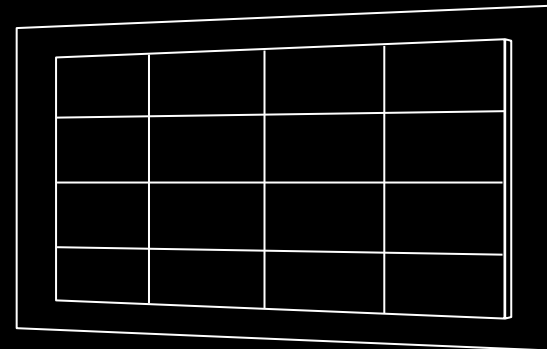
# SPECIFICATIONS THE WALL

Screen Size		146"	
Physical Parameters	Pixel Pitch (mm)		0.84
	No. of Cabinets		16 (4 x 4)
	Dimensions (W x H x D)	UHD Screen	3225.6 X 1814.4 x 72.5 mm 126.99 x 71.43 x 2.85 in
		Cabinet	806.4 x 453.6 x 72.5 mm 31.75 x 17.86 x 2.85 in
	Weight	UHD Screen	188 kg
Cabinet		11.8 kg	
Optical Parameters	Resolution		3840 x 2160
	Aspect Ratio		16:9
	Contrast Ratio		20,000:1*
	Brightness		500 nit
	Frame Rate		60 Hz
	Bit Depth		20 bit Internal Processing
	Refresh Rate		3840 Hz
Additional Features	Picture Quality		LED HDR, HDR 10+ Support, LPDRE**
	Media Player		Signage Player Box (S-Box)
	Input		HDMI(2.0) x 2, DP x 1, USB 3.0 x 2, LAN x 1
	Certification		EMI Class B

Note: Specifications are not final and are subject to change without notice  
 \*10 Lux Bright Room  
 \*\*HDR: High Dynamic Range, LPDRE: Low Power Dynamic Range Expansion

## CONFIGURATION

LED Screen + Mounting



Media Player (S-Box)

# FEATURES & BENEFITS







Samsung LED



Conventional LED

# Black. Period.

The purest expression of black for unparalleled contrast ratio

# Purely Colorful.

Superior color purity brings details to life both vibrantly and naturally.



# All About HDR.

LED HDR and HDR10+ support for optimally brilliant and true-to-life imagery



Conventional LED



Samsung LED

# Bright in Any Light.

Brilliant picture quality for crystal clear visibility regardless of the ambient light





# Bright in Any Light.

Brilliant picture quality for crystal clear visibility regardless of the ambient light



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Brilliant picture quality for crystal clear visibility regardless of the ambient light



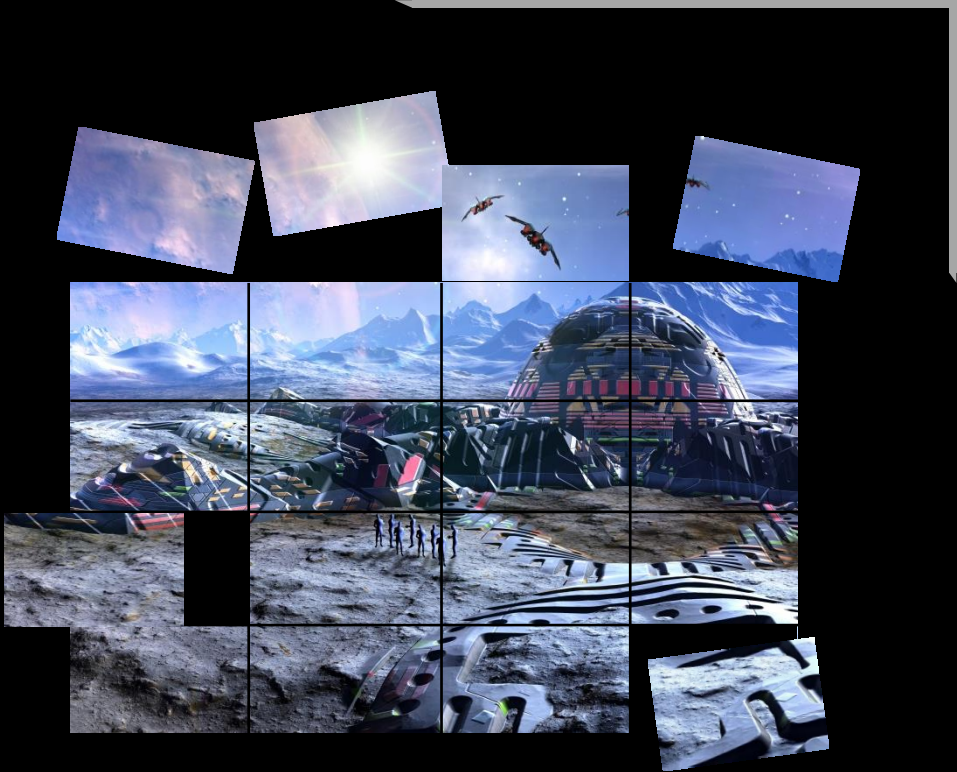


## Looking Smooth.

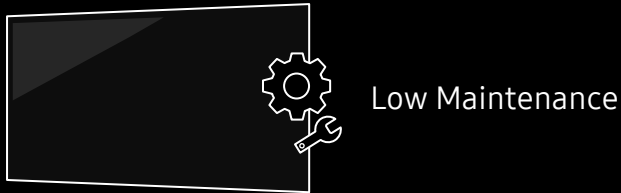
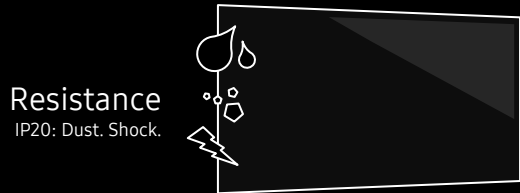
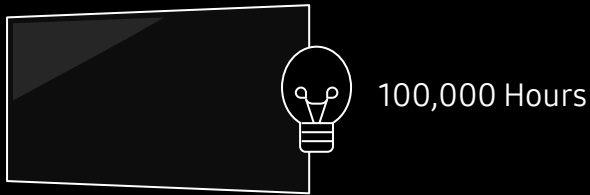
A seamless, flush black surface is a sleek complement for any room

# Your Imagination Expanded.

Modular configuration for the ability to extend to a custom size







# Built to Last.

Long in life, tough in durability and easy to maintain for peace of mind

# YOUR FUTURE. ON DISPLAY.



Samsung believes in the constant pursuit of new innovation and success. We are a leader when it comes to new technologies, as we strive to implement our products in actionable ways to provide the best solution for our customers.

With a wide portfolio of superior products, Samsung has been the global digital signage market leader for several years, as we always strive for continued excellence in bringing innovation to the next level.

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# APPENDIX

# OPTIMAL VIEWING DISTANCE

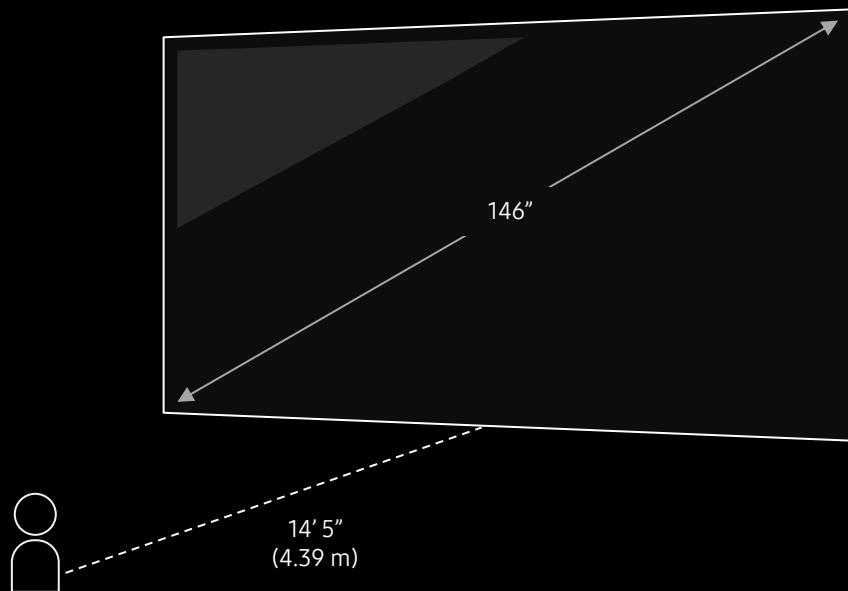
## Optimal Viewing Distance Formula

(THX standard)

Screen Diagonal Size \* 1.19

For Example: 146" Screen (3.71 m)

$$146 * 1.19 = 173" (14' 5" \text{ or } 4.39 \text{ m})$$

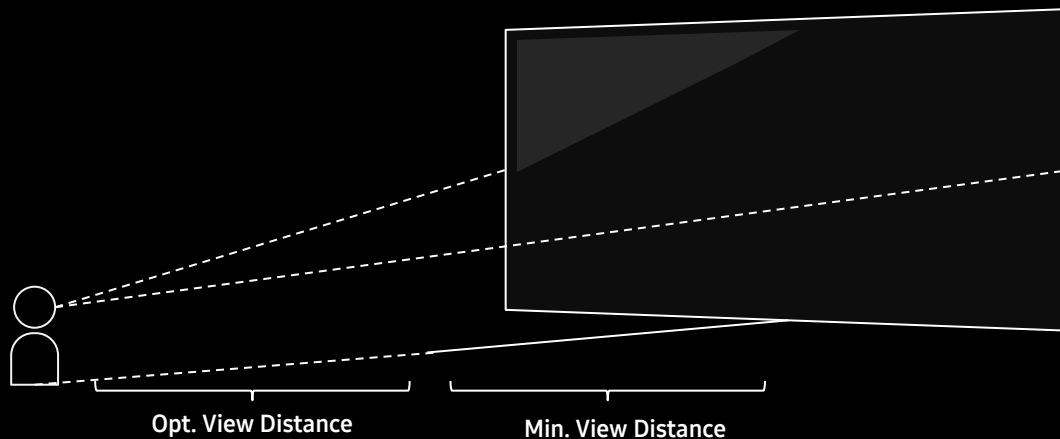


\* Calculations are based on an optimal viewing angle of 40°

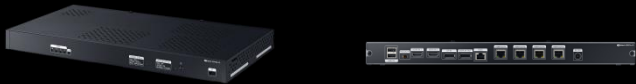
# VIEWING DISTANCE INFO

(THX standard for 26-36 degree viewing angle)

Screen Size	110" – IF1.2 FHD	130" – IF1.5 FHD	146" – WALL UHD	219" – IF1.2 UHD
Min. View Distance in ft.	11'	13.5'	7.5'	11'
Min. View Distance in m.	3.3m	4.1m	2.3m	3.3m
Optimal View distance in ft.	12.3' – 17.3'	14.5' – 20.4'	16.3' – 23'	24.5' – 34.4'
Optimal View distance in m.	3.7m – 5.3m	4.4m – 6.2m	5m – 7m	7.5m – 10.5m



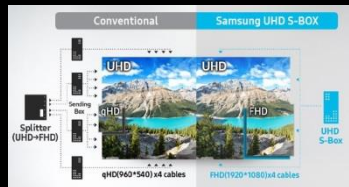
# SIGNAGE PLAYER BOX (S-BOX)



SBB-SNOWH3U		
System on Chip		Cortex-A12 1GHz Quad Core
Memory		2.5GB 96bit DDR3-933 (1866 MHz)
Storage		8GH (3.75GB – OS, 4.25GB – Available)
Graphics		2D & 3D Graphics Engine- Supports OpenGL ES
Operating System		Tizen 2.4
Input / Output		DP In, HDMI1, HDMI2, HDBT Out (4), RJ45 (10/100 Mbps), RS232 (Stereo) In, USB 2.0 (2)
Power	Type	Adapter
	Power Supply	AC 100 – 240 V (+/- 10%), 50/60 Hz
	Power Consumption (w/ BTU)	Working: 60 Watt/h (BTU: 204.73 BTU/h) Standby: 0.5 Watt/h (BTU: 1.71 BTU/h)
Mechanical Specifications	Dimensions (mm)	422.4 x 38.3 x 221.1
	Weight (kg)	2.65
Operation	Operating Temperature	10°C to 40°C
	Humidity	10% to 80%
Certification	Safety	UL/c-UL, CB
	EMC	FCC Class A, CE, VCCI, KCC, BDM1, C-Tick, CCC, NATA, GOST

## KEY FEATURES

- Transmits UHD content
- HDR technology for stunning, uniform picture quality
- MagicInfo platform for content management



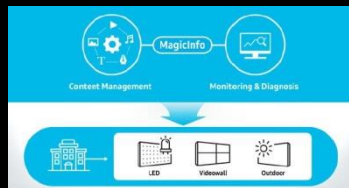
## STREAMLINED UHD CONTENT DELIVERY

Condense the delivery of compelling content to a single, centralized device. The S-box transmits UHD content across multiple LED displays without requiring external boxes or splitters.



## BRILLIANT AND REALISTIC PICTURE

LED HDR picture refinement technology includes dynamic peaking for elevating brightness 2x brighter than standard LED displays, special inverse tone mapping for optimizing gradation within each scene and adaptive color mapping technology to fine-tune color expression.



## INTEGRATED CONTENT AND PERFORMANCE MANAGEMENT

Create, schedule and deploy content through an entire network of displays through a single source. MagicInfo also grants greater visibility into overall display efficiency and performance.

# BATTLE CARD: LED vs. PROJECTOR

## 1 Unparalleled Contrast

True Black representation for the ultimate contrast ratio

Projector



Samsung LED



*Most projectors have a contrast ratio of 2500:1*

## 2 Superior Brightness

HDR technology produces a 10x brighter peak brightness

Projector



Samsung LED



*Typical brightness for projectors is 14fl (48 nits)*

## 3 Precise Detail

Accurate color presentation for true-to-life imagery

Projector



Samsung LED

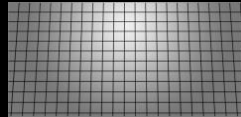


*Projectors rarely produce a clear image*

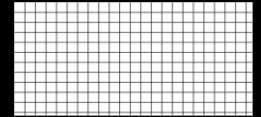
## 4 Perfect Uniformity

Distortion-free images from top-to-top, corner-to-corner

Projector



Samsung LED



*Projections show bright and dark spots, with frequent optical distortion*



# DISTRIBUTION MODEL

