EIZO Introduces FlexScan® SX3031W 30" Widescreen LCD Monitor for Design and Engineering Professionals

Hakusan, Ishikawa, September 18, 2007 – Eizo Nanao Corporation (TSE: 6737) today introduced the FlexScan SX3031W, its first 30-inch (29.8-inch viewable image size) and the largest LCD monitor it has released to date. Incorporating an integrated circuit developed in-house, the FlexScan SX3031W includes several of high-end features for reliable color output and advanced functionality that will be of use in CAD/CAM, DTP, graphic and web design, and other imaging tasks.

The FlexScan SX3031W has a native resolution of 2560 × 1600 (16:10 aspect ratio). The maximum brightness is 260 cd/m², contrast ratio is 900:1, and horizontal and vertical viewing angles are 178°. A 6 ms midtone response time minimizes blurring and ghosting for smooth playback of moving images. The wide gamut LCD panel reproduces 97% of the Adobe RGB color space so it can display most colors in a photograph taken in Adobe RGB mode.

A picture-by-picture function divides the screen into two equal halves, essentially offering two 1200 × 1600 monitors with no center bezel. Input from two different computers such as a Windows and a Macintosh can be displayed which makes it possible to work on two tasks simultaneously without having to toggle back and forth between the inputs.

The FlexScan SX3031W comes equipped with EIZO's latest ASIC (Application Specific Integrated Circuit). The ASIC has a 12-bit look-up table with a total color palette of 68 billion colors from which the most appropriate 16.7 million are selected. The ASIC also features 16-bit internal processing for smooth display of grayscale tones, which brings out details, especially in dark areas of an image. Furthermore, the ASIC includes a Digital Uniformity Equalizer (DUE) function that corrects the brightness and chroma uniformity errors characteristic of LCD panels.

The OSD menu includes adjustment of brightness, gamma, saturation, hue, gain and color temperature. For fine-tuning of even a single color, the hue and saturation settings for red, green, blue, cyan, magenta, and yellow can be adjusted independently.

Dual DVI-D inputs (digital) are included for connecting to two PCs. One input supports dual link for displaying resolutions up to the monitor's native resolution of 2560 × 1600, and the other input is single link for resolutions up to 1920 × 1200. The single link input supports high bandwidth digital content protection (HDCP) for viewing of content from HDCP-equipped devices. A USB 2.0 hub with one upstream and two downstream ports is also included.

Users looking for appropriate settings for all types of content can choose from one of five imaging modes – Text, Picture, Movie, Custom, sRGB, and WindowMovie (media player software displayed brighter than the rest of the screen). Toggling from one mode to another is done by touching a single switch on the front panel. For further convenience, any mode can be assigned to

any application with the bundled ScreenManager® Pro for LCD utility software[1]; when the application is opened, the screen automatically changes to its assigned mode.

Typically, a wide color gamut monitor will alter how colors meant for display in the narrower sRGB color space are reproduced on screen. When the SX3031W's sRGB mode is selected, however, any color intended for display in sRGB such as those used on most web pages and any photographs taken with a digital camera's sRGB mode will be reproduced as they should.

Additional Features
- 90 mm height adjustment, 33° tilt, and 70° swivel.
- Scaling function for viewing resolutions less than the native resolution in full screen mode. The image can then be smoothed or sharpened in five increments.
- Backlight sensor to stabilize brightness fluctuations within minutes of startup or coming out of power save mode.
- Compliance with TCO'03 and TUV Rheinland/Ergonomics.
- Five-year warranty[2].

Availability
The FlexScan SX3031W will begin shipping in late October. For information about availability and pricing please contact the EIZO subsidiary or distributor in your country for details.

About EIZO
Eizo Nanao Corporation is a leading global manufacturer of high-end visual display products with a wide range of LCD monitors. The image quality, long-term reliability, and innovative features of EIZO monitors make them the products of choice in many financial trading rooms, hospitals, back offices, and design studios throughout the world. EIZO is based in Japan and represented in over fifty countries by a network of exclusive distributors.

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[1] ScreenManager Pro for LCD can only be used with the Microsoft® Windows® 2000, XP, and Vista operating systems and requires a USB connection between the monitor and the PC.
[2] The usage time is limited to 30,000 hours or less, and the warranty period of the LCD panel and backlight is limited to three years from the date of purchase

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