



## HP DREAMCOLOR LP2480ZX PROFESSIONAL DISPLAY

and applications in broadcasting



High-definition (HD) broadcast television has impacted the entire broadcast industry. It's not just that studios will be replacing massive amounts of equipment—it's also about viewers who are now acutely aware of colors. More than ever, the entire broadcast workflow needs to comprehend color management. HP DreamColor Technologies, and specifically the HP DreamColor LP2480zx Professional Display, facilitate just that: they make it easy to produce accurate, predictable, and consistent color across your studio's workflow.

### **Lock-in color consistency**

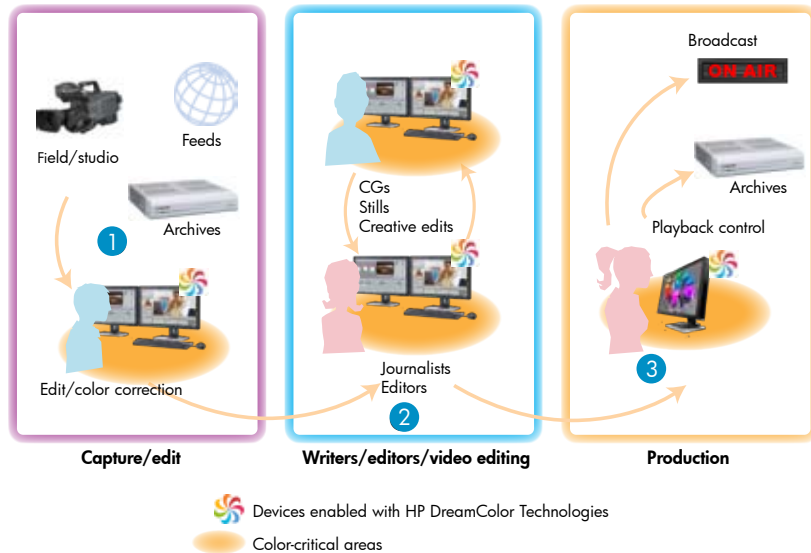
The HP DreamColor LP2480zx display fully encloses the color spaces that are used in broadcast. More importantly, the HP DreamColor LP2480zx display is factory calibrated to accurately lock in your color space at the touch of a button. The factory calibrated color spaces include Adobe® RGB, sRGB, Rec. 709, Rec. 601, and DCI-P3 emulation (97%).

### **Replace that old CRT**

Because of their visual performance, you may still be using CRTs for your color-critical broadcast functions; LCD displays could not compete—until now. The HP DreamColor LP2480zx display is an affordable alternative to expensive and power-hungry CRTs, and provides:

- Black levels that are up to 4x lower than LCD studio reference monitors priced up to 4x more
- 30-bit color resolution to reduce banding
- HP DreamColor Engine to lock in your broadcast standard color space
- An RGB LED backlight with wide gamut and programmable white point

With the HP DreamColor LP2480zx display, you get a billion-color display that puts unprecedented color accuracy and control in the studio. The display can faithfully recreate the colors that will ultimately end up on-air—allowing color accuracy and consistency from capture through broadcast.



### HP DreamColor Technologies and broadcast television workflows

Whether you're using Microsoft® Windows® or Apple Mac OS, HP DreamColor Technologies can workflow:

1. Media from on-scene cameras, archival footage, or feeds needs to be color-corrected and color balanced. The HP DreamColor LP2480zx display provides an excellent true-color platform for real-time feedback of colors from various sources.

2. During the editing process, the billion-color HP DreamColor LP2480zx display gives you accurate color space management, rich visual quality, and predictable results. Journalists can use the HP DreamColor LP2480zx display confidently, knowing that what they see on their screen is what will go on-air.

Editing and computer graphics (CG) grading and finishing all benefit from the display's ability to lock-in fixed color spaces, ensuring that the colors are predictable and repeatable.

3. The HP DreamColor LP2480zx display is a broadcast HD reference-grade monitor, one of the first LCD displays capable of replacing traditional CRTs in a broadcast studio environment. The HP DreamColor LP2480zx display provides critical control over flesh tones and allows engineers to monitor subtle changes in hue and saturation that are critical in HD broadcast television.

#### The next step in broadcast color management

The HP DreamColor LP2480zx display is the world's only color-critical 24" diagonal widescreen LCD display based on the HP DreamColor Technologies—helping broadcast professionals get to air faster with the ability to match screen to reality, easily. With the LP2480zx, you can bring your productions to life quickly, with greater color control and repeatable precision—from one display to thousands, and across a single location or multiple sites throughout the world.

Screen image courtesy of Weather Central.

To learn more, visit [www.hp.com](http://www.hp.com)

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