Where Ultra HD Makes a Difference

For nearly a decade, Full HD (1080p) has increasingly become the standard in professional desktop displays. Today, ultra-high-definition (UHD) resolution is emerging as the next evolutionary step.

The Difference is Clear

Samsung's new 32" 970 Series UHD vs Standard 27" FHD Monitor

- **4X THE PIXELS**
- **1 BILLION COLORS VS 16.7 MILLION COLORS**
- **99.5% ADOBE RGB ACCURACY**
- **NEARLY 40% MORE SCREEN SPACE**

But who really needs UHD and how can it help you be more productive? (and how do you convince your IT department?)

**Photography**
Know what you're delivering to your clients with accurate color reproduction

**Design & Engineering**
More detail let's you visualize your designs with greater accuracy

**Programming**
More detail let's you visualize your designs with greater accuracy

**Mapping & Exploration**
Make quick, informed decisions with more detail, color and viewing area

**Command & Control**
Track the action four times more clearly

**Need another reason? Look at the price per pixel**

<table>
<thead>
<tr>
<th>Year</th>
<th>Price Per Pixel</th>
<th>27&quot; FHD Monitor</th>
<th>32&quot; UHD Monitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>$0.04/cent</td>
<td>$0.02/cent</td>
<td></td>
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<tr>
<td>2014</td>
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