

## **ASUS ProArt PA278QV computer monitor 68.6 cm (27") 2560 x 1440 pixels Quad HD LED Black**



Model: 90LM05L1-B03370

Manufacturer: ASUS

EAN: 4718017603614

Product Code: 408586

## **R6,880**

### **Incomparable Color. Unlimited Creativity.**

ProArt Display PA278QV is a 27-inch monitor designed to satisfy the needs of creative professionals, from photo and video editing to graphic design. ProArt Display PA278QV is factory calibrated and Calman Verified to deliver superb color accuracy ( $\Delta E 2$ ). It also provides industry-standard 100% sRGB / 100% Rec. 709 color space coverage. With ASUS-exclusive features, such as ProArt Preset and ProArt Palette with six-axis color, black-level and brightness adjustments, PA278QV makes it easy to achieve the exact look you desire quickly, easily and precisely.

The product information provided is for reference purposes only. Technical specifications, photos, descriptions and prices may change without prior notice. The manufacturer and seller are not responsible for possible data discrepancies or typographical errors. We recommend checking the current information before purchasing.

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## **Bring out the true beauty of your pictures**

The ProArt display delivers industry-standard 100% sRGB and 100% Rec. 709 color gamut for rich, vivid reproduction that ensures every detail of your photos is clear and lifelike.

## **High color fidelity for truly expressive hues**

Revel in pure, expressive hues thanks to accurate, true-to-life color reproduction. ProArt displays achieve  $\Delta E 2$ , so your images are accurately reproduced on screen – allowing you to see exactly how your work is going to look when it's finished.

## **True color, right out of box**

Color professionals rely on color-accurate displays to ensure that their creations look exactly as intended. ProArt Display PA278QV is factory calibrated and Calman Verified to guarantee industry-leading color accuracy. Every ProArt display undergoes stringent, meticulous testing to ensure smoother color gradation. Consumer of pro, you're assured color-accurate viewing and content-creation experiences.

## **Quick color-gamut adjustment**

ASUS-exclusive ProArt Preset provides multiple modes for quick color-gamut adjustment. Whether you're color grading, video editing or manipulating photos, you can switch and match your needs easily.

## **Personalized editing experience**

ASUS ProArt Palette lets you customize your display via a wide range of parameters, including color hue, temperature and gamma adjustments – all easily accessed via intuitive on-screen menus. There are also two-point grayscale sliders for all six colors, providing greater color-adjustment flexibility than many competing monitors. ProArt Palette empowers you to produce quickly and consistently, and makes it easy to keep your color management in check.

## **Rich Connectivity**

ProArt Display PA278QV offers rich connectivity with DisplayPort 1.2, Mini DisplayPort, DVI-D, and HDMI (v 1.4) ports and a built-in USB hub, so it's easy to hook up to a wide variety of devices and enjoy ultrafast transfer speeds with external storage – catering to every content-creation demand.

## **Real-size artwork preview**

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Save time and work smarter with ASUS QuickFit Virtual Scale. This clever feature overlays a grid on the screen that allows to align and preview documents in their actual sizes prior to printing.

### **Protect your eyes with ASUS Eye Care technology**

#### **ASUS Ultra-Low Blue Light technology**

Exclusive ASUS Ultra-Low Blue Light technology protects you from blue-light emissions that may be harmful to your vision. It offers four blue-light filter settings that are easily accessed through the on-screen menu via the hotkey.

#### **ASUS Flicker-Free technology**

ASUS Flicker-Free technology provides a more comfortable viewing experience and work environment by reducing on-screen flicker to minimize eye strain, headaches and eye fatigue when you spend long hours in front of the display.

### **Versatile comfort with ergonomic stand design**

With an ergonomically-designed stand with tilt, swivel, pivot and height adjustments, ProArt displays provide comfortable viewing and usage experiences. The ability to pivot the screen clockwise or counterclockwise 90 degrees for use in portrait mode comes in handy when working with long documents, coding or website browsing. Furthermore, the quick-release stand makes it easy to attach the display via the integrated VESA wall mount – screw-free, so it's done in seconds!