



Samsung SMART LED Signage IER/IER-F 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 picture refinement technologies, delivering clearer and more realistic 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-effective solution thanks to simplified installation process
- 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

Industry trend

Even as online shopping and e-commerce have taken over, many brick-and-mortar stores continue to thrive by creating distinct, memorable in-store experiences. Physical retail stores that utilize LED signage to create innovative, eye-catching content have found they can both draw in new customers and encourage return visits from their most loyal customers. The market for indoor LED Signage is expected to continue to grow for the foreseeable future. It's no surprise then, that implementing modern in-store LED Signage has not only become common, but really is an essential element in creating an unforgettable in-store experience.

Why Samsung IER series

Samsung's IER series is designed especially for retail stores, with Samsung's industry-leading picture quality and an intuitive, streamlined content management system allowing store managers to easily and efficiently update display content. The IER series displays also feature multiple cabinet sizes giving retailers additional options, providing cost savings and greater flexibility in the design and layout of their displays. This means displays can be custom-fit for their specific space requirements, giving customers a more immersive experience.



Flexible design

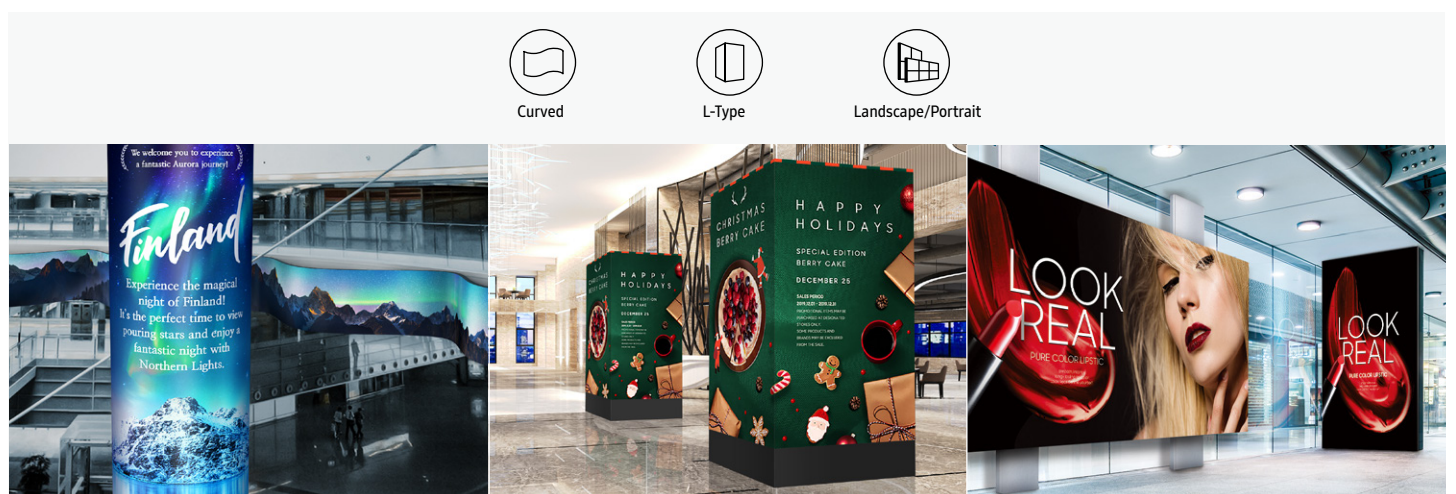


High picture quality



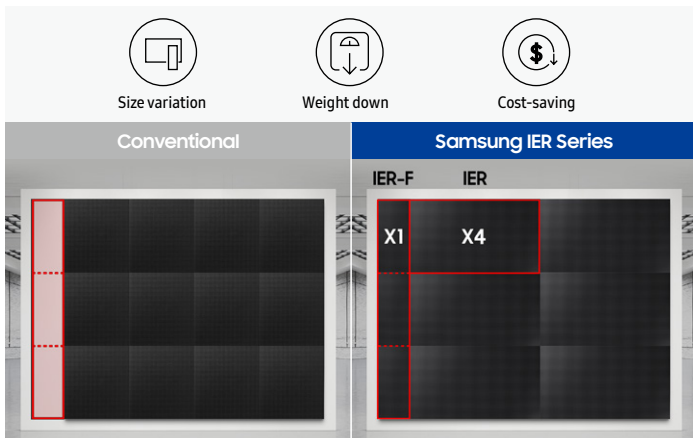
Operational efficiency

Key features



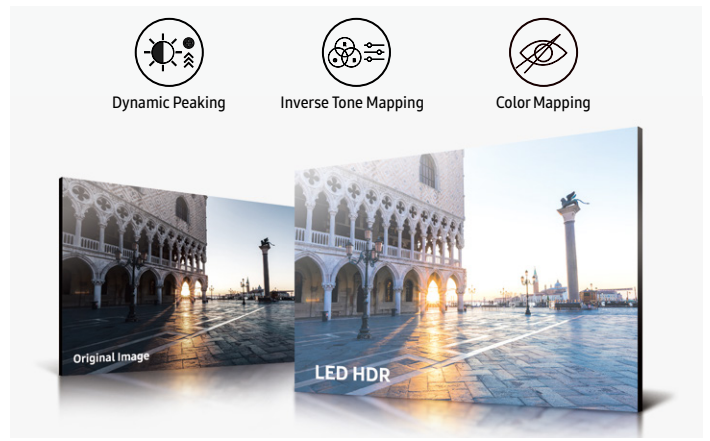
Flexible design

The IER series' advanced design provides flexibility for any indoor retail or other business environment. With support of portrait and landscape orientation — and even curved* and l-shaped installations — content can be displayed to meet the preferred layout for any store location.



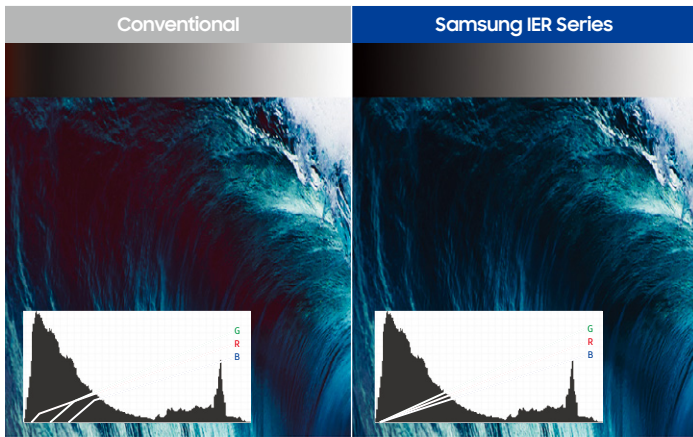
Easier, cost-saving installation

The IER series supports two cabinet types. One version features a larger, lighter screen compared to conventional cabinets, simplifying installation. The other is a quarter of the size and provides more flexibility in design.



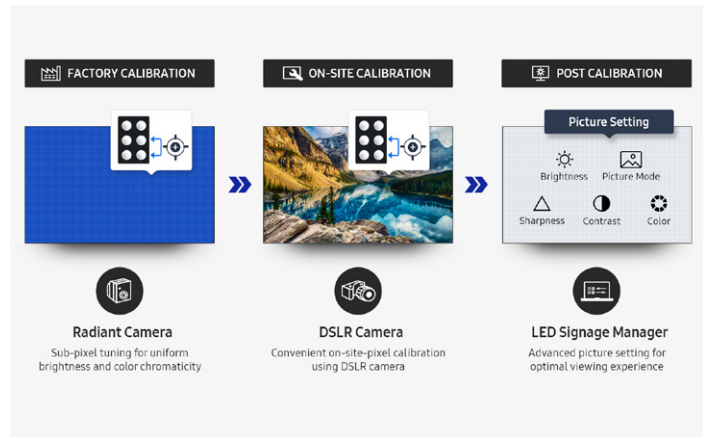
Clearly refined visuals

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.



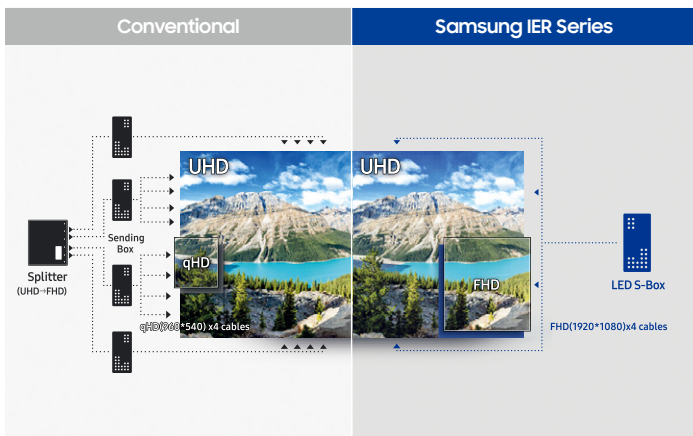
Accurate color in low brightness arena

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.



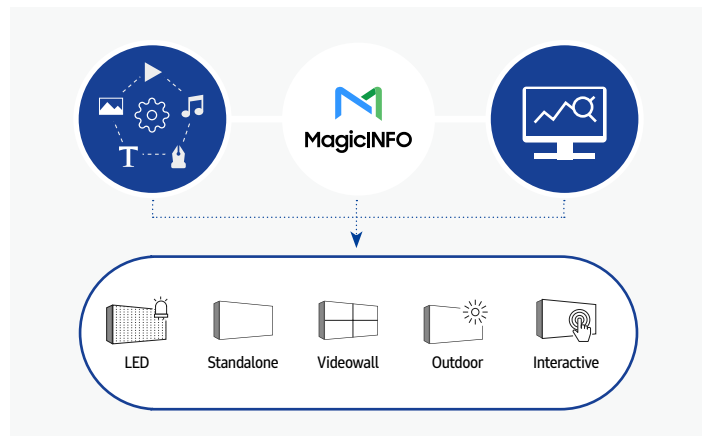
Fine-tuned uniformity

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.



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 also monitor and adjust the settings of different display types at the same time and troubleshoot potential performance issues from any location via remote access.

Specifications

Model Name		IE025R	IE040R	IE025R-F	IE040R-F
Physical Parameter	Pixel Pitch	2.5 mm	4.0 mm	2.5 mm	4.0 mm
	Pixel Configuration	1 red, 1 green, 1 blue	1 red, 1 green, 1 blue	1 red, 1 green, 1 blue	1 red, 1 green, 1 blue
	Configuration (LxH, per cabinet)	384 x 216 pixels	240 x 135 pixels	96 x 216 pixels	60 x 135 pixels
	Diode Type	Surface Mount Device (SMD)	Surface Mount Device (SMD)	Surface Mount Device (SMD)	Surface Mount Device (SMD)
	Dimensions (mm, LxHxD, per cabinet)	960 x 540 x 79.5 mm	960 x 540 x 79.5 mm	240 x 540 x 81 mm	240 x 540 x 81 mm
	Dimensions (inch, inchxD, per cabinet)	43.3 x 31.3 inch	43.3 x 31.3 inch	23.3 x 3.18 inch	23.3 x 3.18 inch
	No. of Modules (WxH, per cabinet)	4 x 3	4 x 3	1 x 3	1 x 3
	Weight (per cabinet/per m ²)	10.8 kg / 20.8 kg	10.8 kg / 20.8 kg	3.2 kg / 24.7 kg	3.2 kg / 24.7 kg
Optical Parameter	Brightness (Peak/Max) ⁽¹⁾	1,200 nit / 600 nit	1,200 nit / 600 nit	1,200 nit / 600 nit	1,200 nit / 600 nit
	Contrast Ratio (Typ)	3,000:1	4,000:1	3,000:1	4,000:1
	Viewing Angle - Horizontal	160°	160°	160°	160°
	Viewing Angle - Vertical	160°	160°	160°	160°
	Bit Depth	16 bit (Internal processing 18bit)	16 bit (Internal processing 18bit)	16 bit (Internal processing 18bit)	16 bit (Internal processing 18bit)
	Color Temperature - Default	6,500K	6,500K	6,500K	6,500K
	Color Temperature - Adjustable	2,800 ~ 10,000K (use S/BOX)	2,800 ~ 10,000K (use S/BOX)	2,800 ~ 10,000K (use S/BOX)	2,800 ~ 10,000K (use S/BOX)
Electrical Parameter	Video Rate	50/60 Hz	50/60 Hz	50/60 Hz	50/60 Hz
	Input Power Range	100~240 VAC, 50/60 Hz	100~240 VAC, 50/60 Hz	100~240 VAC, 50/60 Hz	100~240 VAC, 50/60 Hz
	Power Consumption - Max	289 (W/m ²) / 150 (W/Cabinet)	289 (W/m ²) / 150 (W/Cabinet)	386 (W/m ²) / 50 (W/Cabinet)	386 (W/m ²) / 50 (W/Cabinet)
	Power Consumption - Typ	96 (W/m ²) / 50 (W/Cabinet)	96 (W/m ²) / 50 (W/Cabinet)	128 (W/m ²) / 17 (W/Cabinet)	128 (W/m ²) / 17 (W/Cabinet)
	Heat Generation - Max (BTU/SF)	91.6 BTU/SF per hour	91.6 BTU/SF per hour	122.3 BTU/SF per hour	122.3 BTU/SF per hour
	Refresh Rate	3,840 Hz	3,840 Hz	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	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	-20°C~45°C / 5~95%RH	-20°C~45°C / 5~95%RH
	IP Rating	IP20	IP20	IP20	IP20
	LED Lifetime	100,000 hours	100,000 hours	100,000 hours	100,000 hours
Certification	Certification	EMC Class A, Safety 60950-1	EMC Class A, Safety 60950-1	EMC Class A, Safety 60950-1	EMC Class A, Safety 60950-1
Service	Service	Front	Front	Front	Front
Package	Box Dimension (mm, LxHxD)	1,119 x 699 x 206 mm	1,119 x 699 x 206 mm	653 x 148 x 354 mm	653 x 148 x 354 mm
	Box Volume (m ³)	0.161	0.161	0.342	0.342
	Package Weight (kg, per cabinet)	16.5 kg	16.5 kg	4.9 kg	4.9 kg
Curve Installation	Concave	N/A	N/A	Yes (TBD)	Yes (TBD)
	Convex	N/A	N/A	Yes (TBD)	Yes (TBD)

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

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

SMART LED Signage

For more information about Samsung SMART LED Signage, visit www.samsung.com/business or www.samsung.com/displaysolutions

Copyright © 2020 Samsung Electronics Co. Ltd. All rights reserved. Samsung is a registered trademark of Samsung Electronics Co. Ltd. Specifications and designs are subject to change without notice. Non-metric weights and measurements are approximate. All data were deemed correct at time of creation. Samsung is not liable for errors or omissions. All brand, product, service names and logos are trademarks and/or registered trademarks of their respective owners and are hereby recognized and acknowledged.

Samsung Electronics Co., Ltd.
416, Maetan 3-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-772, Korea

2020-01