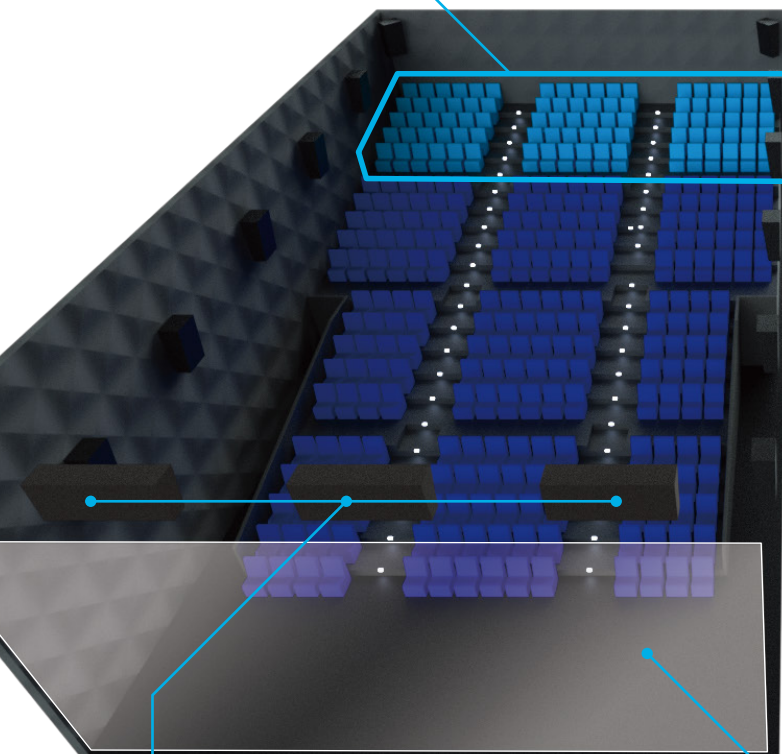
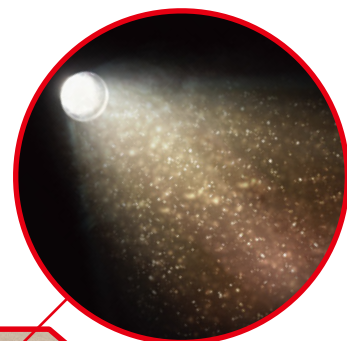


## Extended Interior

### Realign your Theater for Added Revenue

Generate extra revenue by transforming space previously reserved for projector closets and equipment into additional – and potentially premium – seating.

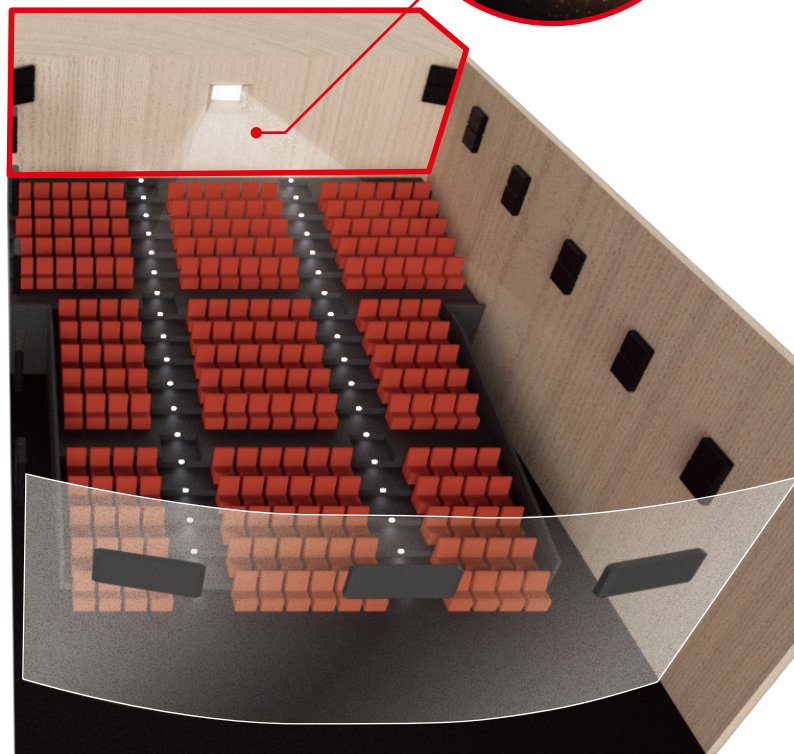


Samsung Onyx Theater

## Broad Sound

### Build Environments with Dynamic Audio

Transport audiences into scenes with crisp, ambient sound from specially designed HARMAN's JBL audio systems that cast broad sound zones in the theater.



Conventional Theater

## Stunning Visuals

### Immerse Audiences through Brilliant Content

Deliver content with brighter (Peak 146fL) and sharper color than the standard cinema screen, and showcase detail-rich graphics with true, deep and realistic black color.

# Samsung Onyx

Transform your Theater  
into a Must-Visit Entertainment Destination

## Create a more Immersive Viewing Experience through HDR Graphics and Clear Sound

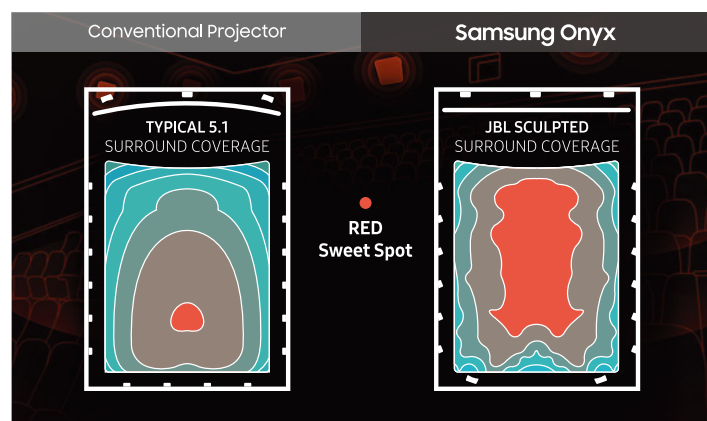
While today's movies feature the most advanced graphics ever, they require optimized theater technologies to bring out their visual best and offer customers a memorable viewing experience. Through its Onyx Cinema LED screen, Samsung Electronics takes cinema content delivery to the next level, and expands opportunities for theaters to expand revenue while wowing even the most entertainment-savvy consumers.



### Onyx View

#### Deliver an Exceptional, LED-Quality Presentation

A key component of its large-format LED signage, Samsung Onyx brings the visual power of High Dynamic Range (HDR) picture quality to the big screen. The HDR integration ensures all 4K aspect ratios regardless of the featured content. Additionally, the Samsung Onyx leverages ultra-contrast and low-tone grayscale settings to achieve bright colors, deep blacks and pristine whites at a nearly infinite contrast ratio.



### Onyx Sound

#### Complement Next-Level Picture with Powerful Audio

For the average cinema-goer, audio presentation is just as valuable to the movie viewing experience as picture quality. To meet these demands and bring on-screen content to life, Samsung pairs its Onyx screens with HARMAN's JBL surround sound speakers. HARMAN's audio processing technologies expand venues' "audio sweet spot", eliminating rearward bias and guaranteeing that every cinema guest receives the same high-quality sound at any seat.



### Onyx System

#### Achieve Long-Term Cinema Screen Performance with Less Hassle

Samsung Onyx screen reduces operational costs and empowers more efficient cinema management. The screen's cabinet structure allows for fast modular repair, preventing long delays or cancellations. Operators also can trust ultra-high speed semi-automatic calibration to restore picture quality and maintain uniformity. An all-in-one locking system also provides optimal security for IMB player, preventing damage or external tampering risks.

#### About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For more information about Samsung Onyx, visit [www.samsung.com/business](http://www.samsung.com/business) or [www.samsung.com/displaysolutions](http://www.samsung.com/displaysolutions)

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