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TITLE

Apple Studio Display (15" LCD): Description

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TOPIC

This article contains a description of the Apple Studio Display (15" LCD).

DISCUSSION

The Apple Studio Display combines state-of-the-art digital imaging technology with a number of advanced software-based features unique to Apple. The result is a high-performance flat-panel display that is the ideal choice for virtually anyone who spends a lot of time manipulating text, graphics, and other media on-screen. Whether you are a multimedia content creator, a designer, a writer, an educator, or an accountant, the Apple Studio Display can make your job look a lot better to you and make you look a lot better at your job.

When it comes to on-screen image quality, the Thin Film Transistor Active-Matrix LCD technology used by the Apple Studio Display enables it to offer outstanding brightness, contrast ratio, and sharpness, the factors that combine to provide optimal viewing. It also provides you with an impressively wide (120 degree - horizontal) viewing angle, as well as completely eliminating screen flicker (which many people find not only eliminates eyestrain but also significantly increases their productivity). And, of course, there is that key advantage in terms of work-space efficiency: The Apple Studio Display offers all of this performance in a product that is a fraction the size of a traditional computer monitor.

Probably the most distinguishing feature of this display, though, is the advantage it takes of Apple's outstanding hardware/software integration. In the case of the Apple Studio Display, what this enables is an unmatched combination of "smart features" and superior software controls, which adds up to an extraordinarily flexible, responsive device with which to view your work.

In fact, the Apple Studio Display can help you handle virtually any task efficiently and effectively, making that eight hours per day you spend in front of your computer significantly more productive and surprisingly more pleasant. If you deal primarily with graphics, you will be glad to know that the Apple Studio Display requires no special graphics adapter. If you deal more with multimedia, you will appreciate its built-in connectors for both composite and S-video as well as audio input. And if, like many creative professionals today, what you deal with most frequently is a combination, you will find the Apple Studio Display's ability to shift instantly between graphics and video modes invaluable.

The Apple Studio Display, because when you look at all of its high-performance capabilities, you'll really like what you see.

Features

Spectacular display performance:

- offers outstandingly crisp, clear images using Thin Film Transistor Active-Matrix Liquid Crystal Display technology
- produces a completely distortion-free image without any time-consuming geometric correction
- enables flexible viewing through its wide (120 degree - horizontal) viewing angle
- includes both composite and S-video connectors, so you can easily display full-screen video
- eliminates screen flicker, which reduces eyestrain and enhances productivity

Stunning style and ergonomic excellence:

- features a flat-panel design that takes up a fraction of the space required by a traditional display
- includes tilt-and-swivel, and height adjustments for optimal viewing comfort
- offers an alternate picture-frame stand that can further minimize its desktop footprint
- provides easy access to audio/video connectors and screen-control buttons
- reduces cable clutter through an integrated cable guide
- complies with the strict global TCO 95 standards for low power consumption, low emissions, and recyclability

Outstanding hardware/software integration:

- offers an unmatched combination of "smart" features and superior software user controls

- features smart scaling that provides full-screen, high-quality viewing of graphics and video at varying resolutions
- ensures the best-possible performance regardless of display/graphics card or analog input from CPU, through accurate, easy phase adjustment
- makes it easy to optimize your viewing experience using a unique software-based tool that gives you precise, integrated control over white level, black level, and brightness

EXTENDED Information - Apple Internal Use - Service Providers and Support Professional

Document Information
Product Area: Monitors-Displays
Category: Flat-Panel Displays
Sub Category: Apple Studio Display