

SAMSUNG

MICRO LED

Sapphire symbolizes the glorious blue sky above, embodying the pure and sacred values that humankind has long pursued.

The jewel was considered divine because ancients believed the blue of the sky came from the reflection of sapphires.

Prized by royalty across Europe and Asia, the gem has been firmly established as a symbol of purity, strength and prosperity.

Today, through our very own masterpiece breakthrough, sapphire is being repurposed to present the world in astonishing detail.





Introducing a new world of light.

Tiny, brilliant lights come together to produce
gigantic and magnificent views.

Each tiny LED element, born from sapphire, lets you see the
full spectrum of beauty with striking light and color.

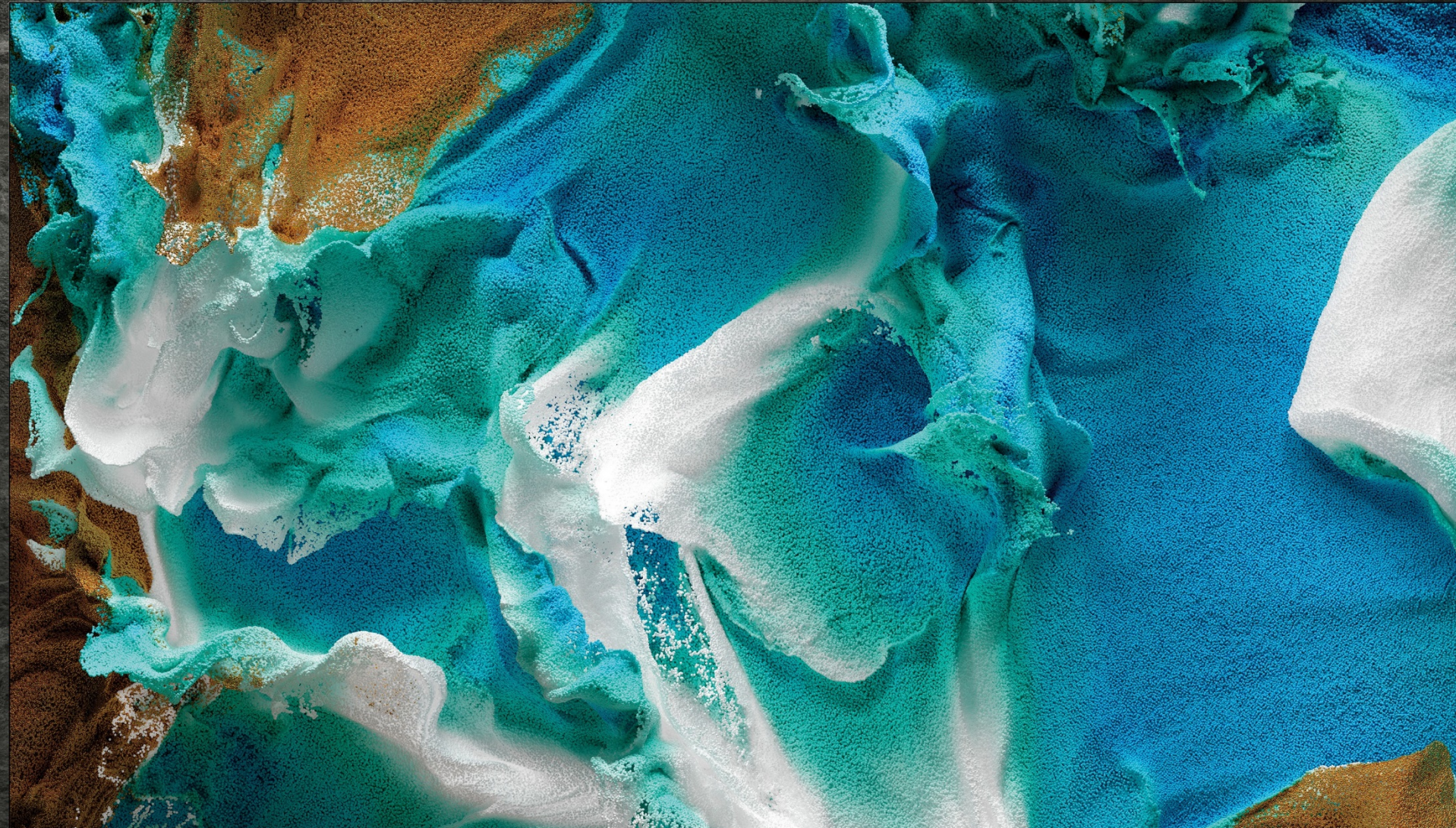
This is enlightened perspective.
Explore how infinite possibilities can unfold.

Continuing the sapphire's journey from age-old treasure to contemporary gem, this latest evolution opens a new chapter in LED technology.

With Samsung's innovation, the value of the jewel shines even brighter, revealing the exciting new world of MICROLED.

Feel the clarity of stunning colors. Dive into the light of this mesmerizing screen.

Introducing Samsung MICROLED, the ultimate display that will change your life.



The one and only

MICROLED Technology

Experience breathtaking beams of light

Spellbinding light delivers long-awaited dreams

Technology has at last captured light in heightened dimensions, the way we actually see.

Breakthrough MICROLED revolutionizes display technology using ultra-fine chips.

The tiny chips are stamped on a glass substrate, with multi-transfer technology that uses ultra-precise lasers to make the transfer faster and more uniform. Tens of millions of micro-sized chips are attached to become little modules of endless possibility.

This advanced technology is the result of embracing constant challenge and passion. Now, enjoy life in a new world of brilliant light.



MICRO LED Display

Light up your boundless imagination

Limitless possibilities now shine as never before

Feast on unprecedented display and color.

Self-illuminating MICROLED—producing its own light and color—generates wonderfully natural light in pure RGB colors. No need for any color filters, just impeccable color sensation, every moment, every time.

MICROLED brings together inorganic LED elements to create modules. These are attached in millions as if stacked into blocks to form the desired shape or single large screen.

Modular bezel-less display no longer has any restrictions of size, resolution or proportions. Every imagined possibility once only fantasized about has now come to life, an extraordinary innovation you can immediately see with your own eyes.





MICROLED is optimized for professional use for editing video and graphic images, and has completed the quality test verification of Professional Display

MICRO Contrast

Ultimate contrast beyond imagination

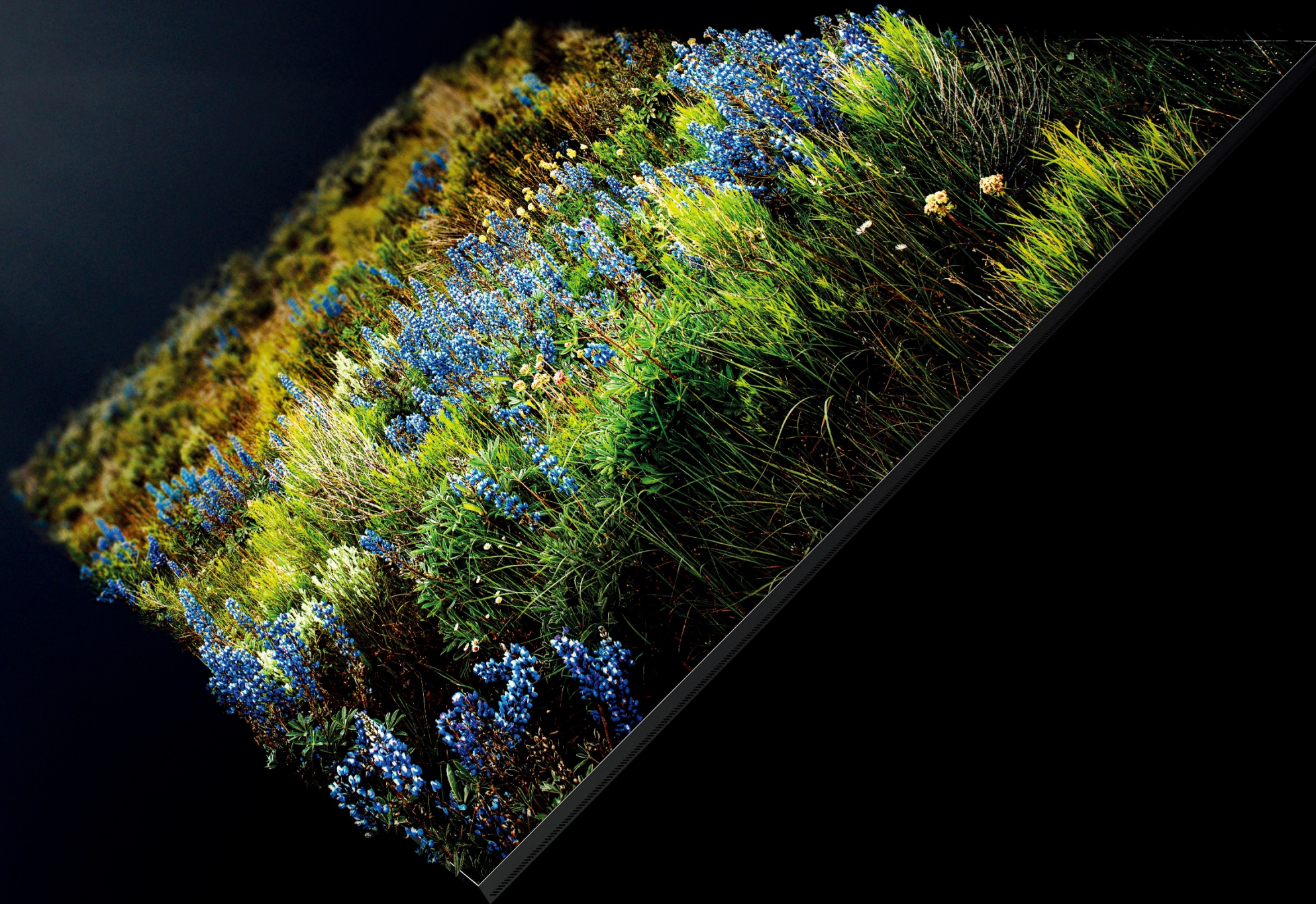
Ultimate contrast guarantees the highest picture quality

The dream of fully engaging with screen images has finally become real. Experience the riveting differences. MICROLED independently controls micro-units to express impeccable detail, eliminating smudged boundaries and blurred light between adjacent elements. Black colors appear luminous with ultra-high depth and shape as ultimate contrast pinpoints each detail to produce immersive and breathtaking picture quality.



Pure RGB color without filters

By constantly exploring the challenges of light, Samsung developed its innovative MICROLED, which uses RGB technology to enable natural pure color reproduction on the screen. Conventional display must convert white light into colors by using filters, which typically leads to distortion. MICROLED expresses pure RGB color with no need for filters. You experience the natural colors of images, without muddiness or loss of brightness. MICROLED's vivid visuals are like opening a clouded window on a sunny day to actually enjoy the scenery.



MICRO HDR

Details, from the brightest to the darkest

HDR feels like holding reality in your hands

MICRO HDR brings richer vitality to vividly reproduced colors. Delivering 1,024 times* more detail than conventional displays, MICRO HDR can realize 1,048,576 steps of the color spectrum. That expresses the detailed shape, texture, volume and balance of surrounding objects to provide a stunning immersive experience.



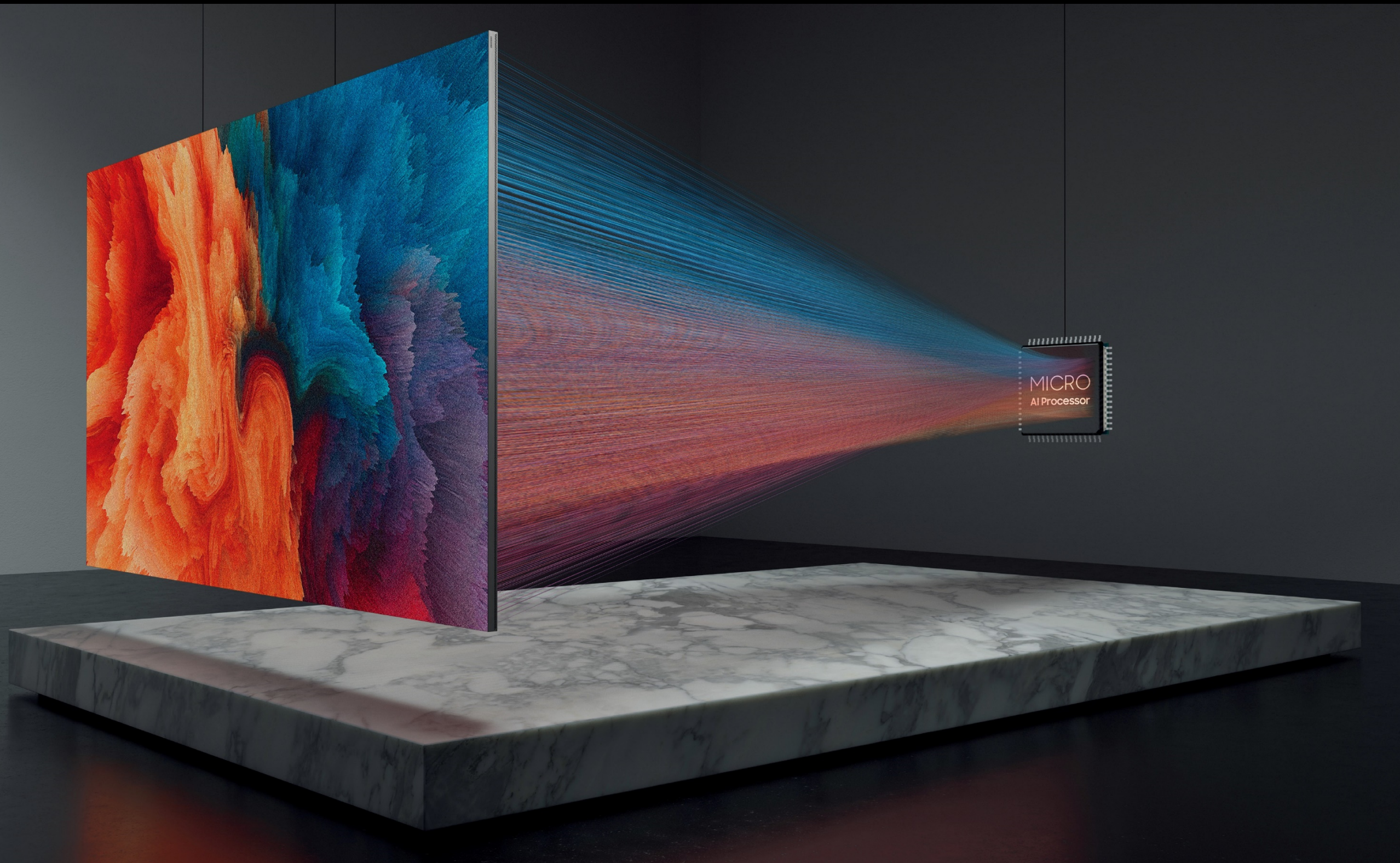
*Conventional display of a 10-bit panel is capable of producing 1,024 steps of one individual color.

MICRO AI Processor

Optimized MICROLED picture quality

Artificial Intelligence sets best picture quality

The MICRO AI processor analyzes, identifies and then instantly optimizes content and data you choose to view on the MICROLED screen. The processor's fine image-by-image and pixel-by-pixel analysis calibrates the exact brightness that suits the scene while enhancing contrast and eliminating noise to achieve optimum picture quality.



Monolith Design

Monumental design ushers in the era of MICROLED

Boundless aesthetics

More than a master performer, MICROLED is a breathing, living art piece in sync with your daily life. The Infinity Screen removes all borders between content and screen, and between screen and wall, to seamlessly match your décor.



Arena Sound

See the audio, hear the visual



Front row experience

Supported by lush surround sound, the big screen's large-scale video and Object Tracking Sound Pro innovation deliver gorgeous musical and visual experiences. OTS Pro follows an object's movement on screen, producing sound that's more dynamic, three-dimensional and lifelike. Combined with the Dolby Atmos sound you admire, MICROLED's exclusive OTS Pro delivers truly immersive sound experiences, making you feel as if you are actually on the screen and fully present in the moment. Samsung's industry-leading built-in speakers give you magnificent sound that feels like concert hall acoustics. No need for separate audio devices. But if you already have great gear, external speakers and soundbars easily pair and harmonize with MICROLED.

*Samsung's sound devices are supported by Samsung Sound Bar with Samsung's Q-Symphony function. Other sound devices pair only if supported with AV receivers with center channel output.

Multi View

Multiscreen, multi-source experience,
united on one screen

One screen, four choices

The MICROLED Multi View ensures that you see information you don't want to miss. Four separate screens with four HDMI input signals provide multiple peak experiences, as if you're viewing four displays. MICROLED's Multi View also permits you to choose among a wide range of content. Select simultaneous news, stock info, sports, games or whatever more you want.



Art Mode

Fill your home with magnificent art



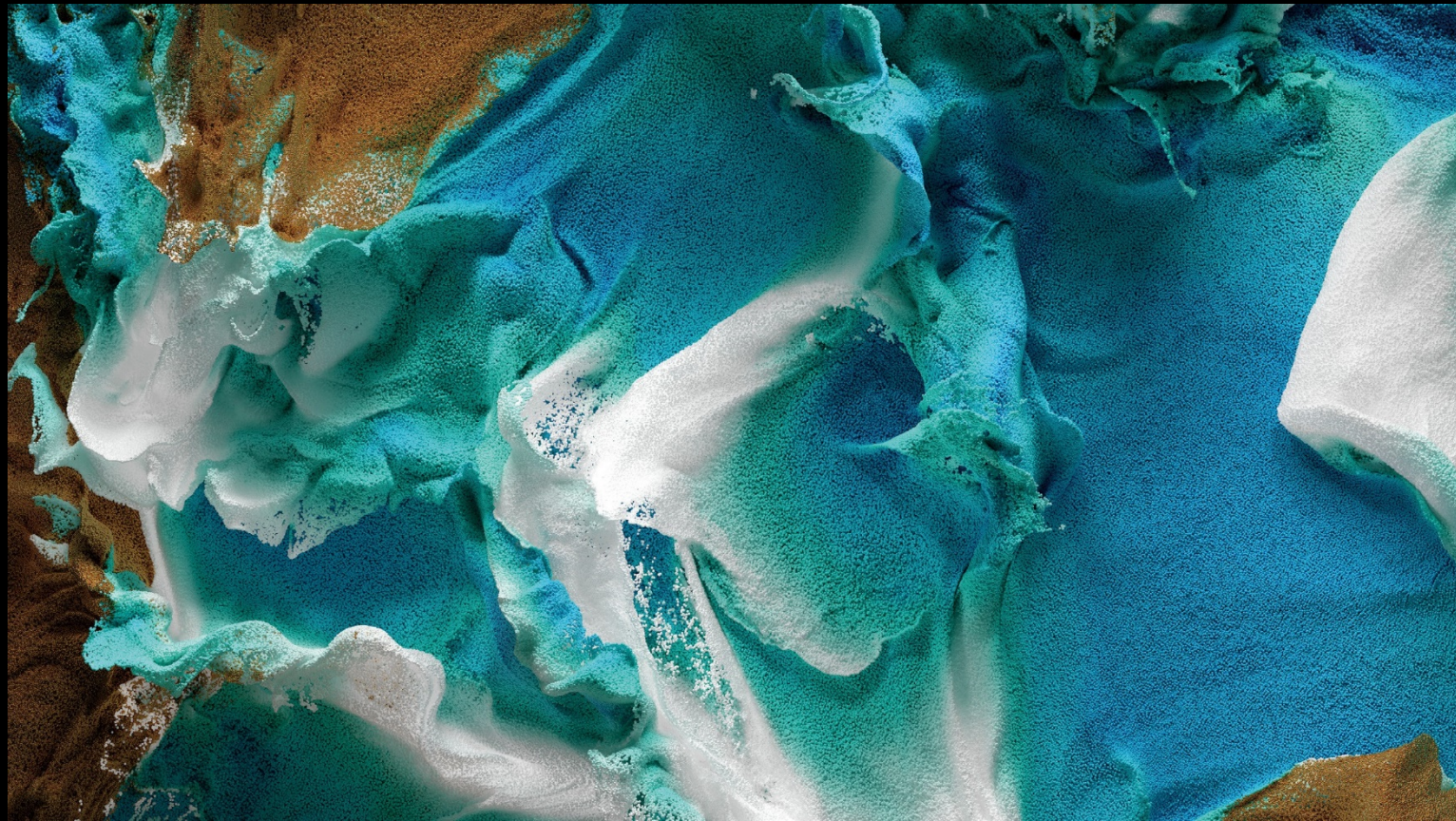
Exquisite art on the gigantic screen

As soon as you turn off the video, the screen shines with awe-inspiring inspiration instead of a blank void. From world-class masterpieces to memorable personal photos, MICROLED transforms your space into a showcase. Besides striking art pieces that enrich your days and nights, you can also access Ambient Mode+ to scroll through Artificial Landscapes and select any of Refik Anadol Studio's works to display on-screen. Or, just as easily, choose customized patterns or images to transform your walls into a gallery of evocative family photos and more. Personalize your space, change images in an instant and enjoy enriched décor and relaxation. The vivid charisma of magnificent charismamamasters on the giant screen will thrill your mind and senses.

*Subscription is required to enjoy all the arts from the Art Store.

The transformative light of nature

Living at the crossroads of art, science and technology, the work of Refik Anadol Studio (RAS) explores nature through imaginative data simulation. The RAS Artificial Landscapes series, specifically designed for Samsung MICROLED, is fully appreciated when displayed on the gigantic MICROLED screen. Three unique creations in the series showcase striking scenes of nature at the intersection of machine intelligence and reality. Experiencing the brilliant colors and dynamic creativity of these works displayed by micro-inorganic elements heightens the immersive effects.



Fluid Dreams

Inspired by ceaseless ocean surges, this spectacular visual flows on the dynamic movement of an infinite sea.



Land Dreams

Blending topographic landscapes from around the world, this experience erases borders and stimulates the diverse senses of alternative realities.

About Refik Anadol Studio (RAS)

RAS combines media art with cutting-edge digital technology to produce new perceptions and experiences of time and space. The Los Angeles-based studio has created media installations, data painting, audio-visual performances and more, using machine intelligence to generate immersive visual interpretations of nature and the world.

Samsung presents a new lifestyle for the
visionary futurist.

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**Lightup
your life**







*Sound bars sold separately.





* Stand sold separately.





* Stand sold separately.

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Size

110" Width x Height x Depth 2,422.5mm x 1,364.1mm x 24.9mm



89" Width x Height x Depth 1,965.5mm x 1,112.1mm x 24.9mm



Side view of 110" MICRO LED Side view of 89" MICRO LED

*The side design of MICRO LED models vary depending on size.
*Broad cast reception requires additional devices, such as cables and a set-top box.
*To see additional specifications and information, please visit www.samsung.com.

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