

## **ASUS Introduces PB298Q Ultrawide 21:9 Panoramic Monitor**

Frameless 29-inch AH-IPS display with a 2560 x 1080 resolution has on-screen space equivalent to two 17-inch monitors placed side by side

**Stockholm, Sweden (7 August, 2013)** — ASUS today announced the PB298Q, a 29-inch widescreen monitor with an ultra-wide 21:9 aspect ratio and 2560 x 1080 resolution. The PB298Q features an AH-IPS (Advanced High Performance In-Plane Switching) display for rich, vibrant color and wide 178-degree viewing angles. It has a narrow 0.8mm bezel design which helps create the illusion of a frameless, edge-to-edge display. It also has rich connectivity options, ASUS-exclusive technologies, and an ergonomic stand with tilt, swivel, pivot, and height adjustments allow for enhanced productivity.



### **Increasing productivity with a panoramic 21:9 display**

The 2560 x 1080 resolution of the ASUS PB298Q is 33% wider than standard Full HD display and, together with its 29-inch diagonal, is equivalent to two non-widescreen, 5:4 aspect ratio, 17-inch monitors placed side by side. The 21:9 aspect ratio gives more room for multiple windows, removing the need for a secondary desktop monitor. The ultra-wide resolution also means users can view more columns in a spreadsheet, with up to 13 more standard-sized columns than a conventional Full HD monitor.

The LED-backlit AH-IPS display gives extremely accurate color reproduction, making the PB298Q ideally suited to both professional and home use. 178-degree wide viewing angles also mean that images don't wash out when seen from either side, or above and below. Paired with a narrow 0.8mm bezel design, it helps create the illusion of a frameless monitor that delivers edge-to-edge visuals.

### **Extensive connectivity and exclusive technologies**

The PB298Q display has an array of connectivity options for wide compatibility with a range of multimedia devices. Video inputs include DisplayPort, HDMI, and Dual-link DVI ports, while audio can be played through built-in 3W stereo speakers.

With an 80,000,000:1 ASUS Smart Contrast Ratio and a 300cd/m<sup>2</sup> brightness rating, the ASUS PB298Q display delivers life-like visuals by adjusting backlight luminance to achieve the darkest black and the brightest white shades. The exclusive ASUS MultiFrame software lets users organize multiple desktop windows, arranging them in an orderly fashion where they don't overlap.

ASUS Splendid™ Video Intelligence Technology also ensures vivid colors in every situation, with its six modes easily activated using a designated hotkey. The PB298Q also comes with QuickFit Virtual Scale with on-screen guidelines for an actual-size preview of images prior to printing.

The PB298Q also features a sturdy stand with adjustable tilt, swivel, and height (up to 150mm), while a pivot joint allows the display to be rotated through 90 degrees for portrait use.

### **NOTES TO EDITORS**

#### **30-word summary**

The ASUS PB298Q is a 29-inch frameless, widescreen monitor with an ultra-wide 21:9 aspect ratio and 2560 x 1080 resolution. PB298Q has an AH-IPS display for rich colors and 178-degree viewing angles.

#### **60-word summary**

The ASUS PB298Q is a 29-inch widescreen monitor with an ultra-wide 21:9 aspect ratio and 2560 x 1080 resolution. The PB298Q features an AH-IPS display for rich colors and 178-degree viewing angles. It has a narrow bezel design which helps create the illusion of a frameless, edge-to-edge display. It features extensive connectivity options that include DisplayPort, HDMI, and Dual-link DVI ports.

#### **100-word summary**

The ASUS PB298Q is a 29-inch widescreen monitor with an ultra-wide 21:9 aspect ratio and 2560 x 1080 resolution. The PB298Q features an AH-IPS (Advanced High Performance In-Plane Switching) display for rich, vibrant color and wide 178-degree viewing angles. It has a narrow bezel design which helps create the illusion of a frameless, edge-to-edge display. It features extensive connectivity

options that include DisplayPort, HDMI, and Dual-link DVI ports, with audio playing through built-in 3W stereo speakers. PB298Q features an ergonomic stand with tilt, swivel, pivot, and height adjustments; it can also be wall-mounted.

## **SPECIFICATIONS**<sup>1</sup>

<b>Display size</b>	29-inch (73.03cm) with 21:9 aspect ratio
<b>Display type</b>	AH-IPS
<b>Resolution</b>	2560 x 1080
<b>Pixel pitch</b>	0.2628mm
<b>Colors (max)</b>	16.7 million
<b>Viewing angles</b>	178 degree (H) / 178 degree (V)
<b>Brightness (max)</b>	300cd/m <sup>2</sup>
<b>Contrast ratio</b>	80,000,000:1
<b>Response time</b>	5ms (GTG)
<b>ASUS exclusive technologies</b>	Splendid Video Intelligence (Standard / Scenery / Night View / Game / Theater / sRGB modes) ASUS QuickFit Virtual Scale ASUS MultiFrame software
<b>Audio</b>	3-Watt stereo speakers
<b>Inputs/outputs</b>	DisplayPort, HDMI, dual-link DVI, 3.5mm audio-in, 3.5mm earphone
<b>Stand</b>	Tilt: +20° / -5°, Swivel: ±60°, Pivot: 90° clockwise Height adjustment: 0~150mm VESA wall mount: 100 x 100mm
<b>Accessories</b>	Power cord, dual-link DVI cable, HDMI cable, DisplayPort cable, audio cable,
<b>Size</b>	700 x 376 x 218mm
<b>Weight</b>	8.5kg

<sup>1</sup> Specifications and product availability are all subject to change without notice and may differ from country to country. Actual performance may vary depending on applications, usage, environment and other factors.

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## **ABOUT ASUS**

ASUS is a worldwide top-three consumer notebook vendor and maker of the world's best-selling, most award-winning, motherboards. A leading enterprise in the new digital era, ASUS designs and manufactures products that perfectly meet the needs of today's digital home and office, with a broad portfolio that includes motherboards, graphics cards, optical drives, displays, desktop and all-in-one

PCs, notebooks, netbooks, servers, multimedia devices, wireless solutions, networking devices, tablets and smartphones. Driven by innovation and committed to quality, ASUS won 4,168 awards in 2012 and is widely credited with revolutionizing the PC industry with its Eee PC™. ASUS has more than 12,500 employees around the globe with a world-class R&D team of 3,800 engineers. Company revenue for 2012 was approximately US\$14 billion.