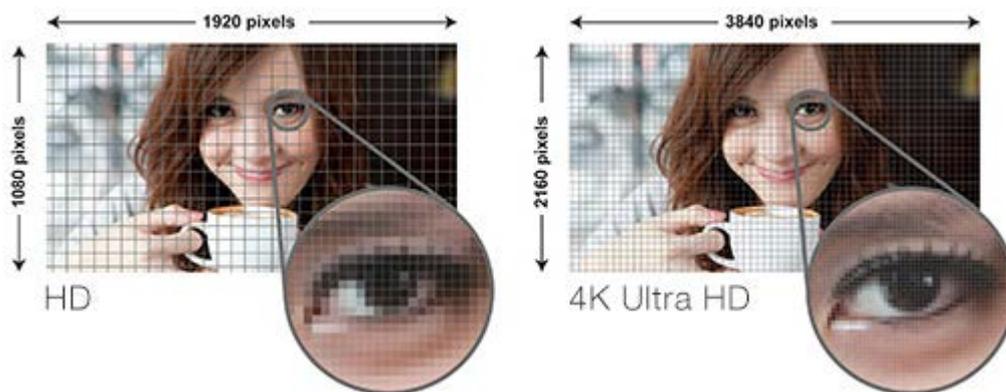


Full HD vs 4K Ultra HD

Full High Definition (Full HD) is defined by the resolution of 1920x1080p, utilising a 2 million pixel count. In the past, various forms of High Definition have existed (720p, 1080i, 1080p), with upgrades in resolution and the adaptation of progressive scan (720p/1080p) over interlace scan (1080i). 4K Ultra High Definition (3,840 pixels wide by 2,160 pixels high) is a technology that has been developed, creating a resolution that is the next step in the HD evolution. 4K UHD quadruples the previous full high definition (1080p) display resolution, offering a higher pixel per inch (PPI) density (8 million), resulting in sharper rendered images and finer image details being displayed. A higher PPI creates sharper images and finer detail, allowing the pixel display to be smooth and seamless, with a smoother colour gradient.



Why 4K UHD matters

Changing over to a 4K UHD display has amazing benefits both professionally and for entertainment use. Compared to televisions, users tend to sit closer to their computer displays with visual acuity, (viewing distance from the display) being affected. This allows for users to gain all of the benefits that a 4K UHD display has to offer, which are lost when viewed from far away. This means the improved resolution can be seen and taken advantage of, especially with graphic rich content like pictures, movies and games. 4K UHD is especially useful for photo and video editors, who need the highest pixel count, resolution and clarity they can get while working professionally. As a monitor's size increases the pixels per inch become more of a noticeable issue due to the decrease in pixel density. With a 4K UHD display, smaller fonts, precise graphic outlines and colour gradation display is all improved, as there are more pixels available to reproduce these important details and decrease pixelation.

