

BenQ LCD Monitor Pixel Policy v2

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

BenQ's manufacturer warranty covers any defects that exceed the defect specifications described in this document.

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.

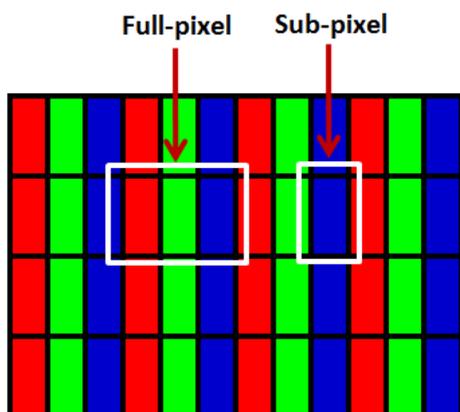
The defective pixel/sub-pixel phenomenon is as follows:

- (1) Color white - a bright/hot sub-pixel (always ON)
- (2) Color black - a dark 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**

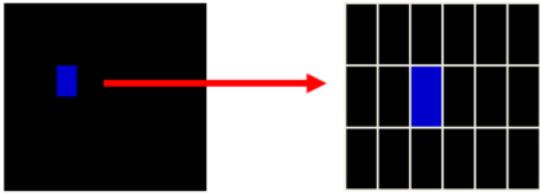
A full pixel consists of one red, green, and blue sub-pixel.



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

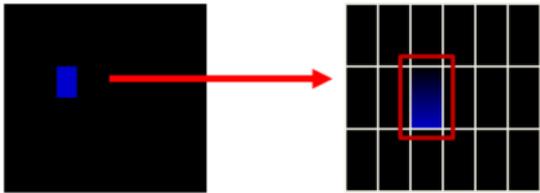
A bright sub-pixel is one that is fully lit. In the following example the blue sub-pixel remains lit even when the surrounding sub-pixels are unlit.

- Bright sub-pixel

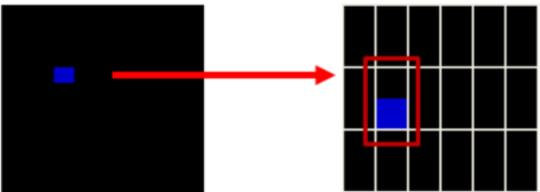


● BenQ's Zero Bright Dot Policy does not cover the following conditions:

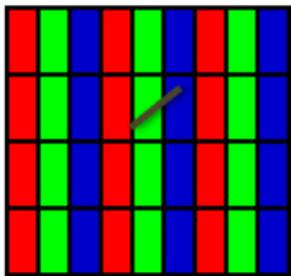
- Bright sub-pixel that is partially lit – type A



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

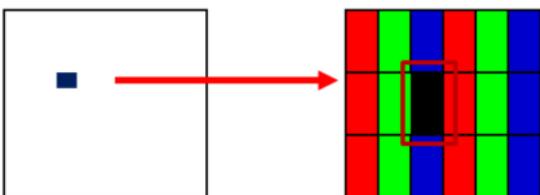


- Foreign substance



- 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">● 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.● A pixel that is always dark or colored on a white background of an LCD screen is deemed a dark pixel.
Usage Conditions	<ul style="list-style-type: none">● Ambient illuminance is more than 200 lux (or typical office environment)● Viewing distance is more than 35 cm
Applicable Models	PV/SW/PD models (Not Include: PD2500Q/PD2710QC/PD3200U/SW271)
Warranty Period	30 days from date of purchase

Maximum Number of Defects

The specifications for the number of defects that are deemed to be acceptable for each size of LCD panel (exclusive of models applicable to ZBD guarantees) are:

Panel Type	Native Resolution	Bright sub-pixel	Dark sub-pixel	Total Allowable Sub-pixel
Smaller than FHD	Smaller than 1920x1080	3	3	5
Full HD (FHD)	1920x1080 (1080p)	2	5	5
Quad HD (QHD)	2560x1440 (1440p)	2	5	5
Ultra HD (UHD)	3840x2160 (4K)	2	5	5

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