



PB278Q

Precision to the Finest Detail: Professional 27" 16:9 2560 x 1440 WQHD LED-backlit Monitor

- Impeccable lifelike visuals with 27" 16:9 2560 x 1440 with 100% sRGB 178° wide-viewing angle
- Extensive connectivity with native WQHD content support with HDMI 1.4, DisplayPort 1.2, and Dual-link DVI
- ASUS-exclusive QuickFit Virtual Scale and Splendid Video Intelligence Technology for true 'what you see is what you get'
- Ergonomic tilt, swivel, pivot, and height adjustment plus smart cable management



Concept to Creation

Precision to the Finest Detail

Envision bigger with 2560 x 1440 WQHD, packing four times the pixel density of 720p! New premium 16:9 wide-format PB278Q LED displays afford 178° wide viewing angles for better productivity, opening extra multitasking space to fit more windows and projects on-screen. ASUS exclusive Splendid Video Intelligence Technology, QuickFit Virtual Scale, and 100% sRGB fidelity ensure reality-defining color and image accuracy, giving you true "what you imagine is what you create" power. HDMI 1.4, DisplayPort 1.2, and dual-link DVI support WQHD natively, accentuated by room-dominating audio via twin 3W speakers. To help you stay naturally focused, ergonomic design includes tilt, swivel, pivot, and height adjustment, plus streamlined cabling that keeps clutter off your desktop.

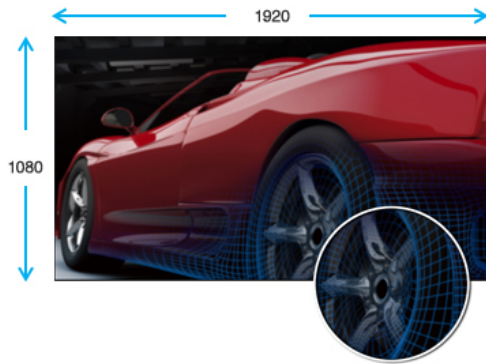


True-to-life Visuals

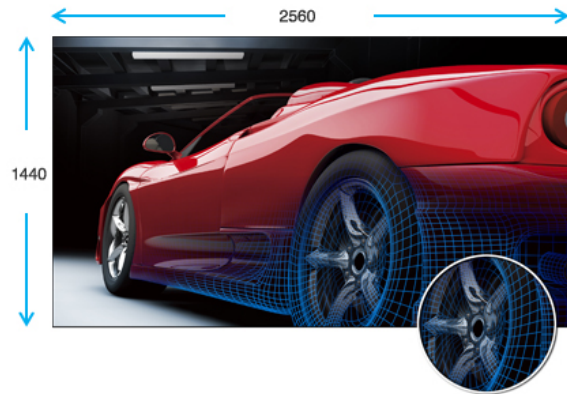
See Better and Wider

The PB278Q features a 16:9 aspect ratio and a LED-backlit 27" WQHD display that provides 109 pixels per inch (PPI), resulting in high quality 2560 x 1440 visuals – equaling four times the resolution of standard 720p sets. It allows users to view greater image detail and do more with an onscreen footprint larger than that of standard displays.

The screen's 109PPI density means there are 109 RGB matrices within one inch. Generally, the more pixels a display has, the more lighting (or power) those pixels require to achieve the best visuals. However, with advanced LED backlighting on the PB278Q, power and energy savings are no longer compromised, while better visuals are assured.



▲ Conventional Monitor with 1920 x 1080
Shows less detail and spacing with relatively blurry images



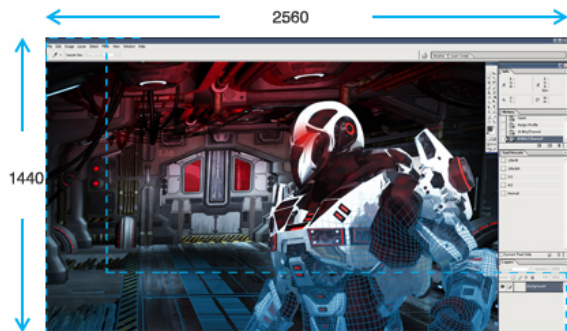
▲ ASUS PB278Q 2560 x 1440 WQHD monitor
View greater detail and spacing with crisp and vivid visuals

Made for Work and Play

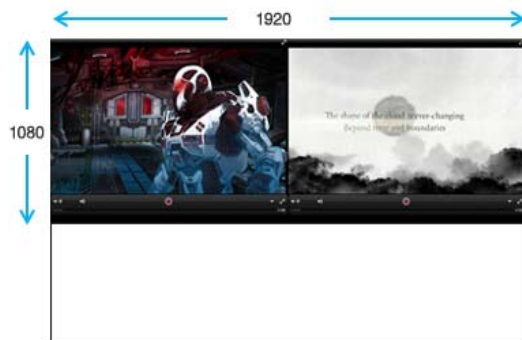
The ASUS PB278Q provides an ultra-wide 178° viewing angle on both horizontal and vertical planes, thereby minimizing onscreen color shift even when viewed from extreme angles. With its WQHD display, you enjoy 77% more desktop space than a full HD screen to spread out your windows and palettes. It is also about 25% sharper than a generic 27" full HD display, delivering ultra-smooth visuals thanks to 5ms (GTG) response time. This ensures you get lag-free experiences in movies and gaming, with the latter looking more vivid, with all in-game details shown in true color. The ASUS PB278Q is undoubtedly your best choice for work and play.



▲ Conventional 1920 x 1080 monitor
Shows less detail and spacing with less room for work bars on the side. Images are relatively blurrier



▲ ASUS PB278Q 2560 x 1440 WQHD monitor
See more detail and spacing with more room for work bars on the side. Images are much more crisp and detailed.



▲ Conventional 1920 x 1080 monitor
Can only show two 720p HD videos at the same time



▲ Conventional 1920 x 1080 monitor
Enjoy up to four picture in picture 720p HD videos at once

Extensive Connectivity Native WQHD Content Support

The PB278Q features a host of connectivity options that include HDMI 1.4, DisplayPort 1.2, and dual-link DVI for native WQHD, plus D-sub for full HD 1080p content transmission. Twin built-in 3W speakers provide quality audio for a completely immersive home theater experience.





*Better yet, ASUS bundles all cables in the box: DisplayPort, HDMI, dual-link DVI, and D-sub are all there!

ASUS Exclusive Innovation and Design Smart Contrast Ratio for lifelike visuals

With 80,000,000:1 ASUS Smart Contrast Ratio (ASCR) and 300cd/m² brightness, the PB278Q enhances display contrast and sharpness by adjusting backlight luminance to achieve the deepest black tones and brightest whites, resulting in extra-clear visuals that truly come to life.



Without ASCR



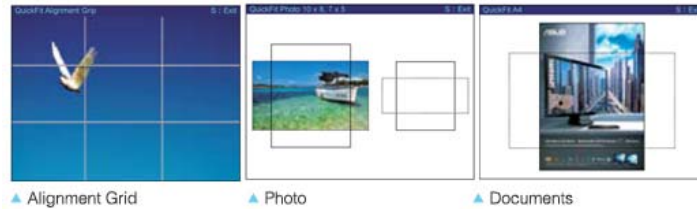
ASCR 80,000,000:1

QuickFit Virtual Scale for true what you see is what you get

ASUS includes its exclusive QuickFit Virtual Scale feature with the PB278Q, allowing you to preview photos and documents on-screen in their actual size prior to printing. It can be activated via a monitor hotkey, and serves as a highly useful guide to accurately view and edit photos in their native size.

Supporting Formats:

- Document: A4, letter
- Photo: 8"x10", 5"x7", 4"x6", 3"x5", 2"x2"
- Grid: Alignment



Splendid™ Video Intelligence Technology

Driven by a precision color engine that automatically analyzes and determines the nature of your current task, Splendid™ Video Intelligence Technology adjusts display parameters accordingly to ensure color accuracy and image fidelity. Six preset modes (scenery, theater, sRGB, standard, and two user-customizable modes) can be quickly selected via a designated hotkey.

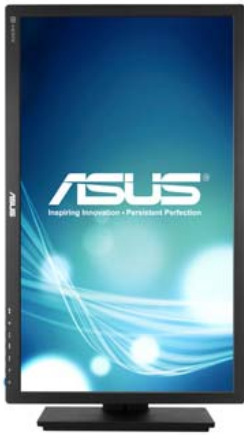


Designed with You in Mind

The PB278Q offers a highly ergonomic and smart design that comes with tilt, pivot, swivel, and height adjustments to ensure an always-comfortable viewing and usage experience. Its smart cable management further promotes clutter-free spaces for work and enjoyment.

Streamlined cabling that keeps clutter off your desktop.





Specifications

Display	<p>Panel Size: Wide Screen 27.0"(68.47cm) 16:9 Color Saturation : 100%(sRGB) Panel Type : IPS Technology (PLS Panel) True Resolution : 2560x1440 (HDMI/DisplayPort/Dual-link DVI) 1920x1080 (D-sub) Pixel Pitch : 0.233mm Brightness(Max) : 300 cd/m² ASUS Smart Contrast Ratio (ASCR) : 80000000:1 Viewing Angle (CR≥10) : 178°(H)/178°(V) Response Time : 5ms (Gray to Gray) LCD ZBD Warranty : Yes</p>
Video Feature	<p>Trace Free Technology SPLENDID Video Intelligence Technology SPLENDID Video Preset Modes : 5 Modes Color Temperature Selection : 4 Modes Gamma adjustment : Yes (Support Gamma 2.2/1.8) QuickFit (modes) : Yes (Modes) HDCP support</p>
Audio Features	<p>Stereo Speakers : 3W x 2 Stereo RMS</p>
Convenient Hotkey	<p>SPLENDID Video Preset Mode Selection Auto. Adjustment Brightness Adjustment Volume Adjustment Input Selection QuickFit</p>
I/O Ports	<p>Signal Input : HDMI 1.4, D-Sub, DisplayPort 1.2, Dual-link DVI-D PC Audio Input : 3.5mm Mini-Jack AV Audio Input : HDMI 1.4 Earphone jack : 3.5mm Mini-Jack</p>
Signal Frequency	<p>Analog Signal Frequency : 24~89 KHz(H)/ 50~75 Hz(V) Digital Signal Frequency : 24~89 KHz(H)/ 50~75 Hz(V)</p>
Power Consumption	<p>Power Consumption(Typical):<60W Power Saving Mode:<0.5W Power Off Mode:<0.5W Voltage: 100-240V, 50/60Hz</p>
Mechanical Design	<p>Chassis Colors : Black Tilt : +20°~-5° Swivel : Yes Pivot : Yes Height Adjustment : Yes VESA Wall Mounting : 100x100mm</p>
Security	<p>Kensington lock</p>
Dimensions	<p>Phys. Dimension with Stand(WxHxD):643x552.3x218 mm Phys. Dimension without Stand(WxHxD):643x386.2x69.6(mm)(For VESA Wall Mount) Box Dimension(WxHxD):755x470x224 mm</p>
Weight	

	Net Weight (Esti.):8.8kg Gross Weight (Esti.):12.0kg
Accessories	Dual-link DVI cable VGA cable Audio cable Power cord DisplayPort cable Quick start guide HDMI-to-DVI cable Warranty Card
Regulation Approval	Energy Star®, TCO 5.2, UL/cUL, CB, CE, FCC, CCC, ISO9241-307, BSMI, Gost-R, C-Tick, VCCI, PSE, J-MOSS, RoHS, Windows 7 WHQLCompliance