

# Specifications

Model Name		IE025R	IE040R	
Physical Parameter	Pixel Pitch	2.5 mm	4.0 mm	
	Pixel Configuration	1 red, 1 green, 1 blue	1 red, 1 green, 1 blue	
	Configuration (LxH, per cabinet)	384x216 pixels	240x135 pixels	
	Diode Type	Surface Mount Device (SMD)	Surface Mount Device (SMD)	
	Dimensions (mm, LxHxD, per cabinet)	960x540x79.5mm	960x540x79.5mm	
	Dimensions (inch, inchxD, per cabinet)	43.3 inch x 3.13 inch	43.3 inch x 3.13 inch	
Optical Parameter	Weight (per cabinet)	10.8kg	10.8kg	
	Brightness (Peak/Max) <sup>(1)</sup>	1,200 nit / 600 nit	1,200 nit / 600 nit	
	Contrast Ratio (Typ)	3,000:1	4,000:1	
	Viewing Angle - Horizontal	160°	160°	
	Viewing Angle - Vertical	160°	160°	
	Bit Depth	16bit per Color	16bit per Color	
	Color Temperature - Default	6,500K	6,500K	
	Color Temperature - Adjustable	2,800 - 10,000K (use S/BOX)	2,800 - 10,000K (use S/BOX)	
	Electrical Parameter	Video Rate	50/60 Hz	50/60 Hz
		Input Power Range	100-240 VAC, 50/60 Hz	100-240 VAC, 50/60 Hz
Power Consumption - Max		289 (W/m <sup>2</sup> ) / 150 (W/Cabinet)	289 (W/m <sup>2</sup> ) / 150 (W/Cabinet)	
Power Consumption - Typ		96 (W/m <sup>2</sup> ) / 50 (W/Cabinet)	96 (W/m <sup>2</sup> ) / 50 (W/Cabinet)	
Heat Generation - Max (BTU/SF)		91.6 BTU/SF per hour	91.6 BTU/SF per hour	
Refresh Rate		3,840 Hz	3,840 Hz	
Operation Conditions	Working Temperature/Humidity	0°C-40°C / 10-80%RH	0°C-40°C / 10-80%RH	
	Storage Temperature/Humidity	-20°C-45°C / 5-95%RH	-20°C-45°C / 5-95%RH	
	IP Rating	IP20	IP20	
Certification	LED Lifetime	100,000 hours	100,000 hours	
	Certification	EMC Class A, Safety 60950-1	EMC Class A, Safety 60950-1	
Service	Service	Front	Front	
	Box Dimension (mm, LxHxD)	1,119x699x206	1,119x699x206	
Package	Box Volume (m <sup>3</sup> )	0.161	0.161	
	Package Weight (kg, per cabinet)	16.5kg	16.5kg	
	Curve Installation	Concave	N/A	N/A
Convex		N/A	N/A	

(1) Peak Value according to IDMS (Information Display Measurement Standard)

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## SMART LED Signage

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# Samsung SMART LED Signage IER Series

Deliver compelling messages with excellent visibility and customizable design

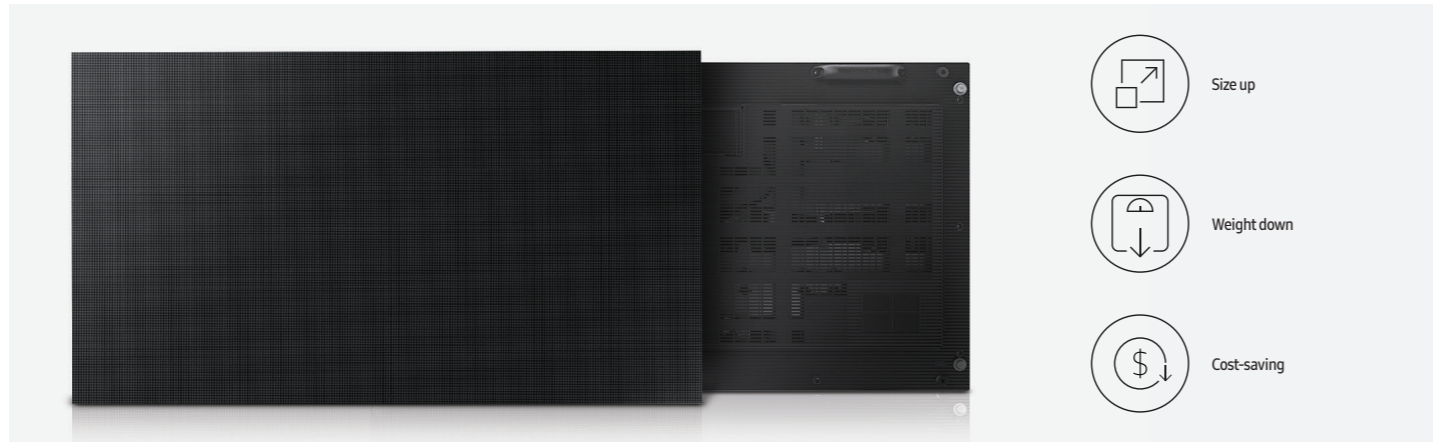
With more businesses turning to LED signage for an enhanced customer experience, Samsung's IER series displays offer an ideal combination of superior picture quality and intuitive usability. IER Series captivates customers through industry-leading video processing technologies and High Dynamic Range (HDR) picture refinement, delivering clearer, more realistic and memorable content. Fine-tune uniformity and accurate color even in low brightness also always ensures enhanced image presentation. Hassle-free installation and flexible configuration options means any business can have an eye-catching display regardless of environmental constraints.

## Highlights

- Cost-saving solution through easier installation and affordable price
- Support for various installation scenarios through flexible design
- LED HDR technology for clear, accurate picture presentation
- Factory and on-site calibration for fine-tuned, uniform images
- Convenient content and device management with MagicINFO



## Key features



### Easier, cost-saving installation

The IER series' new design features larger screen sizes and is lighter than previous models. This means easier installation and cost-savings since fewer cabinets are needed for the display, and fewer frame kits are required to mount the display to a wall.



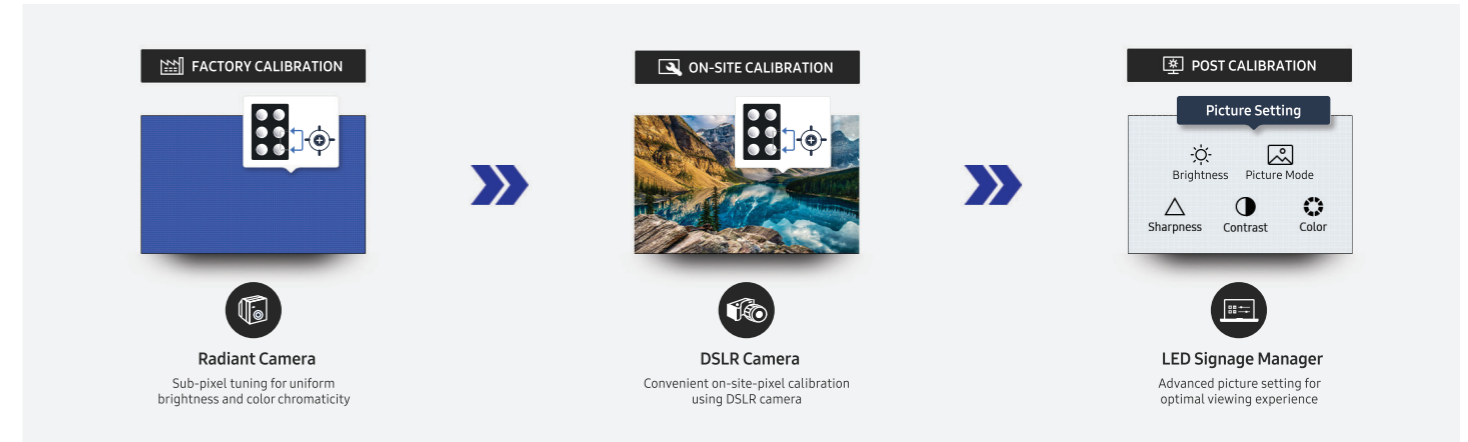
### Flexible design

The IER series' advanced design provides flexibility for any indoor retail or other business environment. With portrait and landscape orientation options, content can be displayed to meet the preferred layout for any store location.



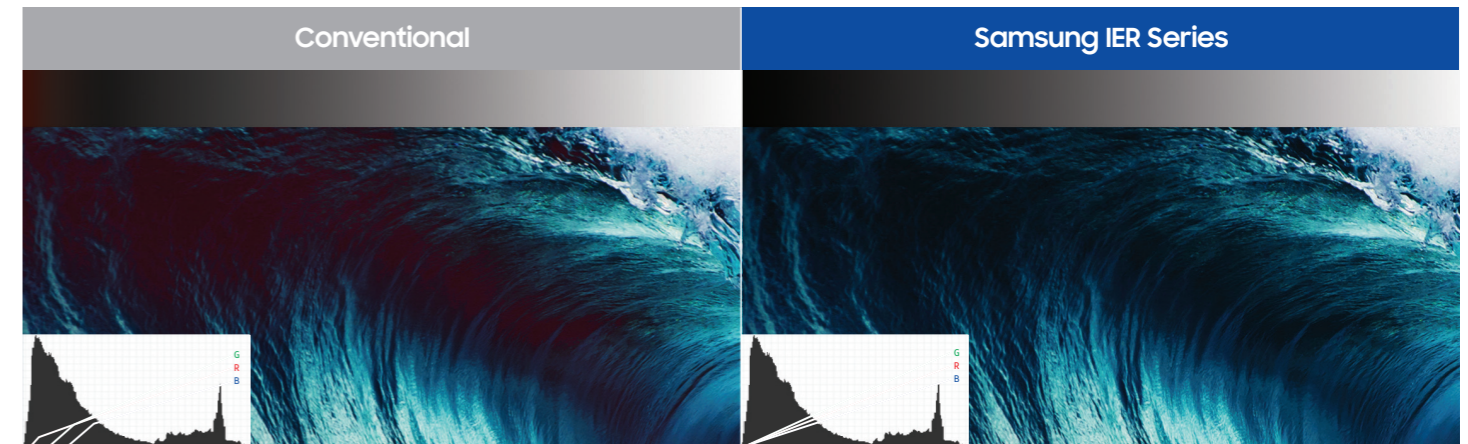
### Clearly refined visuals

LED HDR leverages advanced refinement technologies for true-to-life picture presentation. Dynamic Peaking and Inverse Tone Mapping enhance content to optimum peak brightness levels with improved contrast and without shine, while in-depth Color Mapping ensures an accurate expression of colors.



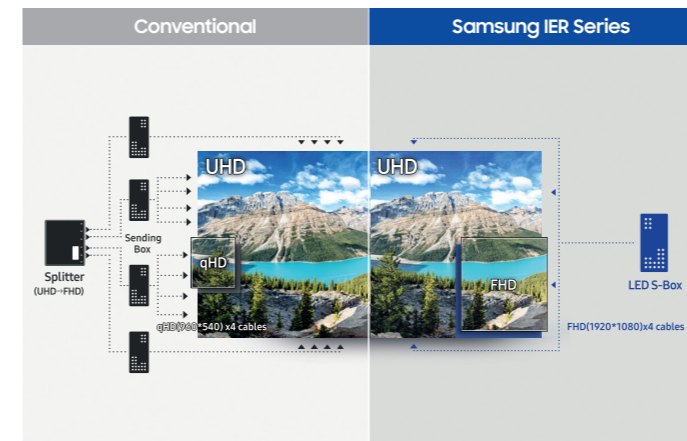
### Fine-tuned uniformity

Rigorous factory calibration and real-time DSLR camera sub-pixel calibration fine-tune all sub-pixels for uniform brightness and color chromaticity. When coupled with the Samsung LED Signage Manager's advanced picture settings, this enhanced treatment produces excellent presentation.



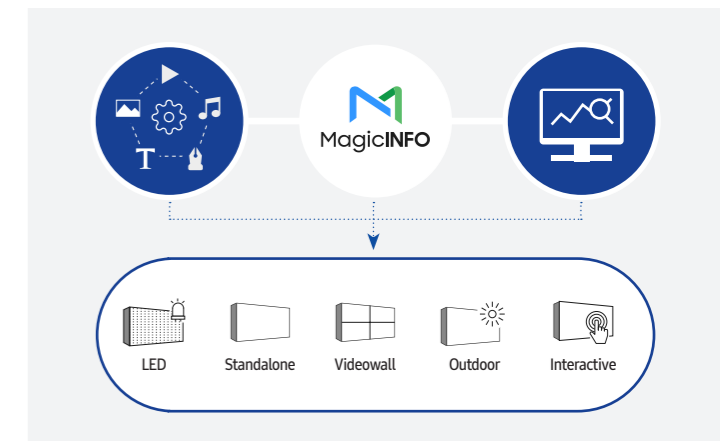
### Accurate color in low brightness arena

Conventional LED displays struggle to present red, green and blue color hues accurately in low grayscale settings. The IER series overcomes these challenges through a unique algorithm that maintains R/G/B gradation and delivers precise, detail-rich hues in low-brightness indoor environments.



### Streamlined UHD content delivery

Samsung's compatible S-Box condenses the delivery of compelling content to a single, centralized device. The S-Box transmits UHD content across multiple IER series displays without requiring external boxes or splitters, helping businesses enjoy faster and more cost-efficient operations.



### Manage content and devices anywhere

Compatibility with the MagicINFO platform enables IER series users to create, schedule and deploy content across an entire signage network. Users can monitor and adjust display settings and troubleshoot potential performance issues from any location via remote access.