Videowall display technology makes it possible to create vast digital canvases in indoor spaces of any shape and scale. The videowall industry is seeing double digit growth as new technologies emerge and existing ones grow more sophisticated and suited to needs.

Walls everywhere
Here are some examples of how videowalls are being applied in different business and public environments:

Retail
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Corporate
Commercial property owners and major tenants are making their lobby walls into living art pieces, replacing wood and granite with LCD and LED to create experiential art that excites and entertains workers and guests.

Hospitality
Hotels and restaurants are using videowalls for everything from virtual concierges, to social media messaging, to experiential art pieces that line support columns or create seamless artwork backdrops at the check-in counter.

LCD or Direct-View LED?
Both traditional LCD displays and new fine-pixel pitch LED technology can be used to create stunning videowalls. Each offers unique benefits:

- **LCD**: remains significantly more affordable than fine pixel pitch LED. Daylight glare can overpower many LCD displays in lobbies and atriums.
- **LED**: more readily adapts to unusual wall dimensions and shapes, and some of it even works with curves. Bright enough to cut through and shine.
- **LCD vs LED**: LCDs offer up to 4K ultra high definition content, and look amazing from any distance. Viewing quality hinges on distance and pixel pitch with LED.

Plan for success
Here are key considerations for planning your videowall project:

- **Budget**: dollars and sense
- **Shape**: square, rectangular, curved
- **Sunlight**: behind or in front of videowall
- **Content**: clear, compelling

Download the ultimate videowall guide
Learn more at samsung.com/digitalsignage

1 mm = 10 feet
1.5 mm = 15 feet
2 mm = 20 feet
2.5 mm = 25 feet
3 mm = 30 feet

For example, a 1 mm pitch videowall will look best from 10 feet and back.

1 mm pitch | 10 feet
2 mm pitch | 20 feet
3 mm pitch | 30 feet

Successful videowalls start with great technology, but the choice of LCD or LED should move from budgets and pitches. Great projects start with solid objectives and plans.