

World's First 65" 4K UHD Video Wall - Welcome to the Future!

There is a growing demand for higher resolution, especially from professional video wall users. With 4K CCTV cameras, information-dense applications, and the growth in IoT sensors, the demand for ultra-high definition (UHD) video wall panels is growing. Despite this, no company has been able to develop high-performance, thin-bezel and 4K resolution video wall panels—until now.

What are the market trends that signal this growing demand for 4K UHD panels?



The global digital signage market is expected to achieve significant growth over the next five years, driven by growth in volume and adoption of new technologies to replace legacy installations. Today, efforts of companies like Samsung Display have optimized the cost by delivering more value for every dollar of customer investment. That means customers get better quality panels for a standardized price.

One of the key trends we identified was the adoption of 4K UHD capabilities and bigger displays. According to a recent [report](#), the global market for UHD technologies reached \$52.3 billion USD in 2017 and is expected to grow to \$132.9 billion USD by 2022. This is equivalent to a compound annual growth rate (CAGR) of 20.5% for the period of 2017-2022. The UHD panel market alone is tipped to reach \$44.4 billion by 2024 alone, according to [Global Market Insights, Inc.](#)

2018 will be the year that UHD becomes the new normal. LCD screens will see much higher resolutions and expanded color space, as [the industry moves from sRGB to BT 2020](#).



Today's control rooms are the nerve center of very sophisticated, data-rich operations. As the world has moved towards automation, IoT sensors and other data-driven applications, the control rooms have become more and more complicated. The video wall screen not only needs to be bigger but also capable to clearly display the information and assist in efficient decision making.

4K UHD is an exceptional technology capable of delivering 3,840 x 2,160 (8.3 million) pixels of superior performance in a range of video wall applications. With the latest 65" 4K UHD video wall panels, Samsung Display has helped the video wall makers to help usher their customers into the future of displays.

The world's first 65" 4K UHD video wall solution by SDC

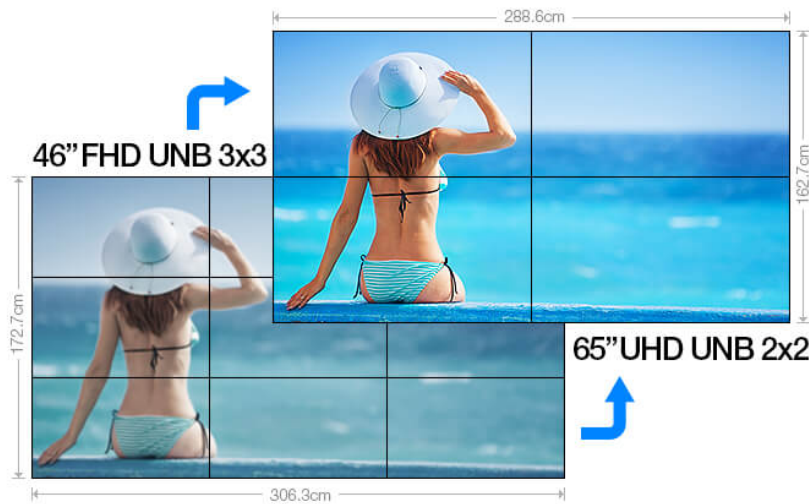
Meet Samsung Display's new 65" UHD video wall—the industry's first native 4K UHD solution. This enables more users to easily implement a UHD video wall and reap the benefits of the most advanced resolution technology. The product allows for maximum convenience at a minimum expense, helping more companies to take advantage of 4K UHD.

65" 4K specifications

Module Size	1,432.58(H) x 807.62(V) x 71.6(D) mm
Bezel (B-to-B)	3.7 mm
Brightness	700 nit
Weight	16.5 kg



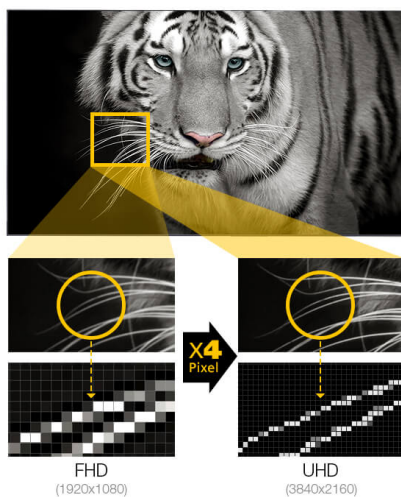
In comparison to a 46" full high definition (FHD) display, Samsung Display's new 65" UHD display offers exceptional value for those deploying large size video walls. You can now achieve a 4K resolution and seamless image with fewer panels—the same size video wall can be built from just four 65" panels rather than nine 46" panels. Not only does it improve the viewing experience and design aesthetics but also the upfront investment, making the solution even more attractive.



Top 3 benefits of 4K UHD for your video wall display

Your choice of video wall should be based on what is right for you. Here, we explain the benefits of choosing a UHD video wall to help you understand how the enhanced resolution can help you build the video wall installation that meets all your needs and exceeds expectations.

1. UHD resolution



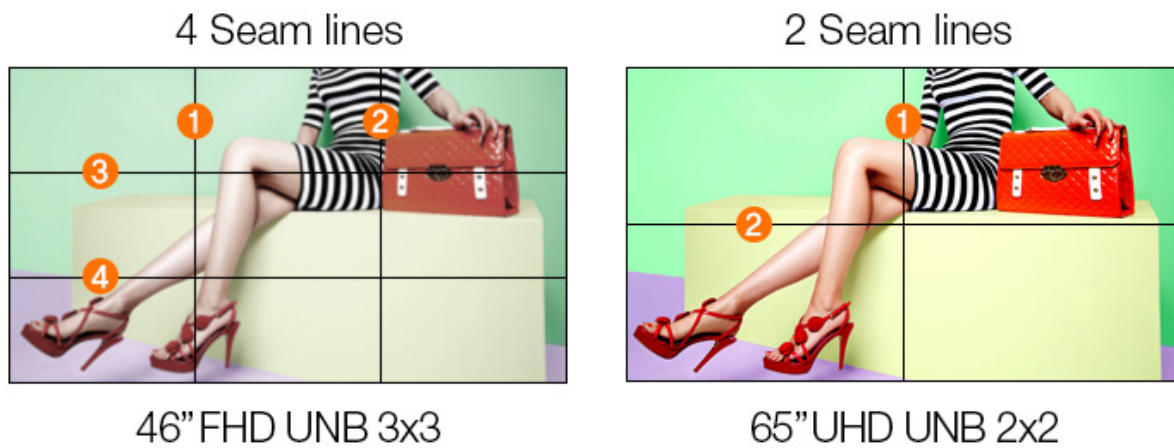
UHD has 3,840 x 2,160 (8.3 million) pixels. In comparison, FHD has just 1,920 x 1,080 pixels (2.1 million). The more pixels there are, the sharper the images displayed are—UHD offers four times the resolution of FHD.

This enhanced resolution leads to much greater image clarity. With UHD, images can be displayed on larger screens without degradation.



On a UHD display, the pictures shown are crisper, sharper and more immersive than FHD. The higher pixel density in UHD reduces the visibility of the pixel structure and increase image depth, improving the overall realism and quality of images.

2. Fewer bezels, more picture



A common concern when constructing multi-monitor video walls is how bezels will affect images. While we need bezels to provide the support for the individual panels, the effect of a video wall can be ruined if continuous images are disrupted by large bezels.

Samsung's 65" UHD 2x2 video wall allows you to use larger format display displays to create an unhindered viewing experienced with minimal bezel and enhanced picture quality. This display has just 2 lines of bezel—1 horizontal and 1 vertical. In contrast, a 46" FHD 3x3 has 4 lines of bezel (2 horizontal and 2 vertical), disrupting the image.

Choosing a large-scale display that uses fewer panels and utilizes ultra-narrow bezels will provide an uninterrupted viewing experience. If minimal bezels and best-in-class picture quality are important to you, then 65" UHD display is the right choice for you.

3. Easy installations



The reduction of panels significantly improves the ease of installation. Using fewer monitors requires only four brackets, whereas the 46" FHD would need nine of these. This also reduces the number of other components, such as cables.

Using fewer panels also makes calibration easier and improves color uniformity. With fewer parts, installation is simpler, more efficient and more consistent.



65" 4K UHD delivers true value for a range of applications

Samsung Display's 65" 4K UHD displays are engineered with performance and affordability in mind.

Offering 8.3 million pixels per display, a UHD desktop wall's resolution is capable of being used for even the most demanding applications and complicated use cases. This set-up is ideal for the up-close monitoring by surveillance workers, as well as other workplaces such as emergency operations and traffic management centers. UHD displays enhance operators' ability to monitor finely-detailed visuals. This translates into productivity gains for businesses that invest in a UHD video wall solution.

The ultra-high resolution imagery is also useful for work that requires extreme detail, such as medical imaging. Samsung Displays 4K UHD's rich color is also useful for precise color identification, such as geophysical simulation modeling, thermal imaging and heat mapping.

In the past, many video wall users have had to compromise either on durability (by picking 4K TV panels) or on performance (by picking low-resolution video wall panels). With Samsung's 65" UHD, you no longer have to compromise—get the best in class performance and exceptional reliability today.

If you are ready to leap into the future and would like more information about this product, please click [here](#).
