

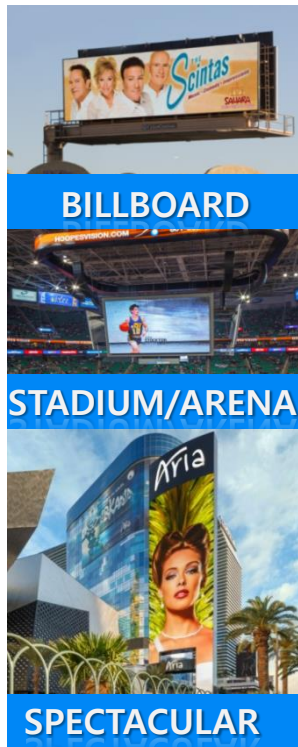
SAMSUNG LED SIGNAGE

Samuel Wiesendanger

Business Development Manager LED Displays

SAMSUNG'S VISION ON LED

- Samsung is taking a continuous journey to evolve LED technology



Technology
Revolution



New LED
Package,
New HDR
LED



A Whole New
Type of
Display



Cost Down

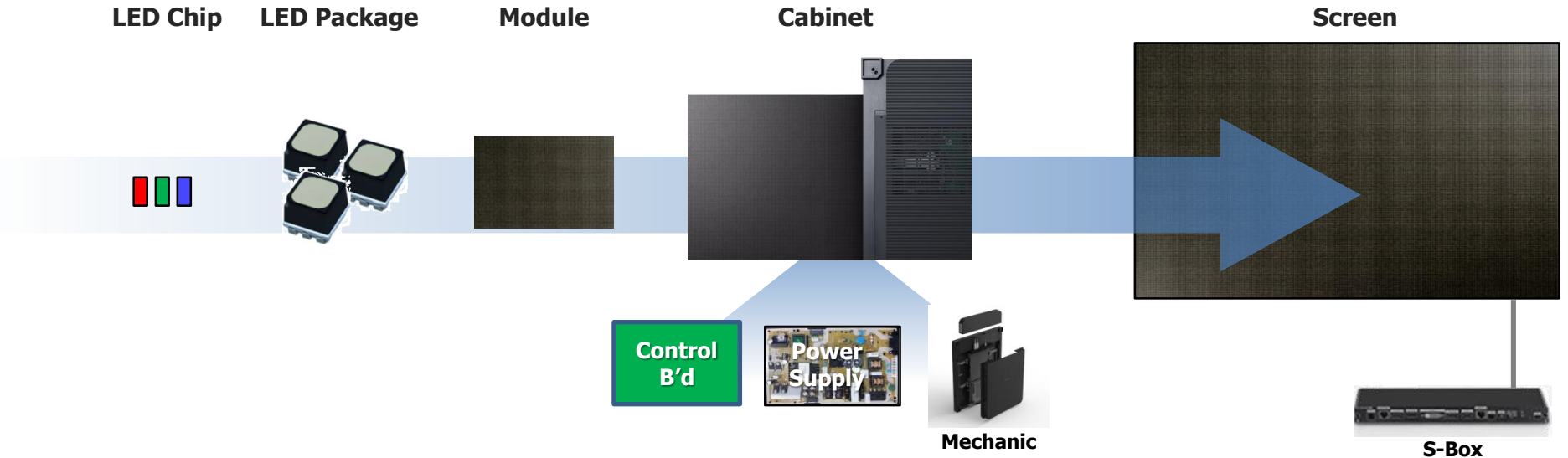
Competitive
Price Point



LED Market
evolved from
Samsung
Disruptive LED
Technology

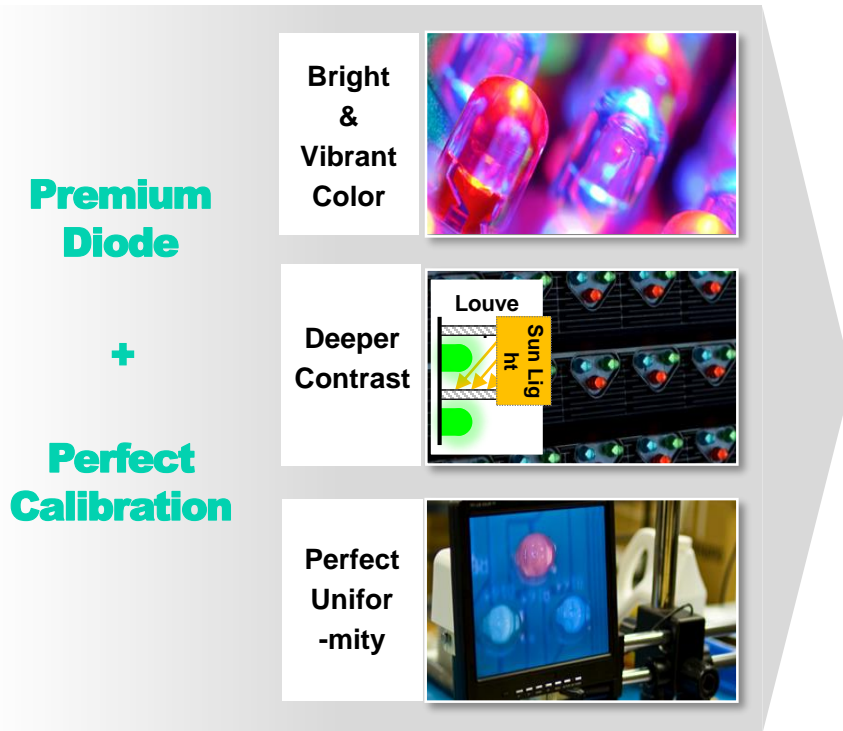
SAMSUNG QUALITY MANAGEMENT

- Samsung manages quality strictly from LED chip level (21 tests) to set level (18 tests)
Samsung designs Power Supply, Controller, Cabinet.



SAMSUNG QUALITY

- Smart LED Display is crafted with premium diode that went through careful selection. Thus, the color and brightness of screen are equal and balanced



Wynn hotel @ Las Vegas

Installed in 2004, over 10 years (24/7/365)

Currently, no problem with daytime visibility as it is 6,300nit level

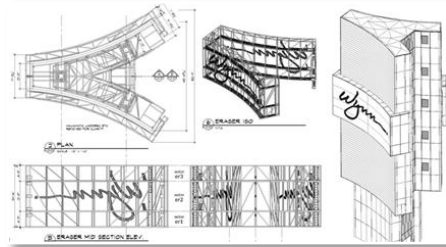
at measuring the brightness on 18 Nov, 2015

3 VERSIONS TO MEET YOUR REQUEST



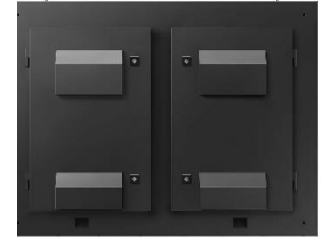
Cabinet Structure

- Easy to assemble
- Clear desing
- UHD support
- FinePitch solution



Custom Design

- Nothing is impossible
- Easy onsite assembling
- No risk for structure design for SI

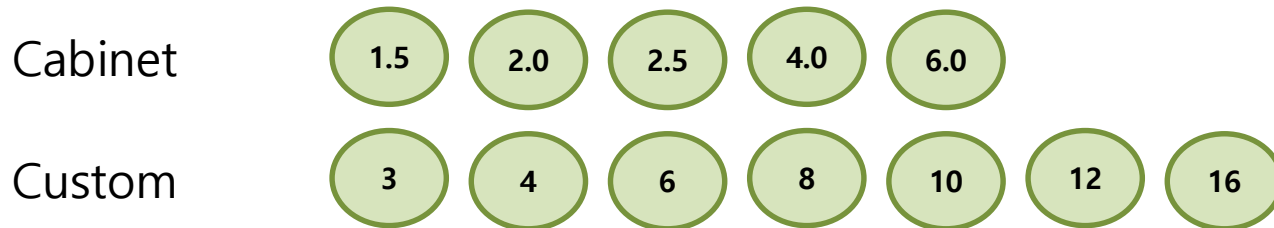


Cost Effective

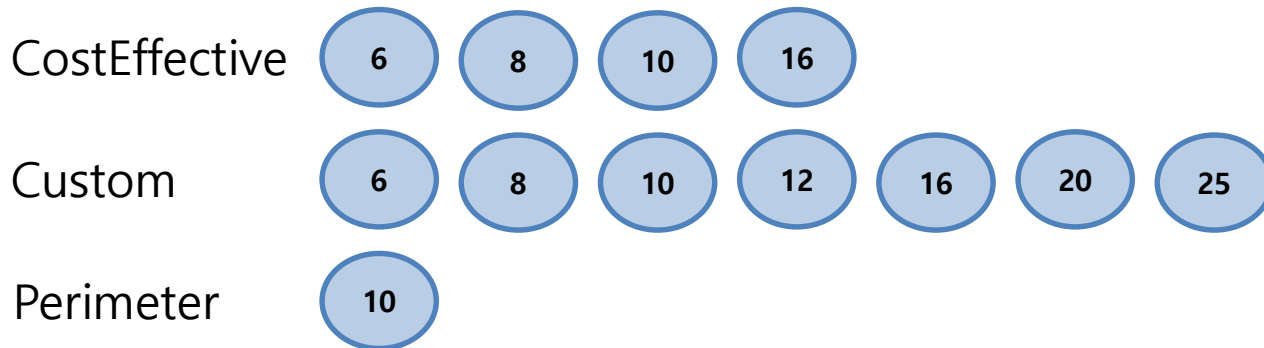
- Lower quality
- Better price
- Less flexibility

Line-up 2017

Indoor



Outdoor



INDOOR CABINET LED

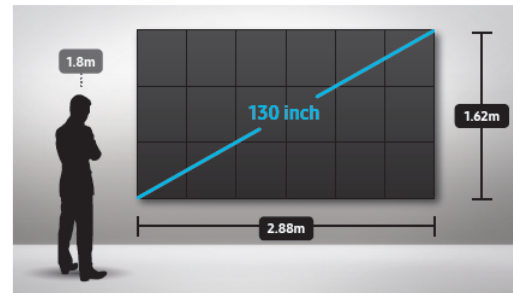


FHD SETUP

IF015H

FHD Display Configuration

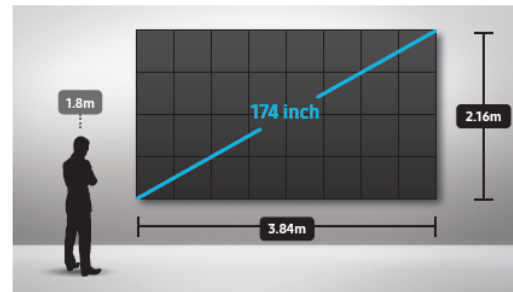
- **Total no. of Cabinets(WxH)** : 18(6x3)
- **Resolution** : 1920x1080
- **Power Consumption** : 3600W(Max)



IF020H

FHD Display Configuration

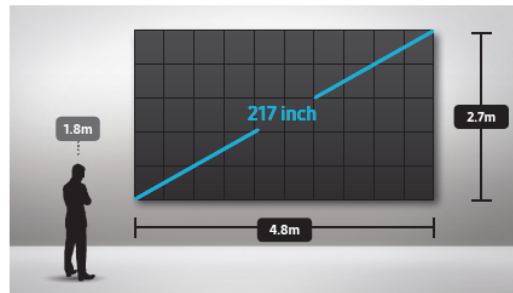
- **Total no. of Cabinets(WxH)** : 32(8x4)
- **Resolution** : 1920x1080
- **Power Consumption** : 5760W(Max)



IF025H

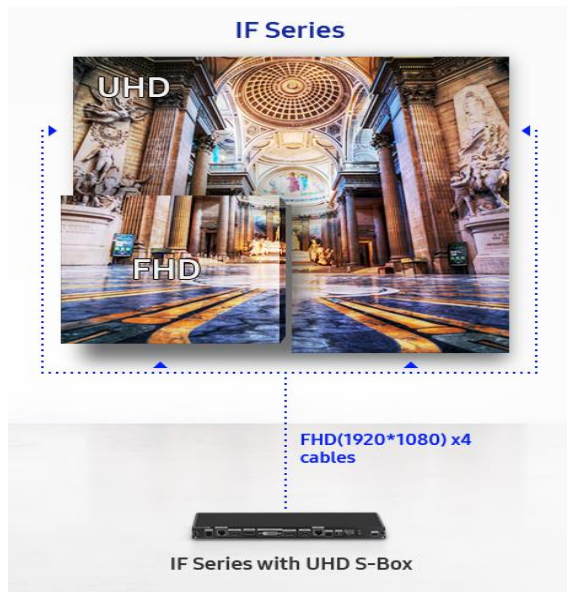
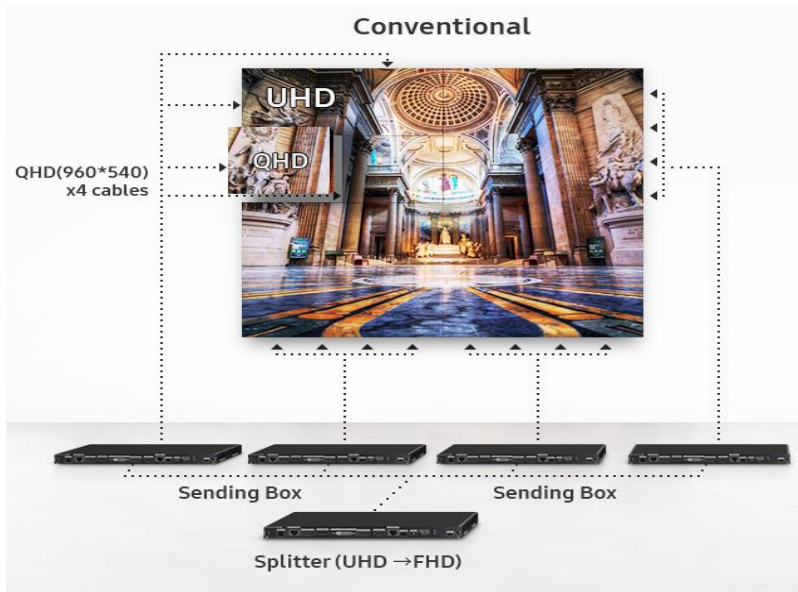
FHD Display Configuration

- **Total no. of Cabinets(WxH)** : 50(10x5)
- **Resolution** : 1920x1080
- **Power Consumption** : 8000W(Max)



UHD

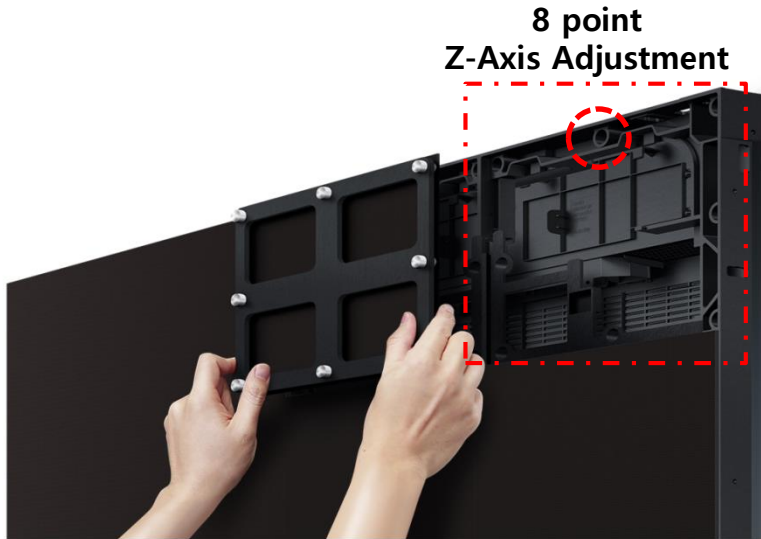
- UHD S-Box (Signage Box) transmits UHD contents across multiple screens from single source. High Resolution Video Data Transmit solution up to FHD allows simple and robust configuration



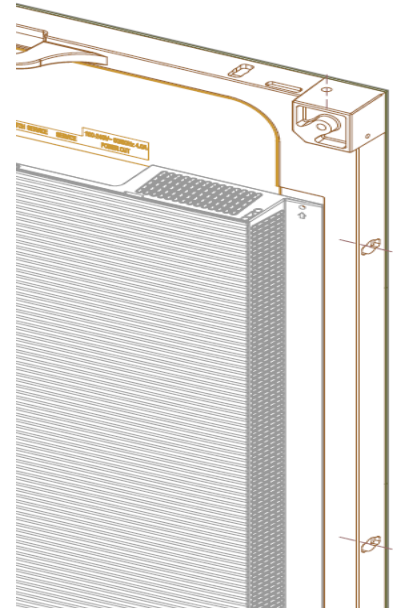
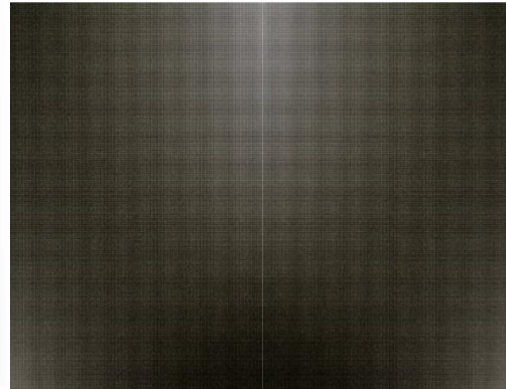
SEAMLESS INSTALLATION



Magnetic LED module and precisely designed cabinet secure the seamless installation between LED modules and cabinets.



Seamless install

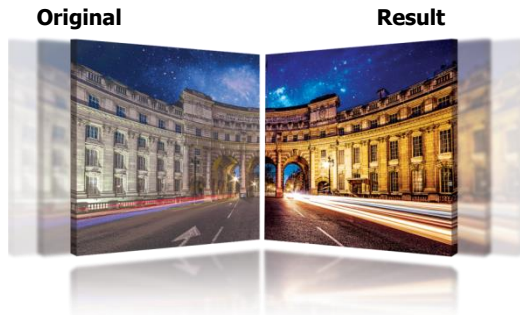


INNOVATIVE IMAGE PROCESS PLATFORM(IIPP)

- Samsung is establishing new quality standards for LED market and ensure to deliver consistent quality to customers.

LED HDR (High Dynamic Range)

Powered by Dynamic
Peaking & Glare Free ITM



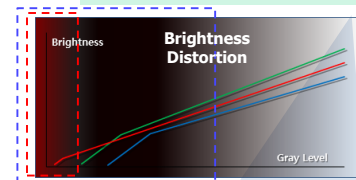
Integrated Color Control

Gamut Flexibility by Color
Gamut Mapping & Anti-
Color Distortion

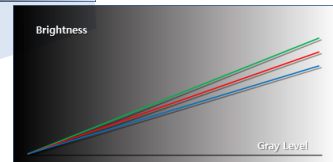


Low Gray Level Correction

Low Gray Level Brightness
& Color Correction



Color Distortion

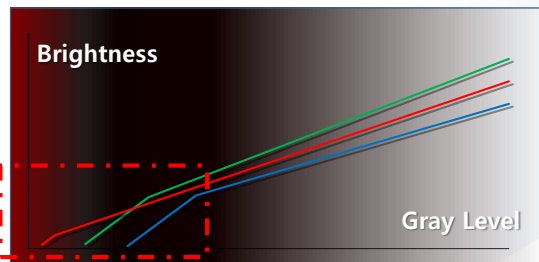


Linear Low Gray Scale

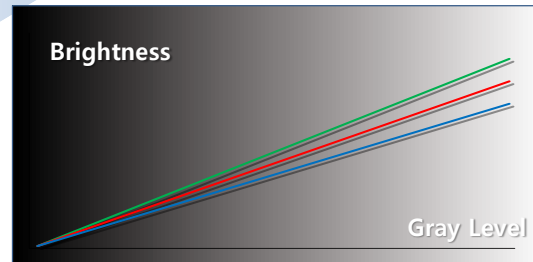
IIPP > ③ LOW GRAY LEVEL CORRECTION

- Luminance & Color distortion at low gray level due to R/G/B LED characteristic difference. Low Gray Level Correction algorithm ensures image quality at low gray level as same as high gray level.

Low Gray Level Distortion

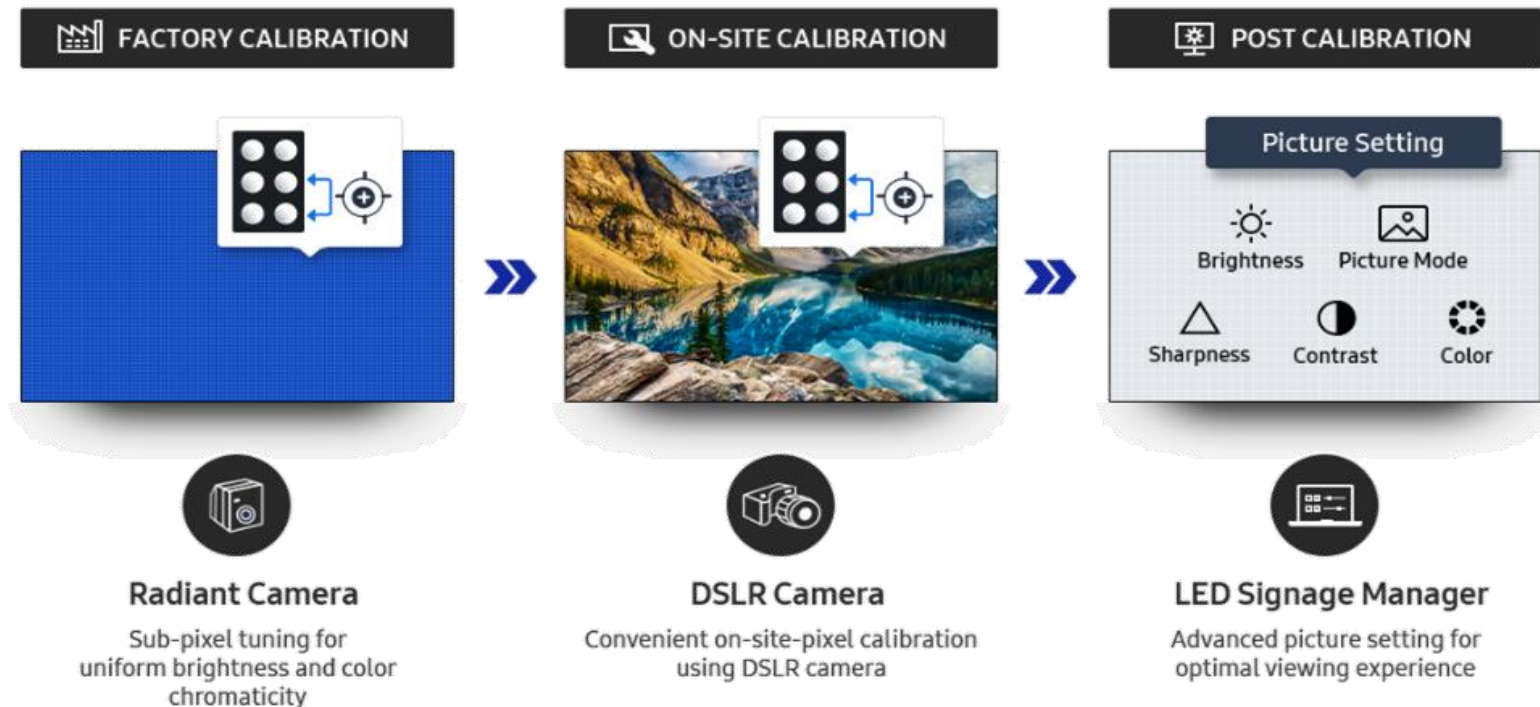


After Low Gray Level Correction

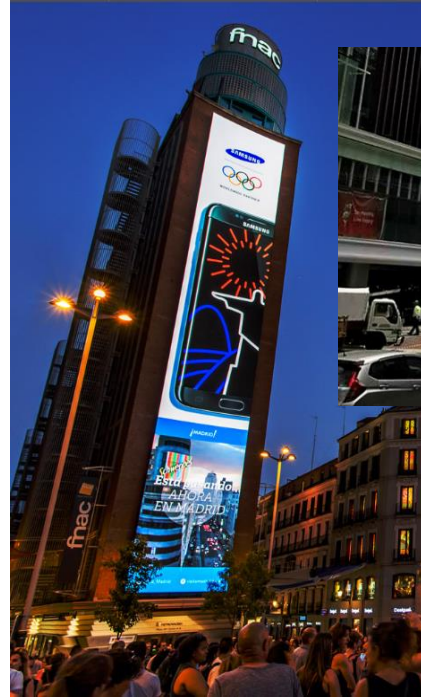


Uniformity

3 steps calibration guaranty the perfect uniformity.



CUSTOMIZED LED



FEATURES / DURABILITY

- Smart LED Signage is designed and tested to endure in the world's most windy, wet and corrosive environment and extreme weather conditions



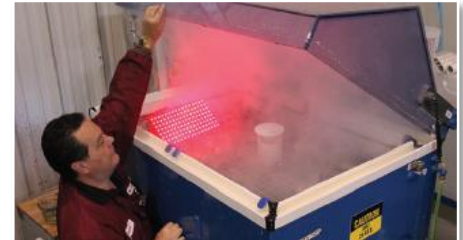
Rigid Structure

- Precision engineered lightweight frame, strong enough to crane-lifted in single piece (Billboard Size)
- Designed and proven to withstand Lv4 Hurricane¹



Optimized for Outdoor

- Circuits, power supply, cables and PC enclosed in weather proof cabinet built in factory
- Display provides front and rear service



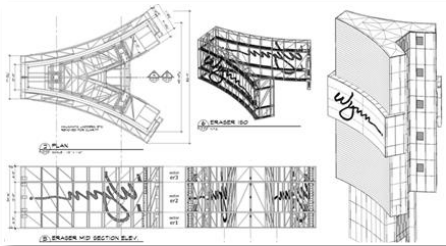
Built to Last

- Accelerated life cycle testing to simulate extreme climates
- Proven to endure in the most wet and corrosive environment on earth

1) Level 4 Hurricane: Wind speed of 210 to 249km/hr (Typhoon NOUL on May 11, 2015: Max wind speed of 220km/hr)

Features / Reliable Services

- Installation risks even on outdoor environment are reduced by taking attentive measures during structure design, factory assembly and on-site work



Custom Design

- Structure design that best ensures robustness
- Design to specifications: speaker compartment, moving structure, protection case etc.



Simple On-Site Assembly

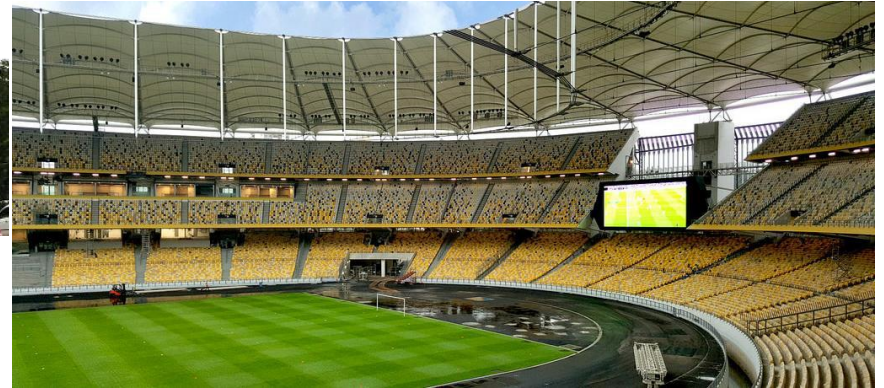
- Fully assembled and tested in factory to eliminate on-site issues
- Minimize on-site parts such as cables, power supplies and PC



Project Oversight

- Complete oversight of installation process
- Experienced project management to ensure on-time and flawless installation

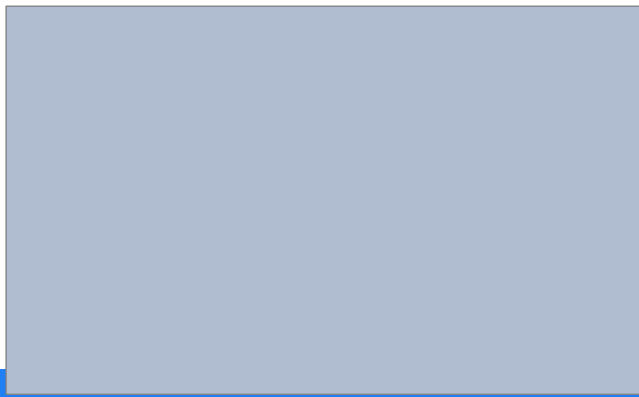
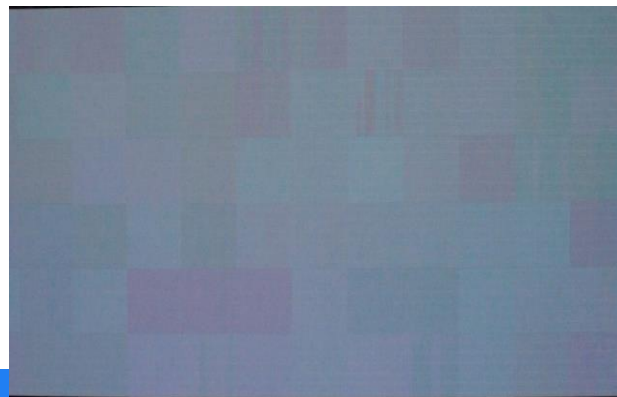
COST EFFECTIVE



XAF SERIES

Samsung LED elements that went through careful selection,
the color and brightness of screen are equal and balanced

- Chip Color (Wavelength) Selection : SMD R 5nm/G 4nm/B 4nm
DIP 346 R 4nm/G 3nm/B 3nm
- Chip Brightness Selection : +/-10.0% (Min : Max 1:1.2)
- 1 Project : Single Bin, Single Lot Basically



Strict FCC (EMC) Standard



EMC

Avoid potential risk of product recall, audience complaints, government regulation

Strictly in compliance with TUV EMC(FCC) standard

XRF SPORT PERIMETER DISPLAY



Sport Perimeter Display SP10



Q&A

PHOTOESPAÑA2016
XIX Festival internacional
de fotografía y artes visuales

1 de junio - 4 de septiembre
www.ph.es

¡A las puertas del verano!
Nuestro festival ofrece un programa de cine,
exposiciones, actividades, conferencias, etc.

CONDE
DUCHE

PSOE

SAMSUNG



PHOTOESPAÑA 2016

SAMSUNG



SUPER 8

An aerial night view of a dense city, likely New York City, with numerous skyscrapers and buildings illuminated by city lights. Several large digital billboards are visible, displaying vibrant, abstract, and colorful patterns. The text "Your Future. On Display." is overlaid in the center in a large, white, sans-serif font.

Your Future. On Display.