# ASUS ProArt PA278QGV computer monitor 68.6 cm (27") 2560 x 1440 pixels Quad HD LCD Black

Model: 90LM05L1-B01K71

Manufacturer: ASUS

EAN: 4711636032674

Product Code: 1054258

## R7,183

## All the Essentials for Pros

ProArt Display PA278QGV is a 27-inch IPS QHD monitor tailored for creative professionals. As the second-generation model of the PA278QV, it offers enhanced performance with 95% DCI-P3 color gamut, factory calibration to Delta E < 2, and Calman Verified for superb color accuracy. It features a 120 Hz VRR for 2-times ultra-smooth visuals and introduces the new M Model color temperature for

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consistent P3 color on MacBooks. With DisplayPort, HDMI, and a built-in USB hub, it ensures seamless connectivity for all your creative needs.

Empowering Content Creators

## The Perfect Monitor When Working on MacBook

ProArt Display combines professional-grade performance with sleek design and Mac-tested compatibility. Offering vibrant colors and versatile connectivity, ProArt Display is ideal for Mac users seeking exceptional color accuracy and unmatched productivity.

## Consistent Color Across Multiple Devices

ProArt Preset modes offer multiple color gamut options. The new M Model color temperature is specifically designed to match the color performance between macOS devices and ProArt Displays. This ensures seamless color consistency across screens, making the mode ideal for color-critical tasks like photo editing, video production, and graphic design.

## Seamless Monitor Management

ASUS DisplayWidget Center is software that provides an intuitive interface to adjust monitor settings, including brightness, contrast, and color temperature. Whether a monitor is used for everyday viewing or for professional creative work, users can effortlessly find the optimal display settings for enhanced viewing experiences.

## Unleash Creativity with AI

Generative AI features open creative possibilities and also enable creators to realize their artistic visions more efficiently. The wide color gamut, high resolution, and professional color accuracy of the ProArt Display make it the perfect complementary tool — ideal for helping creators bring their ideas to life.

## Turn Text into Reality — Fast (Photoshop)

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Discover the power of Gen AI with tools for Text to Image and Generative Fill. Simplify the creative process, effortlessly create, adjust, and enhance visuals.

## Edit in an Instant (Premiere Pro)

Gen AI tools streamline complex tasks and boost editing speed. Use features like Object Add/Remove and Generative Extend for quick, precise adjustments.

## Turn 2D Images to 3D (Substance 3D Sampler & Stager)

Image-to-Texture leverages Gen AI to allow artists to quickly create 3D materials and textures from real-world imagery. It enhances creativity while integrating smoothly into workflows.

## Enjoy True-to-Life Color

The PA278QGV boasts 95% DCI-P3 and 100% sRGB color coverage, bringing out the finest details in photos.

## True Color—Right Out of the Box

Color professionals rely on color-accurate displays to ensure that their creations look exactly as intended. Each ProArt display is calibrated in the factory to meet Calman Verified standards and to achieve Delta E<2 color accuracy.

## 2D/3D Rendering Friendy

Up to a 120 Hz variable refresh rate (VRR), allowing creators to create fast-rendering games and conduct quality checks on one display. High frame rate brings smooth visuals delivers comfortable viewing experience.

## Photorealistic Colors

The PA278QGV monitor is equipped with ASUS Light Sync technology, featuring an ambient light sensor automatically adjusts display brightness and color temperature based on changes in

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environmental lighting, ensuring true colors every time.

## Exquisite Design

Compared to its predecessor, PA278QGV has a space-saving base that’s 33% smaller, as well as a 30% slimmer profile. With an understated elegance, it’s right at home in a studio or in any living space.

## Expansive Connectivity

PA278QGV offers a myriad of connectivity options, including HDMI, DisplayPort, four USB Type-A downstream ports for compatibility with a wide range of devices. PA278QGV also includes a passthrough port for headphones.

## Easily Connect Devices

A built-in USB3.2 hub along the bottom bezel of PA278QGV includes two USB Type-A port, allowing for easy connections to a variety of devices and peripherals, as well as charge-compatible devices*. *Check the power requirements of the connected device to ensure it aligns with the monitor’s USB power output.

## Ergonomic Stand

Each ProArt Display features an ergonomic stand with tilt, swivel, pivot, and height adjustments for comfortable viewing. The ability to pivot the screen clockwise or counterclockwise 90° for use in Portrait mode comes in handy when working with long documents, coding or web browsing. Furthermore, the quick-release feature makes it easy to attach the display via the integrated VESA wall mount—screw-free, so it's done in seconds!

ASUS Power Sync

**Streamline and Declutter Your Desktop**

ASUS Power Sync allows HDMI-connected devices to power on/off simultaneously with supported ASUS monitors, offering single-action control. Customizable via the MyASUS app with ASUS NUC*, this feature enhances device synergy for improved organization and productivity.

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Sustaining an Incredible Future

## Environmental Certification*

PA278QGV has been stringently tested to meet the requirements of world-leading sustainability certifications. These tests include a comprehensive database of up-to-date criteria, independent verification, and a structured system for continuous improvement.

## Eco-friendly Packaging

ProArt Displays are shipped in packaging made from FSC MIX 100% recycled cardboard. The packaging has been designed to minimize weight and volume, helping to conserve natural resources and allowing more devices to be transported in a single shipping container.

## Reusable Packaging

The cardboard box can be cut into smaller box, phone holder and Laptop Stand. This is a great way to reduce waste, save money on packaging materials, and create added benefits. (Reusable Packaging items are vary by model.)

## Energy-Efficient Features

ProArt Display PA278QGV has a power-saving Eco-mode and it achieves zero-watt power consumption when it is turned off.
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Free 3 Months of
**Adobe Creative Cloud**
Every ASUS ProArt display includes a free three-month trial (up to US$488.91 value) of Adobe® Creative Cloud®, allowing users to experience the latest AI-powered applications.

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