

## BenQ LCD Monitor Dead Pixel Policy

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

LCD displays are made of pixels. Each pixel is made up of a red, green and blue sub-pixel, each sub pixel are 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.

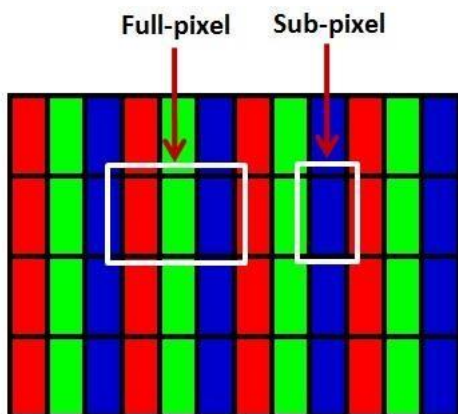
The defective sub-pixel phenomenon is as follows:

- (1) Color white - a bright/hot sub-pixel (always ON)
- (2) Color black - a dead sub-pixel (always OFF)
- (3) Color red, green or blue - a stuck sub-pixel (always ON or always OFF)

### Pixel Structure with Illustrations:

#### ● Full-pixel vs. sub-pixel

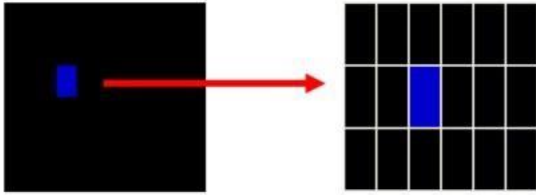
A full pixel consists of one red, green, and blue sub-pixel.



#### ● What is a bright sub-pixel?

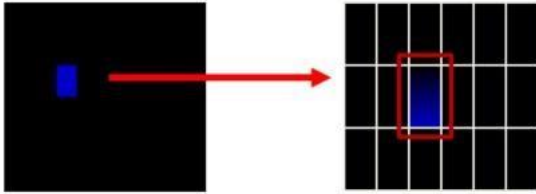
A bright sub-pixel is one that is fully lit. In the following example the red sub-pixel remains lit even when the surrounding sub-pixels are unlit.

➤ Bright sub-pixel

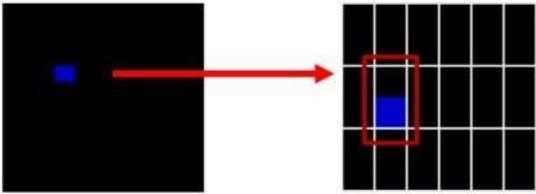


● BenQ's Zero Bright Dot Policy does not cover the following conditions:

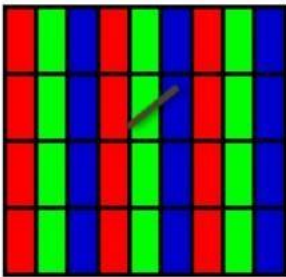
- Bright sub-pixel that is partially lit – type A



- Bright sub-pixel that is partially lit – type B

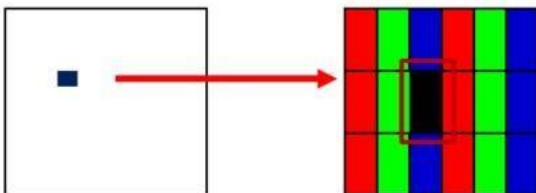


- Foreign substance



- Dark sub-pixel

A sub-pixel that is always colored on a white background.



**BenQ's Zero Bright Dot Guarantee (ZBD) policy:**

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 pixel is found, a free monitor exchange is guaranteed during the Limited Warranty period.

Bright Sub-Pixel Defect	Criteria
Definition of Bright Sub-Pixel	<ul style="list-style-type: none"> <li>● A red, blue, and green sub-pixel that is always lit on a black background of an LCD screen is deemed a bright sub-pixel.</li> <li>● A pixel that is always dark or colored on a white background of an LCD screen is deemed a dark pixel. Dark sub-pixels 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	SW321C, SW240 , SW270C PD3200Q , PD3220U, PD2720U, PD2700U, PD3420Q, PD2705Q PD2700Q, SW271C, PD2725U, PD3205U, PD2705U, PD3205UA, PD2705UA SW272U/SW272Q PD2506Q/PD2706U/PD2706UA
Warranty Period	6 months from date of purchase

### Maximum Number of Defects

In order to consider a monitor eligible to be replaced due to dead pixels, there should be:

1. no less than 5 dead pixels across the screen Or alternatively
2. a single dead pixel in the central rectangle (section 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 pixel case within the standard warranty period, two photos of the defective pixels need be provided:

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