



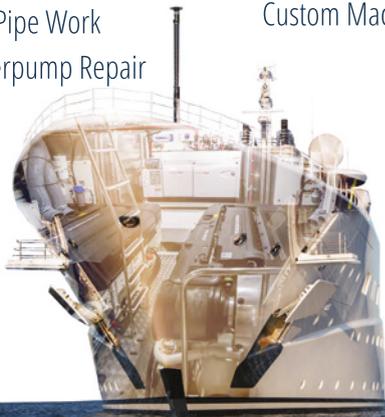
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TECH TALK

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LEADING-EDGE DESIGN

By Julia Zaltzman

Unless you've been living under a rock in recent years, you may have noticed that TV screens are becoming bigger. Considerably bigger in fact, growing a whole 10 inches in size in the past decade



alone, reports *Forbes*. The reason for this growth is not purely driven by our love of technology and gadgets (although the rise of the smartphone and the tablet would argue otherwise) but can instead be attributed to multiple elements.

Firstly, the living room TV has acquired even more status as a communal focal point. Secondly, thanks to the likes of Netflix and Amazon, television content is becoming more cinematic. When paired with the third element – the development of a whole range of new visual technologies from Ultra HD to high dynamic range – viewers desire bigger screens that do the content justice.

On board a yacht, a dedicated cinema room is not a new invention. The 106-meter Lürssen-built *Amadea* boasts a cinema that has been designed as a lounge, along with seating that interacts and moves in time with the film. And for many, starlit movie nights out on deck with a projector and retractable screen is what quality family time is all about.

But what happens when we venture one step further into the experiential potential of the television screen? When does a TV stop being a TV? Unparalleled in its home cinema visuals, from films to gaming to art installations, The Wall Luxury by Samsung, which was unveiled on the Bond TM stand at the Monaco Yacht

Show in September, changes our understanding of screens to date.

The technology behind a micro LED screen like this is exciting. Combining an exceptionally black base with specialized Black Seal Technology, it delivers a picture quality like nothing else out there. The addition of Ultra Chroma Technology brings detail to life through vibrant color and a depth of picture unrivalled by conventional LED screens.

But to use something like The Wall simply as an impressive television would be missing the point entirely. Yes, it offers a hyper-real digital surface that makes the action scenes in *Game of Thrones* undeniably awe-inspiring. But thanks to a 39mm thick modular design – meaning it fits seamlessly into any bespoke space no matter the shape or size – it begs to be used for something more daring. Imagine a dining room that is lined wall-to-wall with screens transporting you into the heart of a rainforest, or a desert, or a 15th century wine cellar. Or how about jumping into a pair of simulators and racing your friend around the Monaco F1 track.

The opportunities today for a discreet, bespoke screen that gives any yacht an inspiring edge are shaping our perception of technology-based design and opening the door to a world of possibility. 📺

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PHOTO: COURTESY OF SAMSUNG