

# مانیتور گیمینگ ایسوس VG277Q1A



**TUF GAMING**

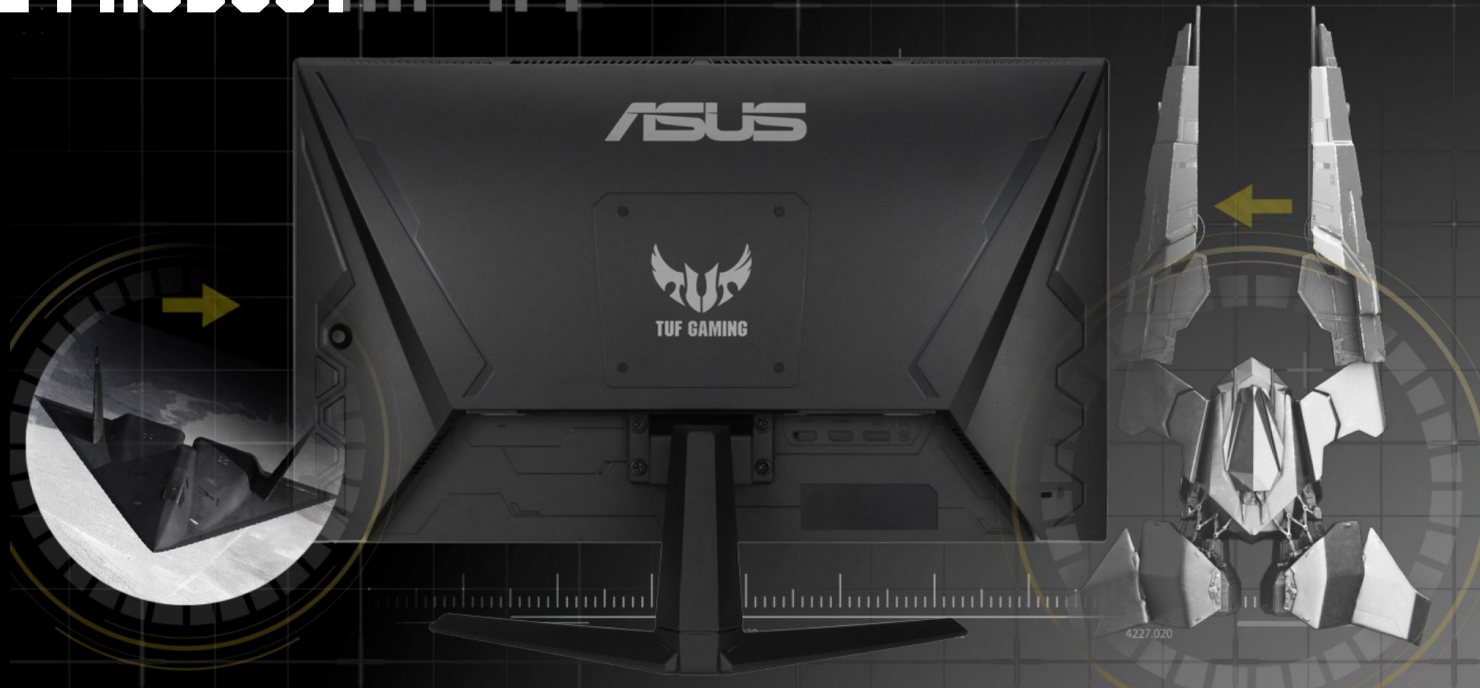
**Display Business Unit**

**Date: 2021/06/29**

- What is the product
- Why the market needs it
- Who to promote/sell
- How is it worth buying
- Appendix



# WHAT IS THE PRODUCT...



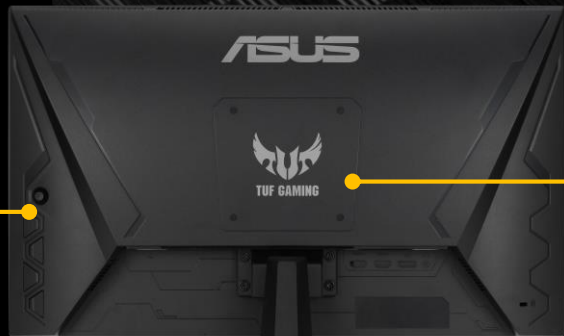
**THE REAR PANEL FEATURES WING-LIKE ELEMENTS, GIVING IT A SENSATION OF SPEED. A SVELTE, MINIMALIST STAND ENSURES STABILITY AND A TOUCH OF ELEGANCE**

gamer-focused design:  
Exclusive 5-way OSD navigation joystick,  
input select, GamePlus and GameVisual

Super narrow bezel design for best  
viewing experience



Intuitive tilt angle



VESA wall-mountable design

I/O ports:  
HDMI (v1.4)x2, DisplayPort (v1.2), Earphone jack



# PRODUCT DESIGN DETAIL

# SEGMENTATION OF GAMING



**ROG (REPUBLIC OF GAMERS )**

ENTHUSIASTS/AAA GAMERS

**ROG**

**ROG STRIX**

CORE GAMERS/ESPORTS GAMERS

**ROG  
STRIX**



**ASUS  
TUF GAMING**

CASUAL GAMERS

**TUF GAMING (VG SERIES)**



# WHAT IS VG277Q1A

## Great gaming experience



Wide Viewing  
Angle

27 inch Full HD provide three side frameless design and 178° wide viewing angle

## Fast & responsive gameplay

**165Hz**

Rapid Refresh  
Rate

165Hz refresh rate with 1ms MPRT and FreeSync Premium technology ensure smooth gameplay



ELMB

Extreme Low Motion Blur can help to reduce motion blur for clear images

## Exclusive gaming features

**Game** Plus

Play Like a Pro

Delicately designed for every gaming needs



Shadow Boost

Enhance the details in dark scenes



## Ergonomically user experience



Tilt

5 way joystick hotkey as well as tilt design.

# PACKAGE CONTENTS



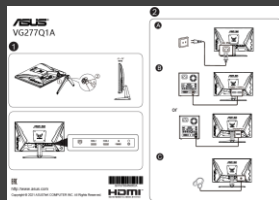
HDMI Cable (optional)



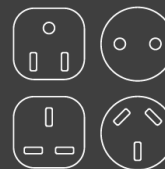
DP Cable (optional)



Warranty Card



Quick Start Guide



Power code  
(depends on regions)



# WHO TO PROMOTE/SELL



# TARGET USER

Gamer who

- values functionality and durability but also seeking for performance
- seeks better gaming display for game consoles

## The Pro Gamer



## The Casual Gamer

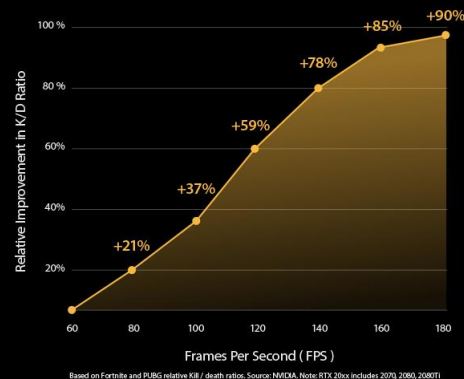
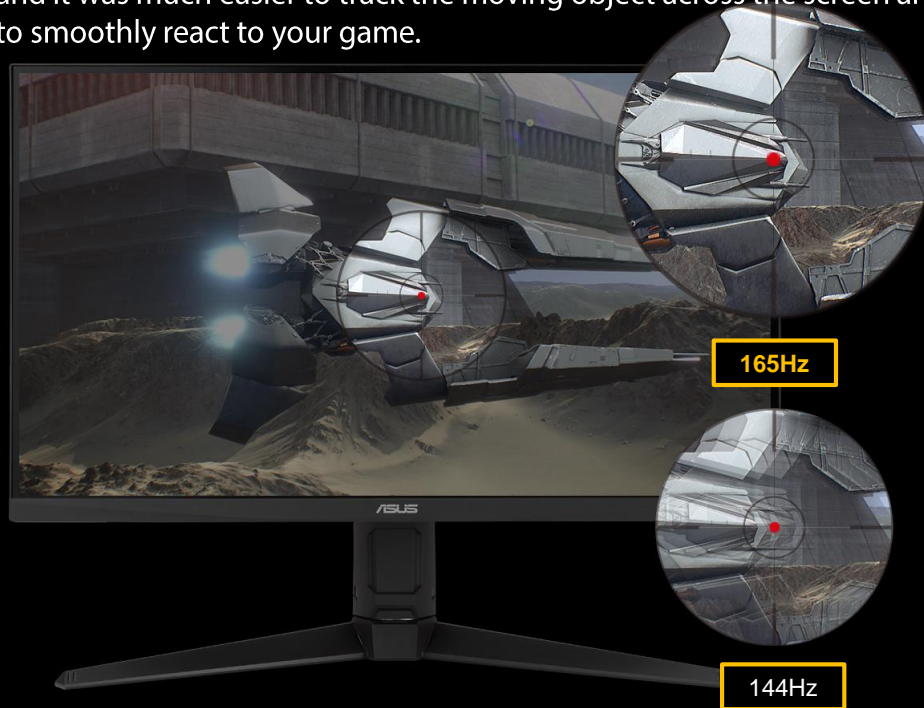


# COMPARISON TABLE

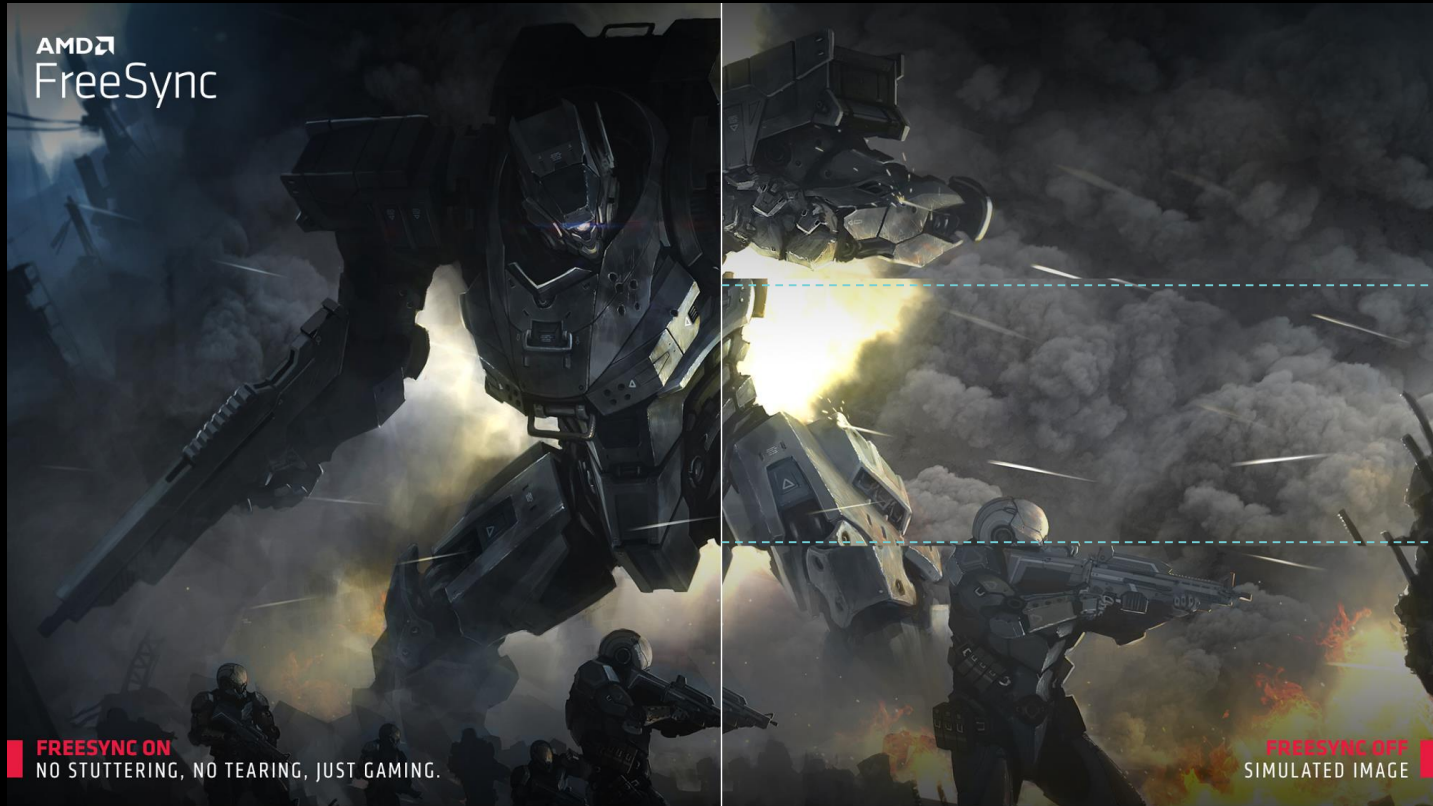
Model	ASUS TUF VG277Q1A	AOC G2790VX	PHILIPS 272E1GSJ
Photo			
Panel Size/type	27"(16:9)/ VA	27"(16:9)/ VA	27"(16:9)/ VA
Resolution/ Refresh Rate	1920x1080@165Hz	1920x1080@144Hz	1920x1080@144Hz
Response Time			
I/O Ports	DisplayPort1.2x1, HDMI (v1.4.) x2, 3.5mm earphone jack	HDMI (v1.4) x2 , DisplayPort1.2x1, earphone out	HDMI x1 , DisplayPortx1
Adaptive-Sync	AMD FreeSync™ Premium	AMD FreeSync™ Premium	AMD FreeSync™ Premium
Exclusive Gaming Features	GamePlus, GameVisual, ELMB, Shadow boost, DisplayWidget Lite	G-menu	SmartImage Game mode
Mechanical design	Tilt: +23° ~ -5°	Tilt: +20° ~ -5°	N/A
TUV Cert. Eye Care	TUV certified Low Blue Light, TUV Flicker Free	Anti-Flicker and Less Blue Light	Low blue mode, flicker free technology

# HOW IS IT WORTH BUYING

- Unlock the highest frame rates available-165Hz\* , decimate lag to gain the upper hand in FPS, racers, real-time strategy and sports titles.
- ELMB along with a 1ms MPRT rapid response time eliminating ghosting and motion blur. The blur was reduced dramatically, and it was much easier to track the moving object across the screen and still remains sharper and clearer image allowing you to smoothly react to your game.



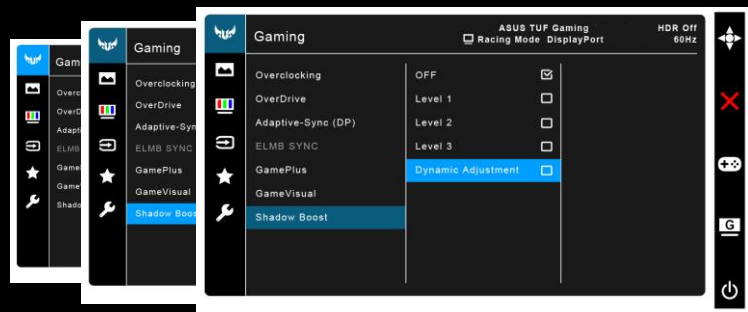




AMD FreeSync™ Premium technology adds to the baseline FreeSync technology tier and equips serious gamers with a fluid, tear-free gameplay experience at peak performance.



ASUS DisplayWidget Lite is an **intuitive software utility**\* that lets users tweak basic display settings or configure ASUS GameVisual, and Blue Light Filter...etc. With **just one click**, ASUS DisplayWidget Lite makes accessing and using these various settings **much faster than OSD buttons**.

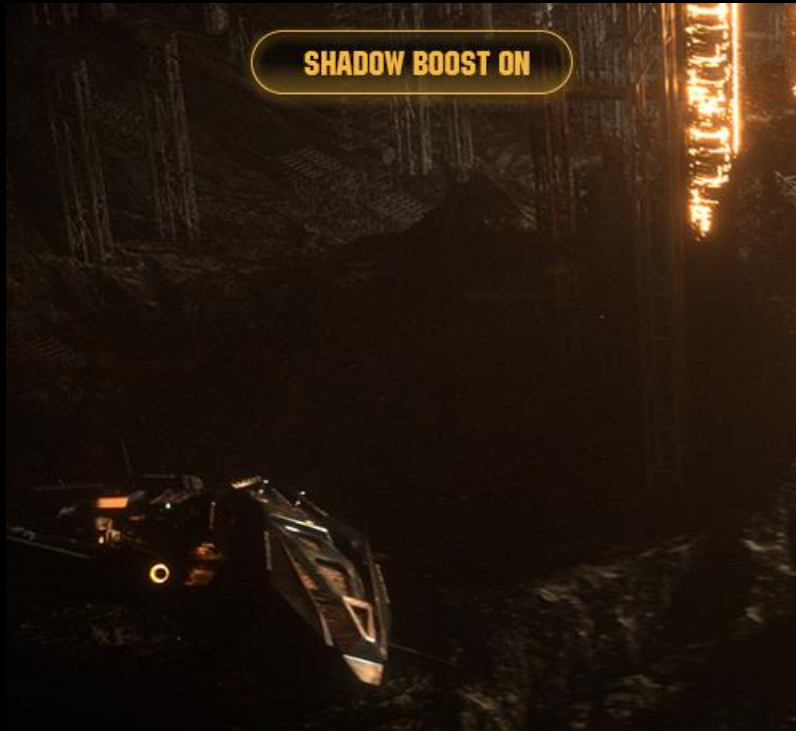


Multiple layers of OSD control



One-click apply

ASUS Shadow Boost technology clarifies dark areas of the game world without overexposing brighter areas — improving overall viewing while also making it easier to spot enemies hidden in dark areas of the map.



**TV**

Your command delay appears on the screen and you miss the target.

**VG277Q1A with better gaming input**

Your command appears on the screen instantly and you can hit that target just in time.

“Input lag is a measurement of the delay between the time you enter a command on your keyboard, mouse, or controller, and the time it registers on your screen. A low input lag is crucial in Twitch (time-sensitive) video games where fractions of a second matter.”

# EXCLUSIVE GAMEVISUAL

ASUS GameVisual gives you seven preset display modes and tailored to suit different types of content.



**FPS mode:** enhance your visibility even in dark scenes to clearly find your enemies



**RTS/RPG mode:** best for fancy gaming scenes by enhancing the sharpness and color performance



**sRGB mode:** provides the best performance for viewing graphics on Internet



**MOBA mode:** enhance the color of health bars of you/your opponents to focus more in gameplay



**Racing mode:** for real time racing and fast gaming experience



**Cinema mode:** enhances the contrast and color saturation of the image—delivering livelier and vivid visuals



**Scenery mode:** Selectively tweaks color saturation for greener land and bluer sea

- **Crosshair**



You can choose between six persistent crosshairs and fine tune their position, ensuring pinpoint accuracy in first-person shooters. Enjoy perfect aim even when the game doesn't provide its own crosshair or sights.

- **Timer**



The on-screen timer keeps tabs on recurring drops, respawns, and other time-based events. And you can move it anywhere on the screen with the navigation joystick to make sure it doesn't interfere with the in-game HUD.

\*These tools allow gamers to practice and improve on their gaming skills.



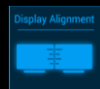
- **FPS counter**



Shows the rate at which frames are being drawn by the display. This information can be used to evaluate the performance impact of different graphics settings and system configurations, so you can fine-tune the balance between in-game visuals and frame rates.

*Note: The FPS counter functions while FreeSync is on.*

- **Display Alignment**



When activated, three lines appear on all four sides of the monitor in order to eliminate any guesswork in lining up each monitor in your multi-display set-up perfectly.

# TUV-CERTIFIED EYE CARE TECHNOLOGY



- **Low Blue Light Technology**

The TUF Gaming VG277Q1A comes with Blue Light Filter function to **protect you from harmful blue light**. You can easily access and select four different filter settings through the OSD menu to suit the game you're playing.

- **Flicker Free Technology**

Flicker-Free technology **reduces flicker** to give you a comfortable gaming experience. This minimizes instances of eyestrain and other damaging effects when you're embroiled in long, drawn-out gaming sessions.





# APPENDIX

# MARKETING MATERIALS

\* All materials will be available by middle of March.

## Brown Box



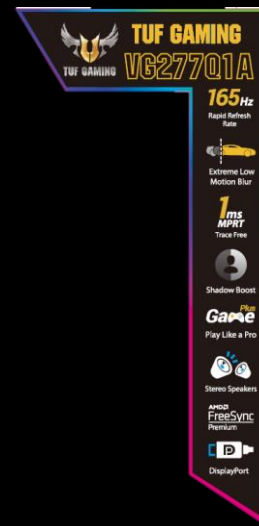
## Product page



## A+ Content



## In-BOM Sticker

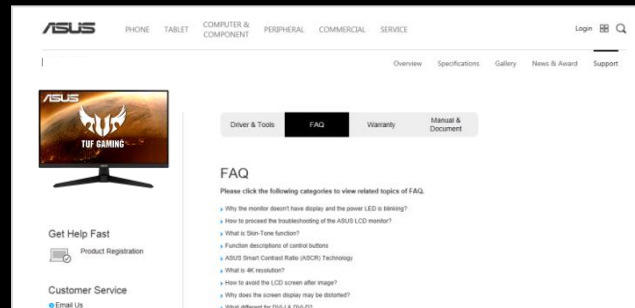


## SERVICE POLICY

- 3-year Warranty
- Free Service Hotlines in specific countries
- Free Pick-up Service in specific countries

## SUPPORT SITE

- Download: User Manual, Software, Drivers, etc.
- Support Inquiry





# SYSTEM REQUIREMENT / ADAPTIVE SYNC TECHNOLOGY



VG277Q1A



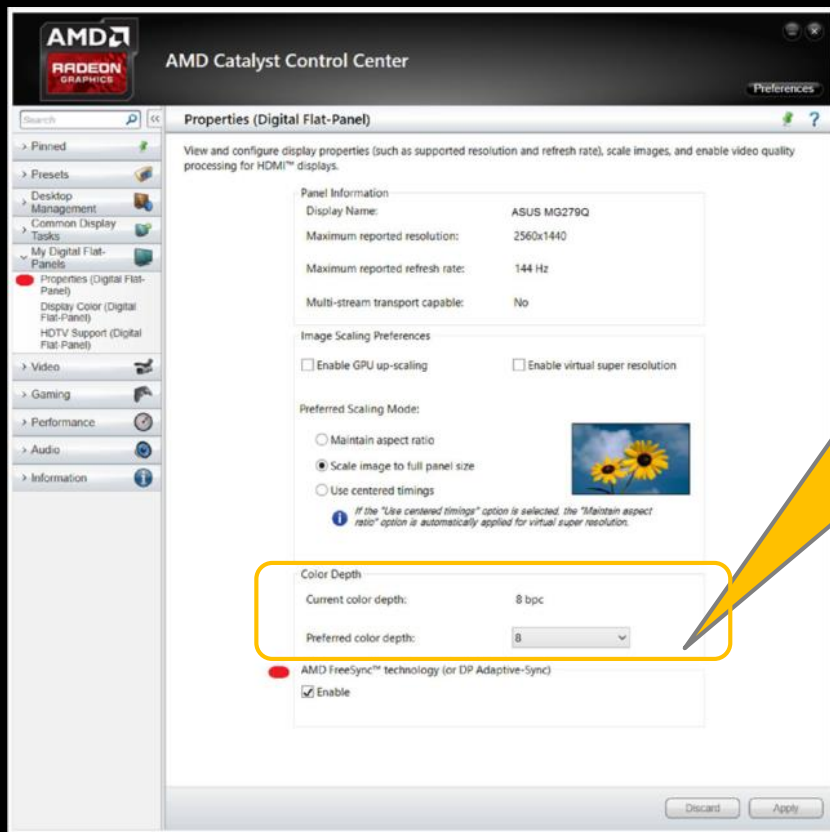
Compatible graphic cards



PC with Microsoft Windows 7/8 /8.1

- **Software:** AMD Catalyst™ version 15.4 Beta or later, Windows® 7/8.1/10 32 or 64bit
- **NVIDIA :** Driver version 417.71 or later, any 10- and 20- series NVIDIA graphics card
- **AMD GPU:** AMD Radeon™ R9 290X/290, R9 285 (For other supported GPUs, minimum PC system and driver requirements, please contact the GPU manufactures)

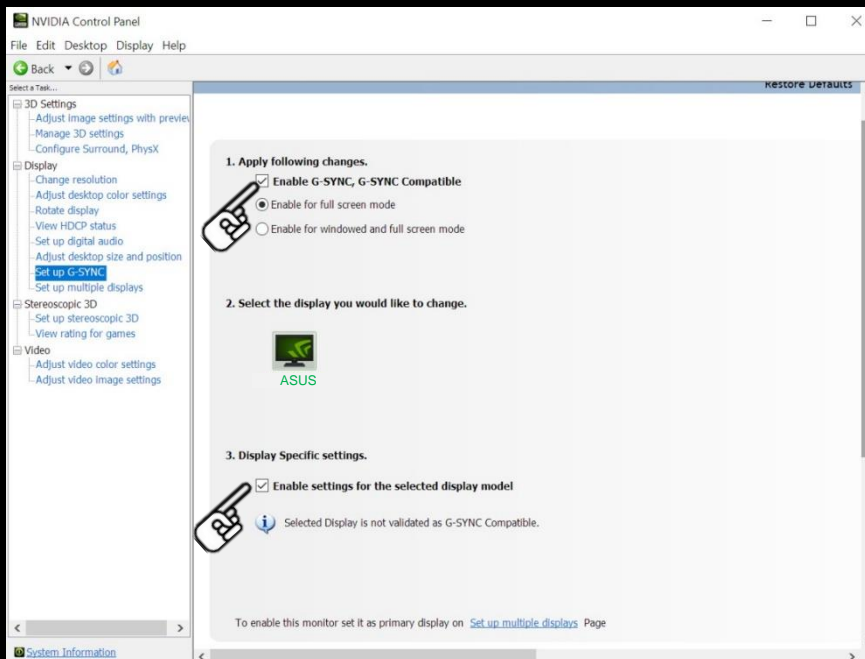
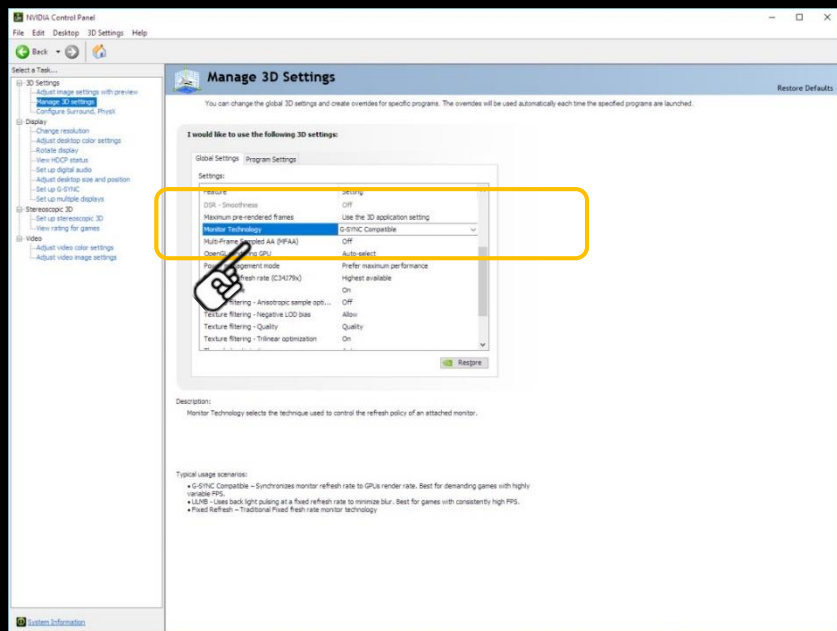
# HOW TO MAKE SURE ADAPTIVE SYNC IS ENABLED



1) Connect an FreeSync technology compatible monitor.

2) Open AMD Catalyst™ Control Center. Select My Digital Flat-Panel, then select Properties (Digital Flat-Panel). Scroll down to the “AMD FreeSync™ technology (or DP Adaptive- Sync)” section, make sure it’s “Enabled”.

# HOW TO CHECK G-SYNC COMPATIBLE IS ENABLED?



- 1) Connect an Adaptive-Sync technology compatible monitor with an NVIDIA 10-, or 20- series graphics card, and it must be connected to your monitor with a DisplayPort cable.
- 2) Open NVIDIA Control Panel, first select "G-SYNC Compatible" from the Monitor Technology setting. Once this setting has been enabled, you should see a new option, Set up G-SYNC, appear under the Display menu. From there you can enable G-SYNC for either full screen mode, or both full screen and windowed mode.

# VG277Q1A SPECIFICATION

Display	Panel Size (diagonal)	27"(68.6cm) Wide Screen (16:9)
	Display Viewing Area	597.888 x 336.312 mm
	Panel Backlight/ Type	WLED /VA
	Display Surface	Non-glare
	True Resolution	1920x1080
	Pixel Pitch	0.311mm
	Brightness (typical)	350 cd/m2
	Contrast Ratio (Max.)	3,000:1
	Viewing Angle (CR $\geq$ 10)	178°(H) / 178°(V)
	Color saturation	85% NTSC
	Display Colors	16.7M
	Response Time	1ms MPRT
	Refresh rate	165Hz
	Flicker Free	Yes

Video Features	ELMB	Yes
	HDCP	Yes
	GameVisual	Yes (FPS,RTS/RPG, Racing , sRGB, Cinema, Scenery, MOBA)
	GamePlus	Yes (Crosshair, Timer, FPS Counter, Display Alignment)
	Low Blue Light	Yes
	DisplayWidget Lite	Yes

Input / Output		DisplayPort 1.2 x1, HDMI (v1.4) x2, 3.5mm earphone jack
Speaker		2W x 2 stereo, RMS
Signal Frequency		HDMI: 48Hz~144Hz(V), 30KHz~180KHz(H) DP: 48Hz~165Hz(V), 30KHz~200KHz(H)
Power	Power Consumption	<25W*
	Voltage	100~240V, 50 / 60 Hz
Mechanical Design	Tilt	+23° ~ -5°
Dimension	Phy. Dimension	615 x 453 x 194 mm(with stand) 615 x 453 x 59 mm(w/o stand) 680 x 510 x 171 mm(box)
Weight	4.47 kg (net), 6.33 kg (gross), 3.73 kg (Net Weight without Stand)	
Special Features	Shadow Boost, ELMB, GameFast Input technology, FreeSync Premium, 1ms MPRT, DisplayWidget Lite	
Accessories	Power cord, Warranty card , QSG, HDMI cable(option), DP cable(option)	
Compliance and Standards	TUV-Flicker Free, TUV-Low Blue Light	

\*1ms MPRT spec is based on internal testes. Response time may vary depending on test conditions

\*\* measuring a screen brightness of 200 nits without audio/ USB/ Card reader connection

# DISPLAYWIDGET LITE-WHERE TO DOWNLOAD

TUF GAMING VG277Q1A

Overview Specifications Gallery **Support**

Product Support for  
**TUF GAMING VG277Q1A**  
[Select Other Model >](#)

Quickly access your product support.  
[REGISTER YOUR PRODUCT](#)

**Driver & Utility** FAQ Manual & Document Warranty

## Driver & Utility

Need Help?  
[Email Us](#)  
[Find service locations](#)

Please select OS: Windows 10 64-bit

Software and Utility

Version v1.0.3.0 2020/06/19 ASUS_DisplayWidgetLite	1.56 MBytes	<a href="#">DOWNLOAD</a>
--	-------------	--------------------------

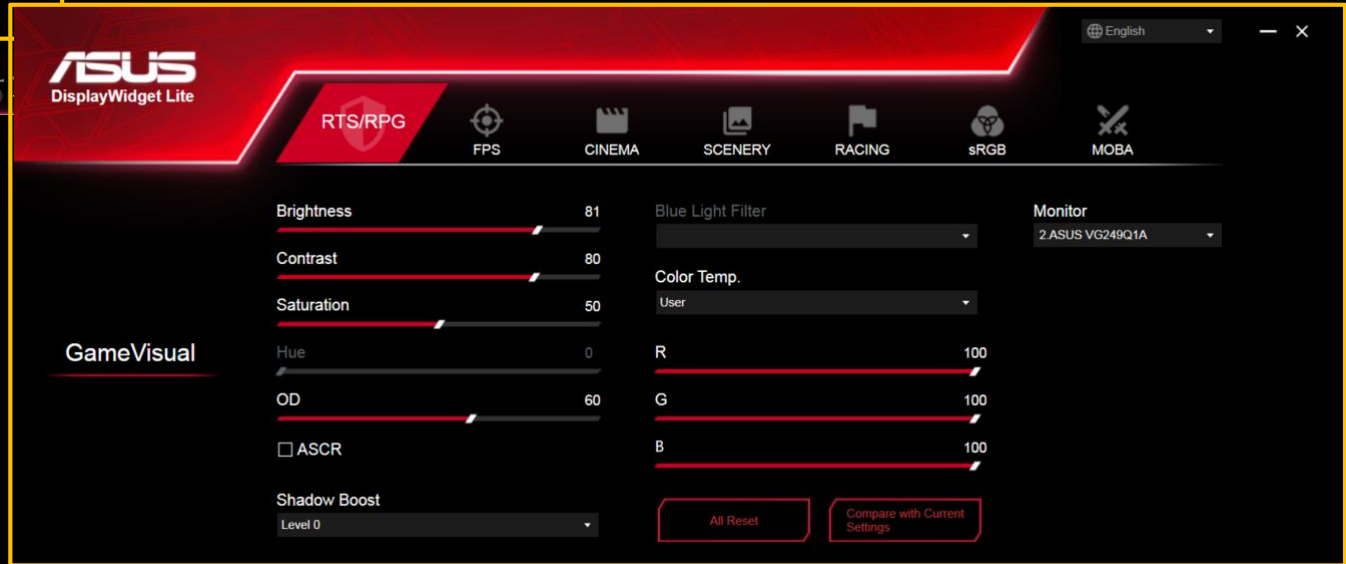
1) Go to ASUS official site, find your monitor, click “Support”.

2) Click “Driver and Utility ”

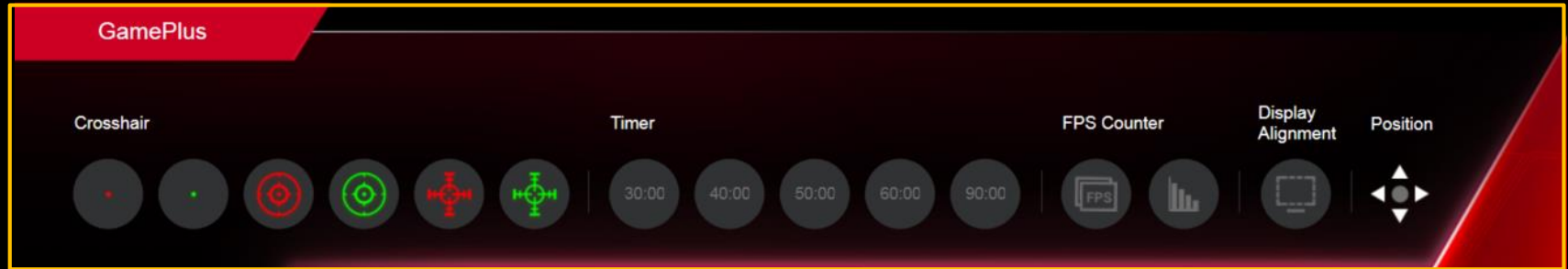
3) Select your OS

4) Click “Download”

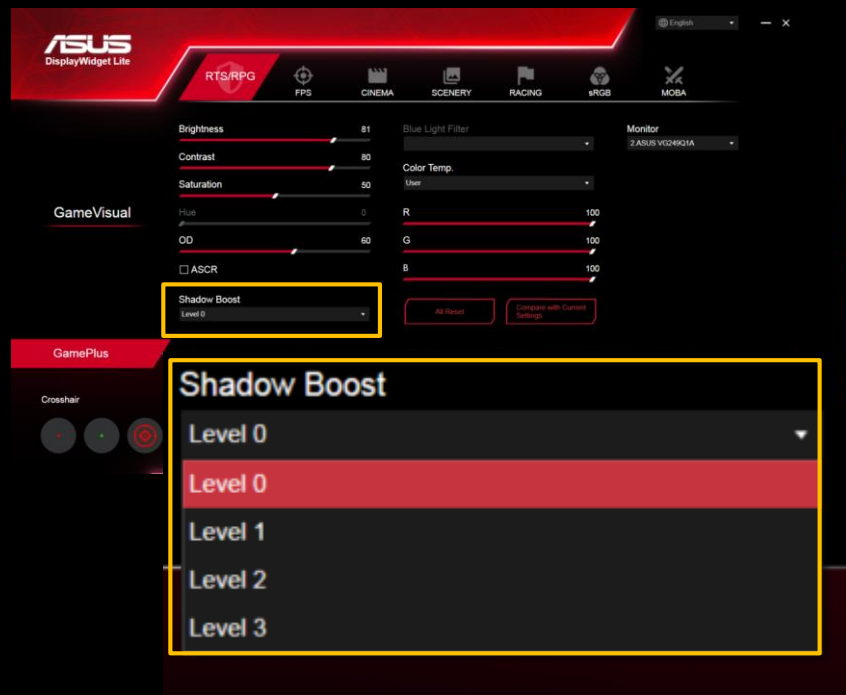




Seven preset display mode to optimize visual of different type of game



Integrated GamePlus hotkey offers in-game enhancements that help you get more out of your game



Shadow Boost On

Shadow Boost Off

Clarifies dark areas of the game world without overexposing brighter areas



Reduces the amount of potentially harmful blue light emitted by the display.  
Four different filter settings are available to control the amount of blue light reduction.



**THANK YOU**