



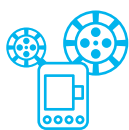
# SAMSUNG CINEMA SCREEN

Impress Audiences with Immersive Color Presentation, Brightness and Contrast

## HIGHLIGHTS

- Elevated contrast creates realistic and deep black color expression
- Enhanced luminance and low tone expression truly delivers High Dynamic Range (HDR) picture quality
- Reinforced screen achieves 10 times the brightness of standard projector-based alternatives
- Uniform, distortion-free presentation surpasses the quality of standard cinema screens
- Versatile screens accommodate various theater usage scenarios and content formats

Competition from advanced at-home entertainment systems and streaming platforms has forced theaters to reposition themselves as a destination for an unparalleled viewing experience. Samsung is prepared to play a starring role in shaping the “cinema of the future” with its new Cinema Screen. The innovative Cinema Screen takes theater technology to the next level by bringing 4K LED picture quality to the big screen, delivering a more powerful and captivating picture that makes viewers feel as if they are part of every scene. This also includes peak brightness (146fL), accurate color presentation and distortion-free uniformity to bring content to life. As the world’s first LED display for theater, the Cinema Screen offers the versatility and premium visual environment necessary to redefine the theater experience, extend usage opportunities and wow even the most entertainment-savvy consumers.



1900

INNOVATION



2000

EVOLUTION



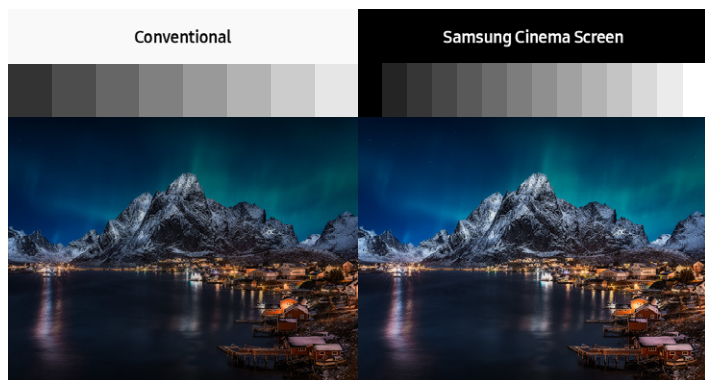
2015



INNOVATION

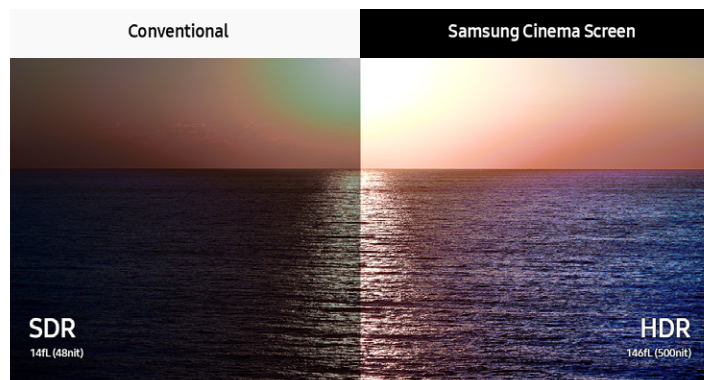
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**SAMSUNG**



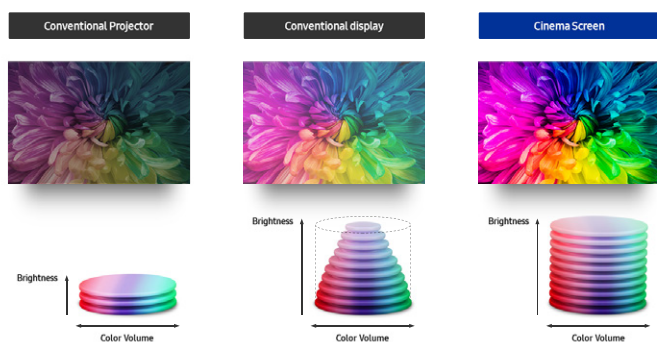
## SHOWCASE TRUE, REALISTIC BLACKS THROUGH ULTRA CONTRAST

Samsung's Cinema Screens leverage a unique Ultra Contrast setting to improve viewers' perceptual resolution and deliver on-screen content with greater accuracy and precision. In particular, the Cinema Screens can display true black colors, offering a superior visual experience to the distorted or grayed-black hues commonly offered by legacy theater technologies. This accurate representation is furthered by 18-bit processing that maintains consistently authentic low-tone grayscale effects, as well as an infinite contrast ratio that maintains visual integrity in darkroom settings.



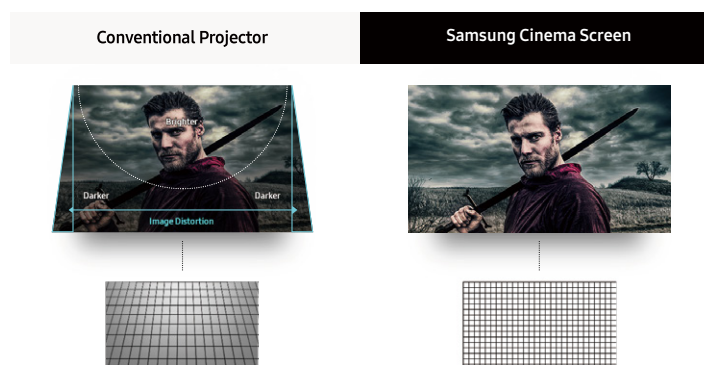
## DELIVER BRILLIANT, HDR-SUPPORTED CONTENT

The Cinema Screen's composition infuses the benefits of High Dynamic Range (HDR) technology into the theater for added visual value. Through this HDR integration, cinemas can amplify content presentation through a 146fL (500nit) peak brightness level. In comparison, this elevated brightness level represents an improvement nearly 10 times greater than that offered by standard theater technologies, which often achieve a maximum 14fL (48nit) brightness.



## ALIGN PEAK BRIGHTNESS WITH ACCURATE COLOR REPRESENTATION

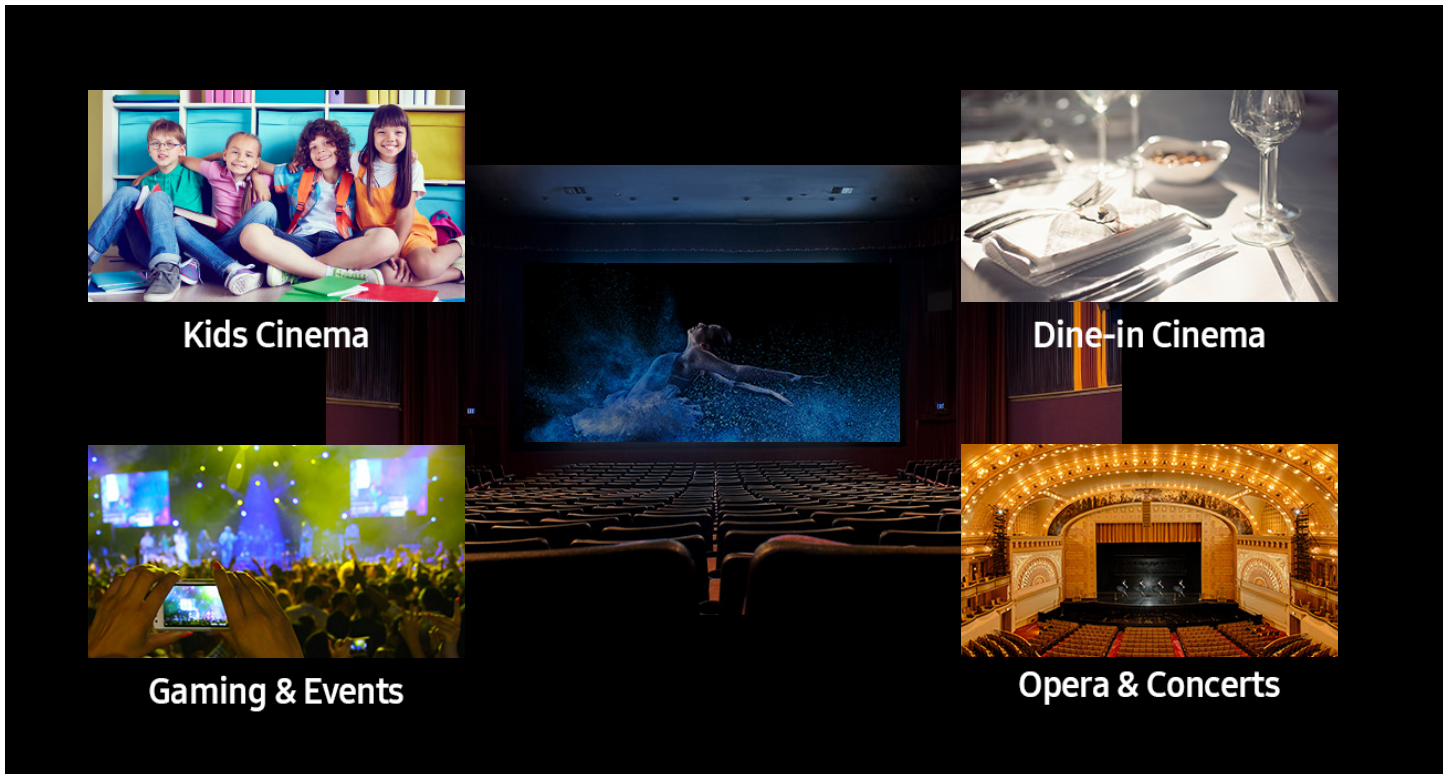
Conventional theater technologies have long struggled to achieve an optimal balance of brightness and color presentation. While projectors typically can showcase a full range of colors at a maximum brightness level of only 14fL (48nit), standard cinema displays conversely lose color quality as they reach higher brightness. Samsung's Cinema Screen delivers both benefits, enabling theater users to express perfect color accuracy (across the DCI-P3 120 percent color gamut) at peak brightness levels and elevate on-screen content through an impressive range of hues.



## MAINTAIN A CONSISTENT, DISTORTION-FREE CONTENT PRESENTATION

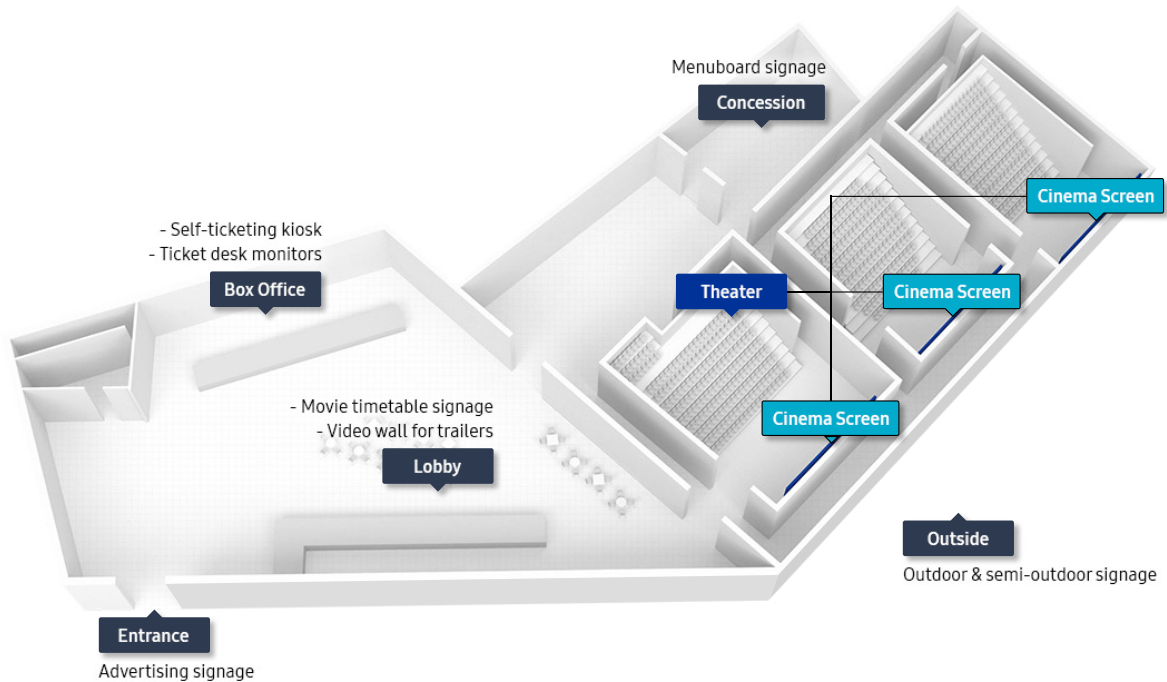
Through a distraction-free presentation, Samsung's Cinema Screen keeps audiences focused on featured content rather than the display itself. These Screens eliminate distortion through 95 percent content uniformity, an improvement on projector-based technologies which at best only can achieve an 85 percent uniformity rate. As a result, the Cinema Screen allows viewers to take note of visual details and intricacies that otherwise might be hidden or lost on standard theater or at-home displays.





## EXPAND POTENTIAL ENGAGEMENT OPPORTUNITIES

The modern theater has emerged as a cultural space that welcomes various types of non-movie events, ranging from corporate events and concert viewings to interactive gaming tournaments. As the use demands for theater space evolve, Samsung's Cinema Screen offers the needed versatility to satisfy varying audiences and generate new sources of revenue. The Screen maintains its visual settings regardless of the featured on-screen content, and accommodates a range of needed ambient light conditions without visual disruption. Theaters in turn can transition seamlessly between events without requiring extensive maintenance or external equipment.

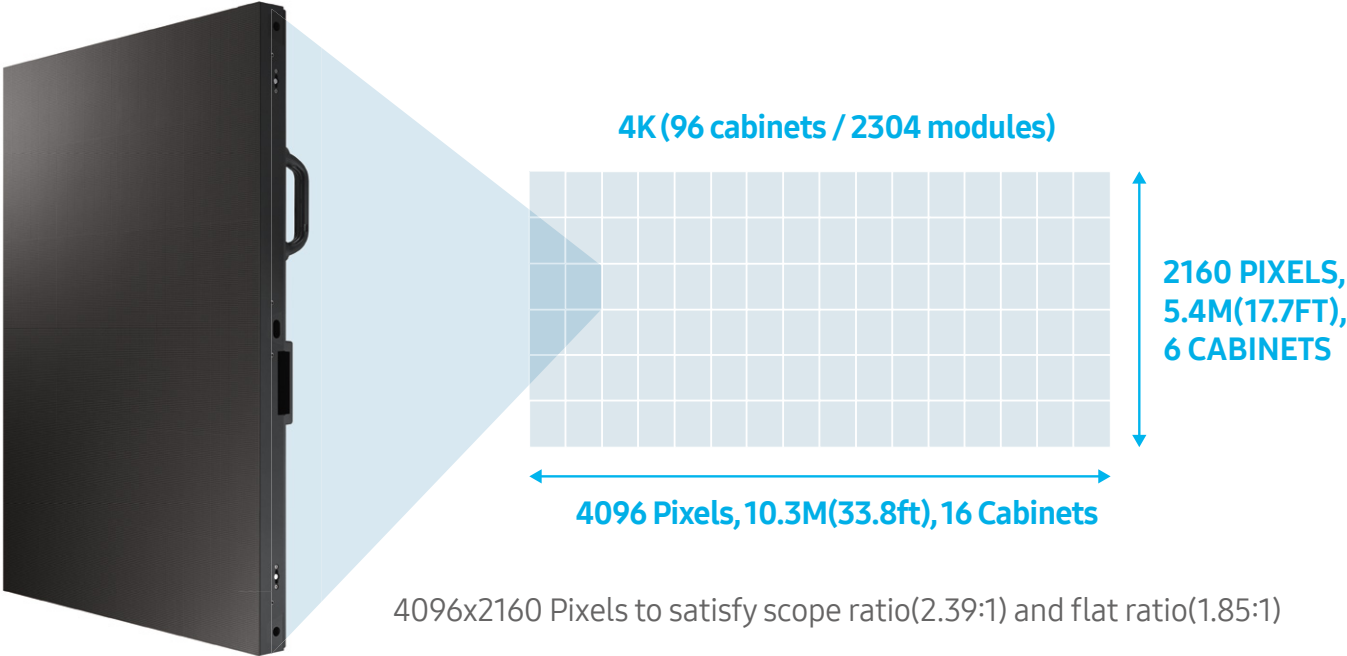


## ESTABLISH THE THEATER OF THE FUTURE

Samsung's Cinema Screen is just the latest addition to its ever-expanding lineup of theater-ready technologies. From the moment consumers approach the theater to the moment they depart, Samsung's displays guide their complete cinema journey, ranging from self-ticketing kiosks and interactive movie posters to informative concession signage. As a total solutions provider for the theater industry, Samsung continues to explore new and exciting ways to improve the customer experience and drive greater operational efficiency for operators.

SPECIFICATIONS

ITEM	Cinema Screen	Remarks
Number of cabinets	96 EA	H : 16EA, V : 6EA / Total 2,304 modules
Resolution	4,096 x 2,160 (pixel)	
Size (W x H)	10,240 x 5,400 x 68 (mm)	455.7 inch (diagonal length) except frame
Aspect ratio	Flat (1.85:1) / Scope (2.39:1)	Flat : 3,996 x 2,160 / Scope : 4,096 x 1,716
Brightness (normal / max)	14fL(48nit) / 146fL(500nit) for HDR	
Contrast ratio	∞ : 1	In darkroom
Color gamut	DCI-P3	DCI compliance
Uniformity	95%	
Weight	1,440 Kg	Except frame weight



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