

## Why Choose BenQ LCD Displays?

### Leading the digital video industry

BenQ's expertise in developing DLP™ digital projectors (No. 2 manufacturer worldwide), LCD monitors (No. 3 manufacturer worldwide) and digital cameras (2-5 Mega-pixels) enables us to create products that offer the ultimate viewing experience.



### Supported by the world's third largest LCD panel maker

BenQ Group is supported by the world's third largest panel manufacturer. The groundbreaking technology that we develop is employed in our LCD displays to bring you the best panel quality and LCD performance.



## Ideas that Complement Human Intelligence

Most people don't care how technology works. They simply care about achieving the best possible performance. And the easier it is to use, the better.

That's why the concept of technology that allows users to realize their full human potential is what drives everything BenQ does.

We believe that the user is the heart of the brand, and that's why it's where we start and where we end up. Instead of packing our products with features that are high in gadget appeal yet low in consumer relevance, everything we do is designed to help users get the most out of life by making the most of their potential.

After all, technology shouldn't be a stranger. It should be a trusted, enjoyable friend that is an integral part of everyday life.

# Deeper, Richer, Clearer High Definition Enjoyment.



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**BenQ**  
Enjoyment Matters

  
**senseye™**  
Human vision technology



**Announcing A New Generation In Home Theater LCD Display.  
Created For The Human Eye.**

**For Deeper, Richer, Clearer High Definition Enjoyment.**



**Senseye. Responding to the True Potential of the Human Eye**

In developing our Senseye technology we began with this simple truth: Despite our industry's giant technological advances, the human eye can still see far more than regular displays can show.

So, instead of pulling the wool over your eyes with clever-sounding gadgets and complicated theories, we disciplined our research and development teams to obsessively explore the more important question of how to make our display technology more responsive to the full potential of the human eye.

The result is Senseye technology.

A pure digital image enhancement technology that automatically and dynamically improves image quality. And a simple promise of higher definition visuals that are deeper, richer and clearer.

Experience Senseye technology today and come one step closer to the true power of the human eye.

**Simple and Stylish to Suit Your Taste**

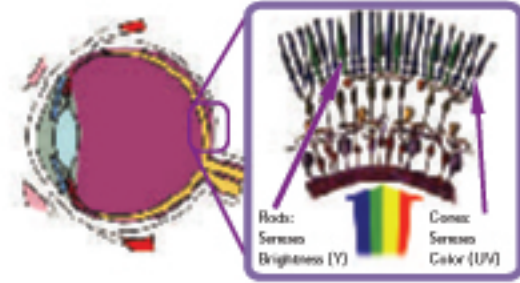
BenQ Home Theater LCD Displays feature a unique contour design that is simple yet contemporary. Its texture and color perfectly complement each other, demonstrating BenQ's commitment to both world-class style and substance.





## How does Senseye technology emulate the human eye?

The colors found in nature are defined by two elements: Luminance (its brightness, "Y") and Chrominance (its color, "UV"). The human eye responds to the very same elements and for this reason, we utilize a YUV Domain Engine that processes images like the human eye. By fine-tuning the color, clarity, motion and contrast, it can effectively enhance image signals and display the image perfectly.



Human Eye Cells Respond to the Two Elements: Brightness (Y) and Color (UV)

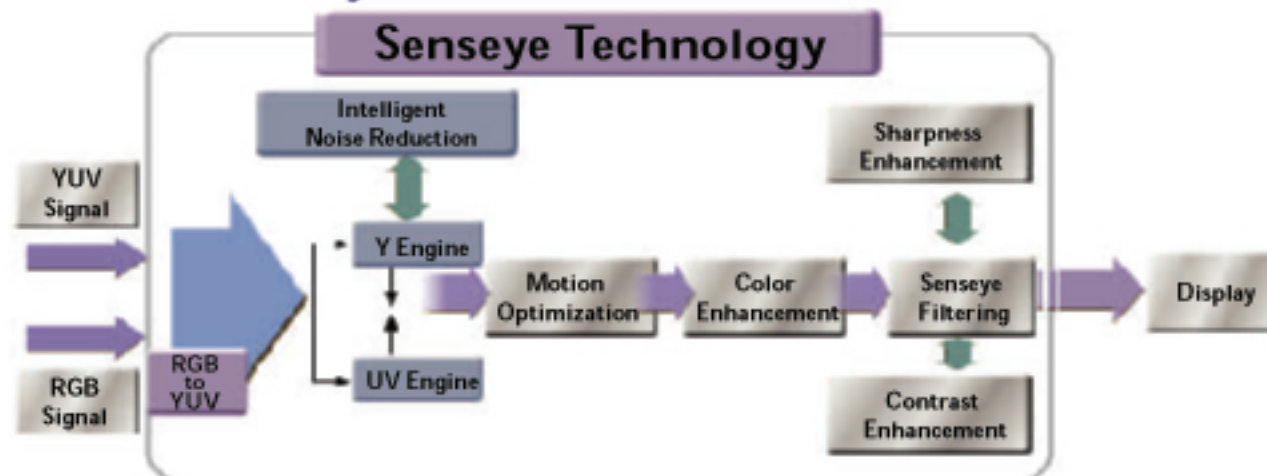
¥ **Color Enhancement** : Restores true-to-life images.

¥ **Clarity Enhancement** : Presents the original fineness and clarity of images.

¥ **Motion Optimization** : Smooths out moving images.

¥ **Contrast Enhancement** : Enhances details in darker and brighter images.

## How does Senseye work?



Senseye Image Enhancement Processing Flow

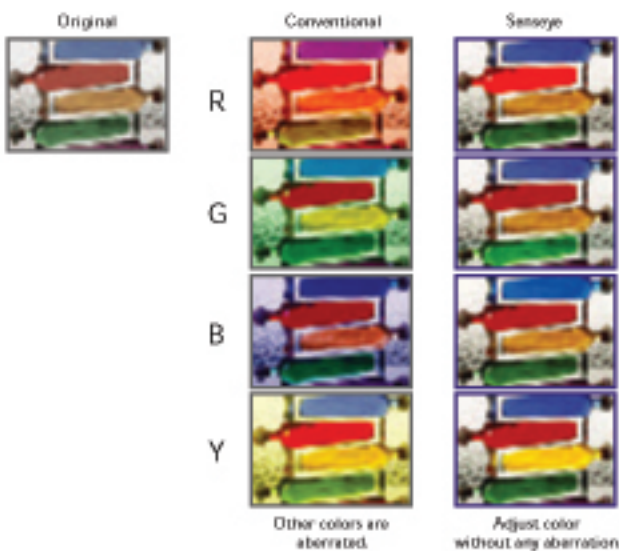
### Color Enhancement for true-to-life images

Before processing, BenQ's exclusive YUV Domain Engine divides all source signals into two elements, Luminance (Y) and Chrominance (UV). This is because all the images we see around us consist of these two basic elements. Therefore, the video signals sent out after being processed with Senseye YUV Domain Engine are the best way to transfer video images to the human eye. With its YUV Domain Engine, BenQ's high-quality Home Theater LCD Display brings you the most true-to-life colors.

**10-bit internal processing** can handle over 1.07 billion colors. This means the layers of colors can be adjusted to be smoother and more vivid.



The **Independent Four-Color Adjustment** (red/green/blue/yellow) has been specifically developed for different consumers since it can adjust the color according to each person's preference without any aberration. This way you can see the display according to your own liking.



## Clarity Enhancement for a purer display

**Intelligent Noise Reduction** technology processes still pictures and moving images separately and eliminates all noise from the source signals. **Sharpness Enhancement** strikes a balance between saturation, clarity and brightness so that the colors remain well-saturated. This avoids the double-ring effect brought about by excessive adjustment on conventional TV's and keeps images clear and sharp.



## Contrast Enhancement for unparalleled detail

With **Intelligent Contrast Enhancement**, Senseye displays more detailed and vivid picture quality by processing dark and bright images separately and precisely. The resulting images are true-to-life and easy on the eye.

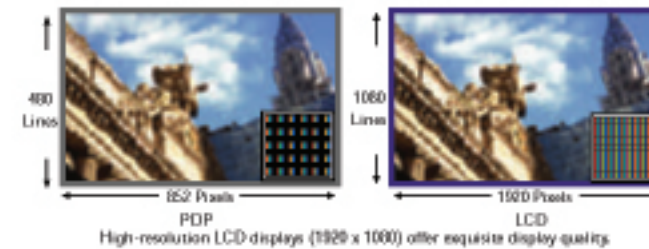
## Motion Optimization for smoother images

Using pixel-by-pixel detection and 3D motion image processing, Senseye optimizes its image processing to display smooth images without lagging.



## LCD Display - The Best Choice for Home Entertainment

### Why is LCD technology superior to PDP technology?



#### 1. High Resolution

LCD displays can feature resolutions as high as 1920 x 1080, while the resolutions achieved by PDPs (Standard Definition) stand at 852 x 480. LCD technology offers exquisite display quality that PDP technology cannot match.

#### 2. High Brightness and High Contrast

In a room with ordinary lighting conditions, the brightness of a LCD display can reach over 500cd/m<sup>2</sup>, in addition to a contrast ratio of above 500:1. Meanwhile, PDPs can only offer brightness of 100cd/m<sup>2</sup> and a contrast ratio of 200:1. LCD displays by comparison outperform PDP displays.



In a room with ordinary lighting conditions: LCD displays offer higher contrast ratios and brighter images.



#### 3. No Burn-in Effect, No Radiation

After displaying static images for a long period of time, a "burn-in effect" will be left on a PDP display, providing an unpleasant viewing experience. PDPs also emit radiation just as conventional televisions do. However, LCD image technology can prevent burn-in effect and radiation so as to provide you with a healthier and more comfortable visual experience.





## DV4670 The Top Choice for Discerning Home Theater Enthusiasts

It's amazing how a work of art can transform your mood.

A Greco-roman statue and a water fountain in your garden can make you feel like you're in France or Italy.

A Renoir oil painting and European bone china in your dining room can transport you to a magical winter in England.

In the same way, the DV4670's 46 inch wide screen with its sophisticated contours is an eye-pleasing triumph of design that will turn your living room into an artistic statement.

### A composed and majestic design approach

The BenQ DV4670 is praised for its simple yet sophisticated styling. Its extended "bay theater-like" style demonstrates a distinguished and majestic design approach. The front panel is in two colors, which harmoniously compliment its simple lines to present the ultimate visual enjoyment.

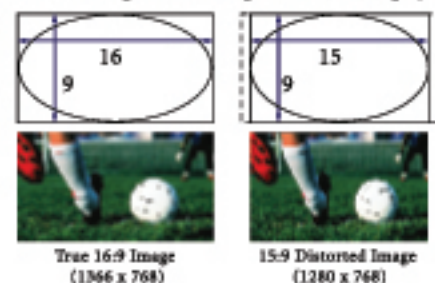
### A spacious 46-inch screen display that offers true-to-life image quality

With its high-quality 1920 x 1080 digital specifications, the DV4670 displays extremely delicate images and is HDTV 1080 resolution compatible. The fine image provides you the sensation of watching true-to-life image.



### 16:9 golden ratio guarantees zero distortion.

With its 16:9 aspect ratio, the BenQ DV4670 produces a visual effect that feels more natural to the human eye. Most LCD TVs currently on the market use a 15:9 ratio. When viewing 16:9 video signal on a 15:9 display, the image will be distorted. But with a true 16:9 aspect ratio, BenQ's Home Theater LCD Displays produce distortion-free images.



### 8ms gray-to-gray response time

Equipped with an ultra-fast 8ms gray-to-gray response time, the DV4670 delivers smooth images with no-lagging.

• Exclusive Senseye Technology for Fine-tuned, True-to-life Images

• Independent Four-Color Adjustment

• Advanced Oil Pressure Front Cover

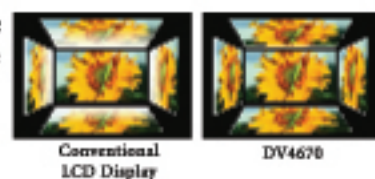


Making digital life both easy and enjoyable

• 800:1 Ultra-high Contrast Ratio

• 600cd/m<sup>2</sup> Brightness

• Extreme 170-degree Wide Viewing Angle



## DV3750 Experience the Finer Side of Visual Technology

If you want to enjoy a fine red wine, choose the best vintage.

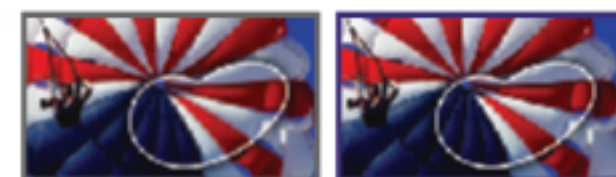
If you want to enjoy great art, choose a master's touch.

If you want to enjoy the best viewing experience, choose the DV3750.

Supported by 1080i high-quality digital specifications, your tasteful eyes won't miss key moments or fine details.

### DCDi video processing for crisp, clear images

With Directional Correlational Deinterlacing (DCDi), video is analyzed pixel by pixel to detect the presence or absence of angled lines and edges, which are then processed to produce a purer and more natural looking image without visible artifacts or jagged edges. In this way the BenQ DV3750 makes moving images look smoother and more natural.



Without DCDi : Artifacts and Jagged Lines in the Image  
With DCDi : Eliminated Jagged Edge

### Enjoy fine images that offer true-to-life sensations

With its high-quality 1920 x 1080 digital specifications, the DV3750 displays extremely delicate images and is HDTV 1080 resolution compatible. The fine image provides you the sensation of watching true-to-life image.



### 800:1 ultra-high contrast ratio

Processes bright and dark images more precisely, so that you can see every detail even in the darkest images.

• Exclusive Senseye Technology for Fine-tuned, True-to-life Images

• Independent Four-Color Adjustment

• SRS TruSurround XT



• 16:9 Golden Ratio Guarantees Zero Distortion.

• 600cd/m<sup>2</sup> Brightness

• 12ms Gray-to-Gray Response Time







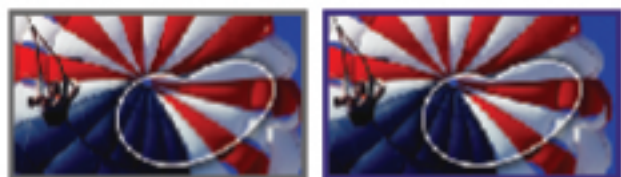
## The 16:9 Golden Ratio - The Mark of Quality, Taste and Instinctive Beauty

The BenQ DV3250's clean profile and 16:9 "golden aspect ratio" display are a pleasure to behold, even when not displaying images! Elegant lines complement the balanced style of your home and reflect your sense of taste. Who says you can't have technology and humanity in one? BenQ's Home Theater LCD Display marries refinement and worldclass technology in a combination that has won worldwide consumer recognition.

### DCDi video processing for crisp, clear images



With Directional Correlational Deinterlacing (DCDi), video is analyzed pixel by pixel to detect the presence or absence of angled lines and edges, which are then processed to produce a purer and more natural looking image without visible artifacts or jagged edges. In this way the BenQ DV3250 makes moving images look smoother and more natural.



Without DCDi : Artifacts and Jagged Lines in the Image

With DCDi : Eliminated Jagged Edge

### 16:9 golden ratio guarantees zero distortion.



With its 16:9 aspect ratio, the BenQ DV3250 produces a visual effect that feels more natural to the human eye. Most LCD TVs currently on the market use a 15:9 ratio. When viewing 16:9 video signal on a 15:9 display, the image will be distorted. But with a true 16:9 aspect ratio, BenQ's Home Theater LCD Displays produce distortion-free images.



True 16:9 Image (1366 x 768)

15:9 Distorted Image (1280 x 768)

### A deeper audio dimension



SRS TruSurround XT enables you to enjoy the full experience of 5.1 channel surround sound with just a two-speaker audio system. SRS TruSurround XT also features a patterned cinema-like bass resonance technology that gives the perception of deeper, richer bass tones.

• Exclusive Senseye Technology for Fine-tuned, True-to-life Images

• Independent Four-Color Adjustment

• Side AV Input



• 1366 x 768 High-resolution Display

• 800:1 Ultra-high Contrast Ratio

• 500cd/m<sup>2</sup> Brightness

## A LCD Display for High-Quality Living

SUV, antique sofa, custom-made stainless-steel cabinet.... Don't you feel that something is missing in your life? BenQ's LCD display is the top choice to make your life complete.

### 30inch (DV3080 / DV3071 / DV3070)

#### Simple and stylish design

- High Contrast: 600:1 / 600:1 / 500:1
- High Brightness: 600 / 550 / 500nits
- 16ms Gray-to-Gray Response Time
- Independent Four-Color Adjustment
- PC Input
- HDTV Compatible: 480i / 480p / 720p / 1080i
- Winner of the 2004 iF China Award



### 26inch DV2680

#### Your visual pleasure

- High Contrast: 600:1
- High Brightness: 600nits
- 16ms Gray-to-Gray Response Time
- Independent Four-Color Adjustment
- PC Input
- HDTV Compatible: 480i / 480p / 720p / 1080i



## Catching Everyone's Attention with Your Style

Designer clothing, European cars, fine porcelain ... When it comes to your home, what will signal your appreciation for the better things in life? Once you've chosen BenQ's LCD display, all you need do is to stand there proudly and enjoy the compliments.

### 20inch DV2050

#### A symbol of quality

- High Contrast: 500:1
- High Brightness: 500nits
- High Resolution: 800 x 600
- 16ms Gray-to-Gray Response Time
- Progressive Scan
- HDTV Compatible: 480i / 480p / 720p / 1080i



### 20inch H200

#### Indulge yourself

- Unique and Exquisite Style
- Built-in SRS WOW Surround Effect
- High Contrast: 500:1
- High Brightness: 500nits
- 16ms Gray-to-Gray Response Time
- HDTV Compatible: 480i / 480p / 720p / 1080i



### 15inch Q150a

#### Irresistible charm

- Intelligent Stand
- High Contrast: 400:1
- High Brightness: 500nits
- 16ms Gray-to-Gray Response Time
- Built-in Ultra Bass Stereo Speakers
- HDTV Compatible: 480i / 480p / 720p / 1080i
- Winner of 2004 International CES Innovations Design & Engineering Showcase Award





