

ASUS ProArt PA27UCX-K computer monitor 68.6 cm (27") 3840 x 2160 pixels 4K Ultra HD LED Black

Model: 90LM04NC-B01370

Manufacturer: ASUS

EAN: 4718017463317

Product Code: 1689779

R28,432

Master Your HDR Workflow

The ASUS ProArt Display PA27UCX-K is aimed at discerning content creators including videographers, cinematographers, and colorists who are seeking the finest display for their workflow. With new Off-Axis Contrast Optimization (OCO) technology that reduces halo effects when viewing the screen from a wide angle, ProArt PA27UCX-K ensures on-screen content is displayed accurately

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to all viewers. The PA27UCX-K is the world's first 27-inch 4K HDR monitor with peak brightness of 1,000 nits and mini-LED backlighting, enabling 576 zones of local dimming control and support for multiple HDR formats, including Dolby Vision™, HLG and HDR-10. The PA27UCX-K's impressive panel reproduces the brightest whites and the deepest blacks with sharper, more detailed visuals. With Quantum Dot technology, support for DCI-P3, Rec. 709, Rec. 2020, and Adobe RGB color spaces, together with a rich selection of connectivity, the PA27UCX-K is primed to take on any studio workflow.

Excellent Color and Contrast from Any Viewing Angle

Direct type LED backlight displays have narrow viewing angles, which can make collaboration with clients or colleagues on color-critical work challenging due to inaccurate colors being displayed to viewers seated to the side.
ASUS Off-Axis Contrast Optimization (OCO) technology solves this problem with a compensation layer that controls light transmittance around the edges, reducing halo effects by 80%* and providing a 7X* contrast-ratio enhancement for dark parts of the image when viewing the screen from an angle.

World's 1st 27-inch 4K Monitor with Mini LED Backlight

ASUS ProArt PA27UCX-K 4K monitor incorporates the leading technology of mini LED backlight, which is packed in physically half smaller LEDs than the conventional in more densely to increases the granularity of brightness control. ProArt PA27UCX-K offers individual backlight control of a whopping 576 zones with higher luminance and deeper darkness to deliver the best contrast and accurate reproduction of HDR contents.

ASUS Smart HDR Technology

ASUS ProArt PA27UCX-K features ASUS Smart HDR Technology, which supports multiple HDR (high-dynamic-range) formats and multiple PQ curves to suit content creators' specific requirements. Dolby Vision HDR transforms your viewing experience with ultravivid image — incredible brightness, contrast, and color to expand content creators' storytelling possibilities . It achieves this astonishing image quality through cinema-inspired HDR technology that can deliver billions of colors. HDR-10 support ensures compatibility with existing streaming video services and a growing list of HDR-

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enabled games, including PQ hard clip curve, PQ Optimized and PQ Basic, to cover all content creators' needs. The PA27UCX-K's HLG (hybrid log gamma) preset allows users to both immerse in, as well as create material for broadcast and satellite TV platforms such as the BBC iPlayer, Japan NHK TV, and DirecTV.

The World's 1st 27-inch 4K Monitor to Support Dolby Vision™

Dolby Vision™ HDR transforms entertainment experience with ultra-vivid picture quality, providing incredible brightness, contrast, color and detail to bring entertainment to life. With Dolby Vision, the PA27UCX-K can bring confidence for content creators that their images are represented with ultimate consistency.

Multiple PQ Curves

ASUS ProArt PA27UCX-K supports multiple HDR-10 (high-dynamic-range) curves, including PQ Hard Clip, PQ Optimized and PQ Basic which can cover all content creators' needs.

PQ Hard Clip

Preserve PQ curve till displaying maximum luminance with accuracy. Any luminance higher than display maximum will be mapped to display maximum.

PQ Optimized

Reproduce accurate gradations corresponding to maximum brightness of the monitor.Deliver the optimized HDR performance of this display.

PQ Basic

Present general HDR performance.

Transform Your Viewing Experience

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IPS with 1,000 nits peak brightness, supporting Quantum Dot technology provides an entire spectrum of colors to play with. PA27UCX-K support 97% DCI-P3, 99.5% Adobe RGB, 100% sRGB, 100% Rec. 709 and 83% Rec.2020 color spaces for video editing and post-production.

The Most Flexible Hardware Calibration

Whether you're using a desktop, laptop, PC or Mac, ASUS ProArt™ Hardware Calibration offers color accuracy tuning and uniformity compensation to make things easy when it's time to recalibrate your display's brightness and color consistency.

ProArt displays are compatible with most major calibrators, including those from X-Rite, Datacolor and Klein, and also work seamlessly with Calman and Light Illusion ColourSpace CMS professional hardware calibration software to make calibration faster and easier. (Calman and Light Illusion ColourSpace CMS software are not included with ProArt PA27UCX-K)

ASUS ProArt™ Calibration lets you optimize color space settings for different content. Besides sRGB, you can create advanced setups comprising of five different color spaces and other customized settings.

ASUS ProArt™ Calibration gives you 3x3 and 5x5 uniformity compensation matrices to ensure consistent brightness throughout the screen to reduce color shift.

The ASUS ProArt™ Calibration Technology saves all color parameter profiles on the ProArt™ monitor's internal scaler IC chip instead of the PC. This lets you connect your monitor to different devices without needing to continuously change existing settings. It also reduces the signal distortion between the IC and the LCD optical spectrum. The color profiles can be easily activated by using the hotkey on the monitor next time without a PC or calibrators.

Connect to Your Workflow

ASUS ProArt PA27UCX-K comes with HDMI 2.0, DisplayPort1.2, USB-C and USB hub.
It is built for content creators to easily connect to gadgets including blu-ray player, control panel, peripheral, desktop and display with zero hassle.

Picture-in-Picture & Picture-by-Picture

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Both Built-in Picture-in-Picture (PiP) and Picture-by-Picture (PbP) functionalities allow you to view content from multiple sources simultaneously, and switch between them easily. You can even select which audio source to play.

Picture-by-Picture (PbP) mode

To simultaneously experience different settings, place multiple input sources side by side onscreen and configure each individual window's color settings with sRGB, Adobe RGB, DCI-P3, Rec. 2020, User Mode 1 or User Mode 2.

Ergonomic Design

A comfortable viewing position is always easy to achieve with ProArt™ PA27UCX-K, thanks to its slim profile and ergonomically designed stand that offers tilt, swivel, pivot, and height adjustments. Its onscreen menu even rotates automatically to display correctly when the monitor is used in portrait orientation.

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