

ASUS ProArt PA278CV computer monitor 68.6 cm (27") 2560 x 1440 pixels Quad HD LED Black

Model: PA278CV

Manufacturer: ASUS

EAN: 4718017910040

Product Code: 1422852

R6,258

Incomparable Color. Unlimited Creativity.

ProArt Display PA278CV is a 27-inch monitor designed to satisfy the needs of creative professionals, from photo and video editing to graphic design. ProArt Display PA278CV is factory calibrated and Calman Verified to deliver superb color accuracy (ΔE < 2). It also provides industry-standard 100% sRGB / 100% Rec. 709 color space coverage. The integrated USB-C port supports data transfers, DisplayPort and also support 65W power delivery via one cable provides convenient solution and

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keep your desk area tidy. PA278CV makes it easy to achieve the exact look you desire quickly, easily and precisely.

Bring out the true beauty of your pictures

The ProArt display delivers industry-standard 100% sRGB/100% Rec. 709 and support DCI-P3 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 ΔE < 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 PA278CV 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,

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and makes it easy to keep your color management in check.

The USB-C That Does It All

ProArt Display PA278CV gives you unparalleled compatibility with USB-C, HDMI and DisplayPort most multimedia devices. The integrated USB-C port supports data transfers, DisplayPort and also support 65W power delivery. PA278CV also serves as a USB hub, meaning that when you connect to it via USB-C (using C to C cable, or C to A cable), your device gains access to whatever peripherals are connected to the USB ports.

Real-size artwork preview

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!

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