

ASUS ProArt PA27UCGE computer monitor 68.6 cm (27") 3840 x 2160 pixels 4K Ultra HD LED Black

Model: 90LM04NC-B01K71

Manufacturer: ASUS

EAN: 4711387734667

Product Code: 475579

R20,022

4K HDR Professional Monitor

Exceptional Color Precision within Reach

ASUS ProArt Display PA27UCGE is 27-inch 4K HDR monitors designed for video editors and colorists seeking professional-grade color accuracy. 160Hz high refresh rate, With 600 nits brightness, 98% DCI-P3 gamut, Delta E<1 color accuracy, and ASUS Light Sync for consistent backlight performance, they deliver stunning visuals in any environment. Features like a built-in motorized colorimeter, self-

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calibration, and LuxPixel technology ensure reliable, distraction-free use. Supporting multiple HDR formats (HLG, HDR-10) and offering extensive connectivity, including USB-C® with 96W power delivery, making PA27UCGE displays ideal for creative workflows.

Empowering Content Creators

Colorists

Factory calibrated to Delta E<1 color accuracy for industry-leading color fidelity. It also offers hardware calibration support for consistent color performance.

Filmmakers & Video Editors

A high-resolution monitor with wide color gamut performance, and ultrahigh contrast is a must-have tool when producing 4K HDR content.

Game Developers

Take advantage of the 48 to 160 Hz refresh rate to create fast-rendering games and conduct quality checks on a single display.

Exquisite 4K HDR Visuals

The 4K HDR (3840 x 2160) panel — up to 300% more onscreen space compared to similarly-sized 4K UHD displays. This increased pixel density results in sharper text and better readability, while offering enhanced visual clarity that’s ideal for creators working on detailed design projects.

Deeper Blacks, Brighter Whites

A peak brightness of 600 nits allow for outstanding contrast between the deepest blacks and gleaming whites.

Unleash Creativity with AI

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The rise of generative AI enables creators to spark inspiration more quickly, bringing infinite creative possibilities to professional creators. The wide color gamut, high resolution, and professional color accuracy of ProArt Displays provide the best visual experience, enjoy a smooth creative experience, and speed up the overall workflow.

Turn Imagination into Reality Fast (Photoshop)

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

Seamless Perfection, Quick Video Edits (Premiere Pro)

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

Bring Your World into 3D (Substance 3D Sampler & Stager)

Image-to-Texture transforms generative AI for 3D artists, allowing fast creation of photorealistic textures from image. It enhances creativity while integrating smoothly into workflows.

Precise, Clear Imagery with LuxPixel™

LuxPixel™ technology is an anti-glare, low-reflection (AGLR) coating that provides a paper-like screen effect. Unlike traditional matte panels which often soften imagery, LuxPixel™ technology minimizes reflections to ensure the user sees accurate colors and sharp details.

Photorealistic Colors

ProArt monitor is equipped with ASUS Light Sync technology, featuring two sensors designed to ensure remarkable color accuracy and precise color temperature, right on startup.

A backlight sensor automatically detects backlight brightness to compensate for deviations at startup, eliminating warm-up time and ensuring accurate color performance, so you can dive straight in to work.

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An ambient light sensor automatically adjusts display brightness and color temperature based on changes in environmental lighting, ensuring true colors every time.

Intuitive and Intelligent Calibration

Self Calibration

ProArt displays include a built-in colorimeter with an innovative self-calibration feature. This standalone solution is compatible with any operating system and doesn’t require additional calibration software. Users may run the calibration process at any time, or schedule it during off hours through the OSD menu.

ProArt Hardware Calibration

ASUS ProArt Hardware Calibration software* works in both SDR and HDR modes. It saves all color parameter profiles directly on the ProArt monitor’s internal scaler IC chip instead of the PC. Users can also use ProArt Calibration to schedule regular calibration intervals.

ProArt Color Center

ProArt Color Center is an online tool designed to help administrators manage the color accuracy of multiple ProArt displays that feature hardware calibration support. Users can check when the monitors were last calibrated, next recommended calibration date, and schedule calibration times for multiple monitors—even if they’re using different color parameters and/or situated in different locations.

Seamless Calibration

ProArt Display works seamlessly with third-party Calman and Light Illusion ColourSpace CMS professional hardware calibration software. It can also write back color parameters into our ProArt displays, making calibration faster and easier.

True-to-Life Color

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PA27UCGE exceeds industry color reproduction standards with its 98% DCI-P3 gamuts, making it ideal for video editing and other post-production tasks. 10-bit IPS panel is able to showcase more than 1.07 billion colors to give content creators a vast color spectrum to work with.

Class-Leading Color Fidelity

Each ProArt display is factory calibrated using a new, three-scale process to guarantee industry-leading color fidelity. The display then undergoes stringent testing using ASUS advanced grayscale tracking technology to ensure smoother color gradations, better uniformity and high color accuracy with a Delta E < 1 color difference value. Each grayscale level is also carefully measured and set to ensure compliance with the precise DICOM standard for medical image check.

Create in Ultra-Vivid HDR

ASUS Smart HDR Technology

Exclusive ASUS Smart HDR technology enables ProArt Display to support multiple HDR formats, including HLG and HDR10.

HLG allows users to view and create material for broadcast and satellite TV platforms such as BBC iPlayer, Japan NHK TV, and DirecTV.

HDR10 support ensures compatibility with existing streaming video services and a growing list of HDR-enabled games.

Multiple PQ Curves

ASUS ProArt Displays support multiple HDR10 curves, including PQ Hard Clip, PQ Optimized and PQ Basic, which can cover all content creation needs.

HDR Preview

HDR Preview enables a direct camera-to-monitor connection to view captured HDR content* with its full tonal range. It also works within most video editing software platforms, providing accurate simulations of the final output for an easier, more streamlined editing experience.

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*Raw data/camera imagery must support HDR mode and the PQ curve.

2D/3D Rendering Friendly

High frame rates ensure smooth visuals and comfortable viewing experiences. With up to a 160Hz variable refresh rate (VRR), ProArt Display PA27UCGE is also ideal for game developers who need to conduct quality checks on their creations.

Seamless Multitasking Across Two Devices

Built-in Auto KVM allows for effortless switching and control between two connected laptops or PCs with a single keyboard and mouse, enabling easier multitasking.

The USB-C® That Does it All

The included USB-C® port enables superfast data transfers, DisplayPort connectivity, and 96-watt power delivery to charge laptops and other devices—all via a single cable. Also serves as a USB hub: any device connected to the monitor’s USB ports gains access to other connected peripherals.

Expansive Connectivity

In addition to USB-C, ProArt display offers a myriad of connectivity options including HDMI®, DisplayPort™, USB Type-A and additional USB-C downstream port for compatibility with a wide range of devices, also includes a passthrough port for headphones.

Streamlined, Efficient Workflows

ASUS DisplayWidget Center

ASUS DisplayWidget Center is an app that allows you to tweak monitor settings with a mouse instead of using the buttons on the monitor.

Diverse Viewing Options

Picture-by-Picture (PbP)

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View content from up to 2 input sources simultaneously. Each window’s color mode can be configured to sRGB, Adobe RGB, DCI-P3, BT.2020, User Mode 1, User Mode 2, or User Mode 3.

Picture-in-Picture (PiP)

This mode places content from a second input source in a smaller window that can be placed in any corner of the display.

Ergonomic Design

The ergonomic stand of ProArt Displays offers tilt, swivel, pivot, and height adjustments for the perfect viewing position. Being able to pivot the screen 90° clockwise or anticlockwise to portrait orientation comes in handy when working with posters, playbills, and other large-format projects. A quick-release feature allows users to VESA mount the monitor to a wall to save desktop space.

Detachable Monitor Hood

A wraparound hood reduces on-screen reflections from nearby light sources, enabling users to work with confidence when inside the studio or on location.

Sustaining an Incredible Future

Environmental Certification

ProArt Display PA27UCGE is stringently tested to meet the requirements of world-leading sustainability certifications. These tests are based on a comprehensive database of up-to-date criteria, with results independently verified. ASUS also has a structured system in place to ensure the continuous improvement of these tests.

Eco-friendly Packaging

ProArt Displays are shipped in packaging made from 100% recyclable cardboard with FSC Mix. 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.

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Energy-Efficient Features

ProArt Display PA27UCGE has a power-saving Eco-mode, and achieves zero-watt power consumption with hard-switch off.

Eco-friendly Materials

Extensive research and development ensure ProArt Display PA27UCGE is made from eco-friendly materials like 85% post-consumer recycled (PCR) plastics. It also features eco-friendly components such as mercury-free panels.

Free 3 Months of Adobe Creative Cloud

By purchasing ASUS ProArt Display series, customers are entitled to receive a free three-month trial of Adobe® Creative Cloud® to experience the latest AI-powered applications – providing an enhanced visual experience with ProArt Display's professional color accuracy. This allows creators to inspire creativity and enjoy a smooth and exciting creative experience.

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