

## BenQ LCD Monitor Pixel Policy

LCD displays are made of pixels. Each pixel is made up of a red, green and blue subpixel, each subpixel is driven by an individual transistor. If a transistor becomes defective, the corresponding dot may be permanently light (bright) or may not light (dark). Independently of the brand and the manufacturer, it is common for one or more (sub)pixels to become fixed in an unchanging state.

Panel manufacturers set limits as to how many defective dots (or (sub)pixels) are deemed to be acceptable on any LCD panel.

The defective (sub)pixel phenomenon is as follows:

- Color white - a bright/hot subpixel (always ON)
- Color black - a dead pixel (always OFF)
- Colored (example: red, green or blue) - a defective subpixel (always ON or always OFF)

## Maximum Number of Defects

In order to consider a monitor eligible to be repaired due to defective subpixels, there should be:

- no less than 5 defective subpixels across the screen Or alternatively
- at least 1 single defective subpixel in the central rectangle (sector 5) as shown in the image below.

Please see below an example of how the screen needs to be divided into 9 equal rectangles:



Note: Specification is subject to change without notice and may vary from different regions.

## Clarification of Defects

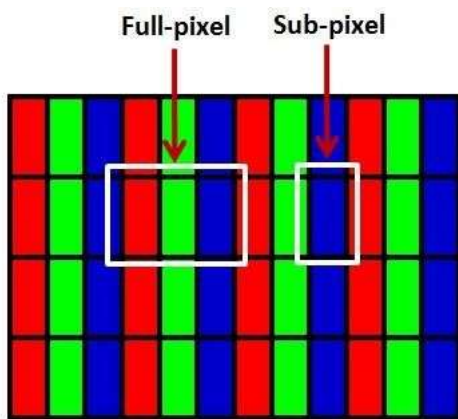
To clarify a defective subpixel case within the standard warranty period, two photos of the defective subpixels need be provided:

- 1.) one photo showing the whole monitor, with an indication where the defective (sub)pixel(s) is(are)
- 2.) very close photo of the defective (sub)pixel(s).

## Pixel Structure with Illustrations:

- **Full-pixel vs. subpixel**

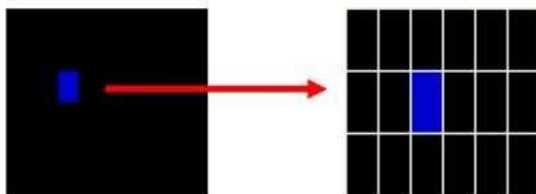
A full pixel consists of one red, green and blue subpixel.



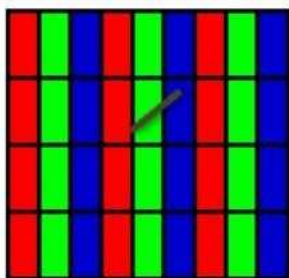
- **What is a bright (sub)pixel?**

A bright (sub)pixel is one that is fully lit. In the following example the blue subpixel remains lit even when the surrounding (sub)pixels are unlit.

- Bright subpixel

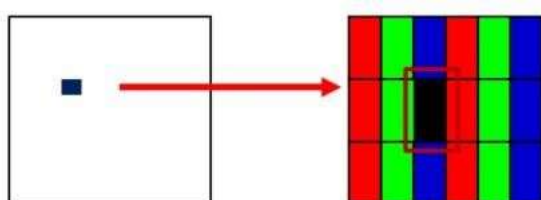


➤ Foreign substance



➤ Dark subpixel

A subpixel that is always colored on a white background.

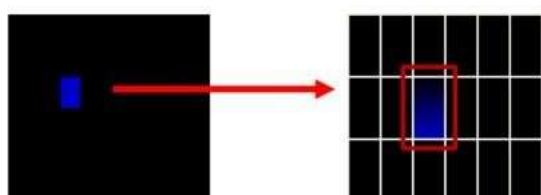


**BenQ's Zero Bright Dot Guarantee (ZBD) policy (only applies to certain models):**

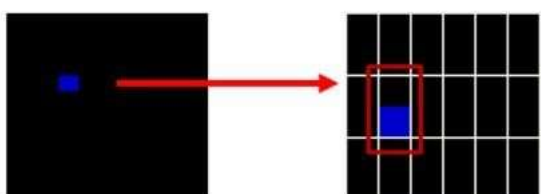
Unyielding commitment to quality and the satisfaction of our customers has driven BenQ to offer a ZBD Guarantee as part of our standard Limited Warranty coverage. Even if only one bright subpixel is found, a free monitor exchange is guaranteed during the Limited Warranty period.

• **BenQ's Zero Bright Dot Policy does not cover the following conditions:**

➤ Bright subpixel that is partially lit – type A



➤ Bright subpixel that is partially lit – type B



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Zero Bright Dot Guarantee	Criteria
Definition of a Bright subpixel	<ul style="list-style-type: none"> <li>● A red, blue, and green subpixel that is always lit on a black background of an LCD screen is deemed a bright sub-pixel.</li> <li>● A subpixel that is always dark or colored on a white background of an LCD screen is deemed a dark pixel. Dark subpixels are not covered by this policy.</li> </ul>
Usage Conditions	<ul style="list-style-type: none"> <li>● Ambient illuminance is more than 200 lux (or typical office environment)</li> <li>● Viewing distance is more than 35 cm</li> </ul>
Applicable Models	PV3200U, SW321C, SW272U, SW272Q, SW271C, SW270C, SW242Q, SW240, PD3420Q, PD3226G, PD3225U, PD3220U, PD3206U, PD3205U, PD3205UA, PD3200U, PD2725U, PD2720U, PD2706QN, PD2705U, PD2705UA, PD2706U, PD2706UA, PD2730S, PD2700U, PD2705Q, PD2700Q, PD2506Q.
Warranty Period	6 months from date of purchase

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