



## Deliver inviting brand moments and designs.

### The Wall. Make a bold statement.

The Wall is in a class of its own, showcasing breathtaking visuals that leave a lasting impression in any auto showcase environment. Unrivaled picture quality delivers the ultimate viewing experience, while easy installation and management make operating The Wall for Business effortless.

Elevate your brand above the competition by presenting every automotive interior and exterior design detail with unlimited contrast. From visualizing vehicle design with greater accuracy to showcasing performance in stunning visual clarity and scale, The Wall compels drivers to get behind the wheel today.



## Why the Wall?

### The ultimate visual brand experience

Distinguish your business with industry-leading technology engineered to defy the limits of visual innovation.

### Big impact, small lift

Configure The Wall how you want in any environment with turnkey installation and flexible design without size, shape and structure limits.

### Easy to manage and secure

Advanced usability and seamless integration with existing systems allow you to securely manage content your way.

#### Benefits

- From the deepest blacks to the brightest whites, The Wall brings your business to life through immaculate colors in their purest form.
- Immerse viewers in AI-optimized picture quality that delivers the ultimate viewing experience to enhance your brand.
- Speed deployment and lower installation costs with architecture and factory features that reduce on-site calibration.
- Leverage Samsung's partnership and white glove service and support to ease installation every step of the way.
- Operate with peace of mind knowing your business data is protected by Knox down to the chip.
- Ensure a safe viewing experience by protecting against blue light and electromagnetic waves.

**Contact your Samsung sales representative or reseller for more information**

**Learn More:** [samsung.com/thewall](https://samsung.com/thewall) [samsung.com/business](https://samsung.com/business) [insights.samsung.com](https://insights.samsung.com)

**Product Support:** 1.866.SAM4BIZ

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