

## Asus and Sharp's Retina screen challenge

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According to President *Raymond Soneira* of *DisplayMate Technologies* , Asus's upcoming Zenbook NX500 uses a 15.6-inch IPS screen for 3840 x 2160 pixel resolution with quantum dot technology ( *Quantum Dots* ). In order to deliver high-quality quality, the NX500 is also equipped with Nvidia's GeForce GTX 850m graphics processor combined with Intel's Core i7 quad-core processor.

According to *Soneira* , the quantum dot screen has the ability to increase color gamut, brightness and better power efficiency. This is also the technology that Apple is showing great interest. This would be the perfect choice for photographers and other professionals who need true color images for their work.

While the *Zenbook NX500* is expected to be sold by the end of this summer, Sharp's 8K screen is only in the form of an introduction to the user.

The display was made at Sharp's *Semiconductor Energy Laboratory* , 13.3-inch, using OLED technology and was introduced at the SID ( *Society for Information Display* ) conference. It delivers a resolution of 7680 x 4320 pixels ( *8K* ), reaching a pixel density of 664 ppi, 3 times higher than the 15.4-inch MacBook Pro, which achieves a pixel density of 220 ppi.

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