

ViewSonic® Adds the Power of Dynamic Contrast to Your Desktop

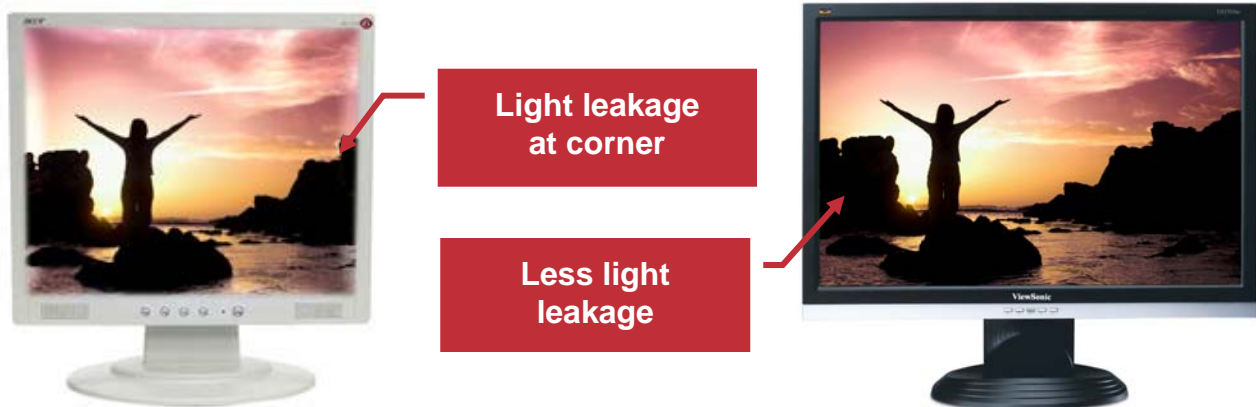
Traditional Contrast Ratio versus Dynamic Contrast

Contrast Ratio has always been one of the key specifications used to quantify LCD performance. Traditional Contrast Ratio is simply the ratio of the whitest white to the blackest black possible at any given time. Dynamic Contrast adjusts black levels based on screen content. Many of ViewSonic's LCDs, now feature dynamic contrast ratio, (up to 20,000:1 in the VX2262wm)* delivering superior front-of-screen performance.



How it works: With Dynamic Contrast Ratio it is not necessary to have the LCD's backlights turned up all the way in order to portray darker images. This allows a Dynamic Contrast performance up to 4 times greater than the traditional Contrast Ratio.

Benefit: With a high Contrast Ratio, light and dark images stand out against each other. ViewSonic takes this to the next level, by varying the backlight brightness levels based on content. This allows darker black levels and a higher dynamic contrast. An additional benefit is the significant reduction of light leakage on darker screens, especially when viewed from the side. Through the intelligent modulation of backlight, you experience deeper black levels while watching darker scenes in movies or video games; thus providing enhanced images and more impressive screen performance.



*Features vary by model. Screen images are simulated. Availability, pricing and specifications subject to change without notice. Selection, offers and programs may vary by country; see your ViewSonic representative for complete details. Corporate names, trademarks stated herein are the property of their respective companies. Copyright © 2008 ViewSonic Corporation. All rights reserved. [14059-00B-06/08]