

# ELEVATING DISPLAY TECHNOLOGY WITH NANO IPS



*Today's use of desktop computer monitors is radically different from that of yesterday's all-purpose passive display devices. Current uses have expanded into specialized fields, along with the technology of the displays themselves.*

*Many computer monitors use a liquid crystal display (LCD). Although LCD monitors are called by a variety of names, the technology is essentially the same in that the pixels need to be illuminated by an external light source. Today's LCD monitors predominantly use bright, light-emitting diodes (LED) for illumination, and for that reason are sometimes dubbed "LED monitors."*



LIGHT-EMITTING DIODE (LED)



## IN-PLANE SWITCHING (IPS) TECHNOLOGY

LG's IPS is an acclaimed LCD technology that dramatically increases image quality. The latest IPS advancements are the result of engineering breakthroughs that allow an exceptionally efficient transmission of the light source through the panel, and backlights do not need to be powerful and energy-consuming to drive the displays. IPS technology offers key advantages over conventional Twisted Nematic (TN) and Vertical Alignment (VA) computer monitor technologies.

IPS delivers a wide viewing angle up to 178 degrees, where color values and contrast are consistent, graphics are crisp and data is clearly readable. It also provides high-quality color reproduction for critical image evaluation, and the color accuracy remains consistent over long-term use. What's more, IPS technology is stable and reliable—there's virtually no image distortion when tapping or rubbing on the screen.

## NANO IPS ENHANCES IPS TECHNOLOGY

LG's Nano IPS™ is a next-generation LCD technology that combines nanometer-sized particles with IPS technology. The nano particles are applied to the screen's LED backlight, where they absorb excess, unnecessary light wavelengths, realizing rich color expression for a wide range of content from single images and video to computer-generated imagery, at virtually any viewing angle.

Nano IPS monitors enhance color expression. They provide a wide color gamut covering 98 percent of the digital cinema industry standard DCI-P3 color space, and 135 percent of sRGB, which is ideal for expert-level creative work such as high-resolution image retouching with large amounts of color information. LG Nano IPS monitors are also equipped with VESA Display HDR™ 400 or 600, depending on display brightness, for bolder contrast between the brightest and darkest areas of the screen. With the rich and intricate color expression and better contrast, the color of digital content can become increasingly vivid and lifelike across various categories:



**Movies** – When details are lost in high brightness areas, lack of contrast results in a monochrome representation. Nano IPS overcomes this problem by rendering details even in high brightness areas.



**2D Animation** – In the bright areas, Nano IPS represents a detailed image, virtually eliminating issues with lost and blurry details around lights.



**Gaming** – Nano IPS provides a wide color gamut capable of displaying virtually every detail of the game.

## CONCLUSION

It's hard to think of any professional application that would not benefit from LG Nano IPS technology, no matter how you look at it. With Nano IPS monitors, professionals have exciting new equipment with which to work their magic.

Discover [LG Nano IPS Computer Monitors](#) today.