



Because it matters

# For Mac. By BenQ

Be more Productive In a Hybrid Workplace with BenQ USB-C Monitors

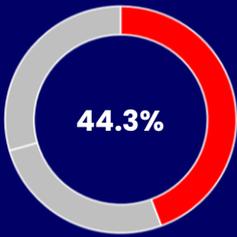
Fanny Wang  
IMC  
BenQ Europe  
30 Sept 2022

# Why the Compatibility of Mac Matters Today in Small and Medium-sized Business?

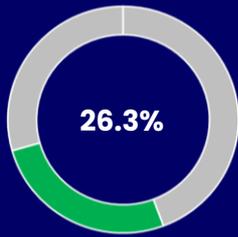


"Today **55%** of businesses use Mac devices themselves or explicitly approve of their use within the company."

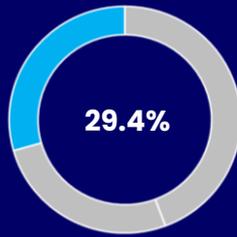
Q. Are Mac devices allowed at your workplace?



No



Yes, through the bring-your-own device (BYOD) policy



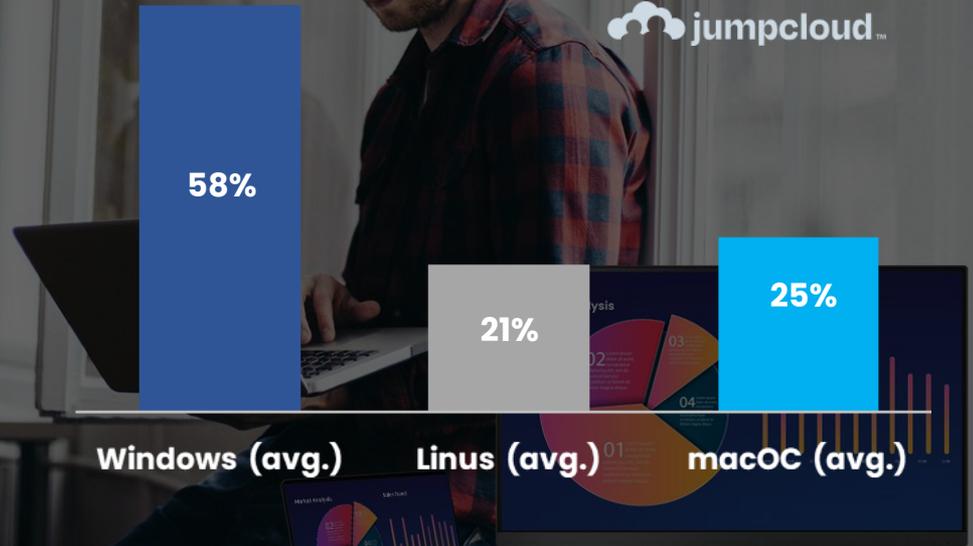
Yes, employees choose between PC/Mac through the choose-your-own device (CYOD) policy

|| Parallels®

It surveyed more than 1,000 IT professionals for this study. 53% were from Europe, the Middle East and Africa (EMEA), 40% were from North America and the remaining respondents were from Asia. (May, 2020, Parallels Surveys)

"Survey: Mac Adoption at **25%** in Small and Medium-sized Enterprises"

jumpcloud™



Windows (avg.)

Linux (avg.)

macOS (avg.)

"Internally, JumpCloud reports Mac usage among its users **31.25%**, and we expect it to continue increasing as that's been the trend year over year," says Tom Bridge, principal product manager for Apple Technologies at JumpCloud: When asked what is the device breakdown of macOS, Windows, and Linux in your workplace, the SME IT admins said **macOS has 25%**, Linux 21%, and Windows 58%. (June, 2021, JumpCloud Report)

**60%** of employees said *"I wish my company would give us the option to use Macs."*

### Q. What Employees Want from IT:

#1 Flexibility

#2 Better communication

#3 Support Mac



Creative  
Strategies

- 1,163 USA respondents currently employed/working
- Representative demographics of age, gender, industry
- Survey completed January 2022

(Jan, 2022, <Employee Experience and Modern IT> from Creativestrategies.com)

*"According to the Forrester report from 2021, employees on Macs were **20%** more likely to stay with their companies."*

(July, 2021, A FORRESTER TOTAL ECONOMIC IMPACT™ STUDY COMMISSIONED BY APPLE)

**FORRESTER**





**For Mac**

**By BenQ**

### Connectivity for Mac

**Thunderbolt 3 & USB Type-C** ⚡  
synchronizes images, videos, data seamlessly with power delivery.

### Color for Mac

**Display P3 Color**  
ensures superb accuracy and absolute color confidence for Mac users.

### Integration for Mac

**Display Pilot Software**  
presets multiple monitor settings with a mouse to boost efficiency. Available for Mac & Windows.

Mac and macOS are trademarks of Apple Inc., registered in the U.S. and other countries and regions.



# For Mac. By BenQ

- **Connectivity for Mac**
- **Color for Mac**
- **Integration for Mac**
- **Model Lineup**



# All-in-One Connection



### Thunderbolt™ 3



### One USB-C for All



### Daisy Chain by Thunderbolt 3

Take needless complexity out of the creative process. Thunderbolt 3 & USB-C port provides lightning-fast video/audio/data transmission and power delivery with single cable. It is fully compatible with Thunderbolt 3-enabled Mac, USB Type-C enabled Mac or iPad Pro.

Furthermore, the Daisy-Chain technology with thunderbolt 3 connectivity through two USB-C ports to lets you extent content on up to two 4k monitors while transferring video, audio, and data seamlessly.

# All-in-One Connection



**Abundant Connectivities to  
Extend Mac Productivity**



# Display P3 Color

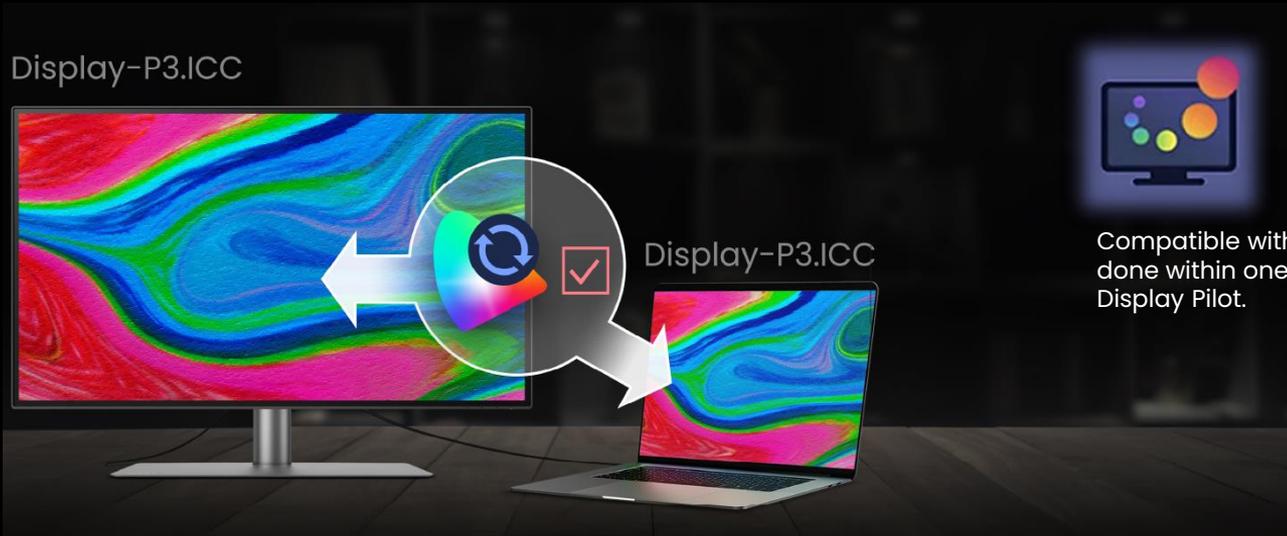
Equipped with the Display P3 color for Mac to guarantee consistent color applications for websites, printings, videos among all designers.



| sRGB / Rec.709  
| DCI P3/Display P3



# ICCsyntax The Display P3 Within One Click



Compatible with Display P3, ICCsync can be done within one second through the BenQ Display Pilot.



# Display Pilot for Simplified Management

## Available for Mac & Windows

Being bombarded with switching between various settings makes you tired. Display Pilot simplifies workflows by offering support tools to make creative work more convenient and flexible.

This proprietary software lets you preset multiple monitor settings with a mouse.



Application Mode



Print Assist



ICCsycn



Desktop Partition



Keyboard Hotkey



Auto Pivot

*\*Apple M1 platform supported*



[Click Here for More Details](#)

[Click Here for Video](#)

# BenQ Monitors Meet the Needs of Different Mac Users



## For Content Creation

- THUNDERBOLT™ 3 ✨
- USB-C ✨
- Display P3 Color
- Daisy Chain



## For Hybrid Workplace

- USB-C ✨

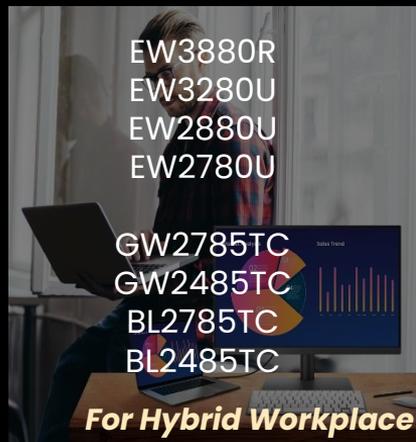
**AQCOLOR**<sup>®</sup>  
Colors You Can Trust

Industry | Displaying | Out-of-the-Box  
STANDARD | DETAILS | GUARANTEE

# BenQ AQCOLOR Technology

Factory Color Calibration insures  
P3, sRGB, Rec.709 with Delta E ≤ 3  
and Pantone Validated & calMan  
Verified color accuracy

AQCOLOR<sup>®</sup>  
Colors You Can Trust



**USB-C** ⚡

**Thunderbolt Port** ⚡  
& **USB-C** ⚡

# Focused Hero Models



P3 Color



calman  
VERIFIED



PD2725U

27" IPS  
3840x2160 4K UHD  
16:9  
THUNDERBOLT™ 3 ⚡  
USB-C ⚡  
Display P3 Color



PD3220U

32" IPS  
3840x2160 4K UHD  
16:9  
THUNDERBOLT™ 3 ⚡  
USB-C ⚡  
Display P3 Color



PD3420Q

34" IPS  
3440x1440 Ultra Wide QHD  
21:9  
USB-C ⚡  
Display P3 Color

**Not Only for Mac,  
Also for Hybrid Workplace**



# Hybrid Workplace: What Users Need?

## SMB are increasingly accepting remote work



**77%**

of content creator see client companies as more open to hiring remote talent

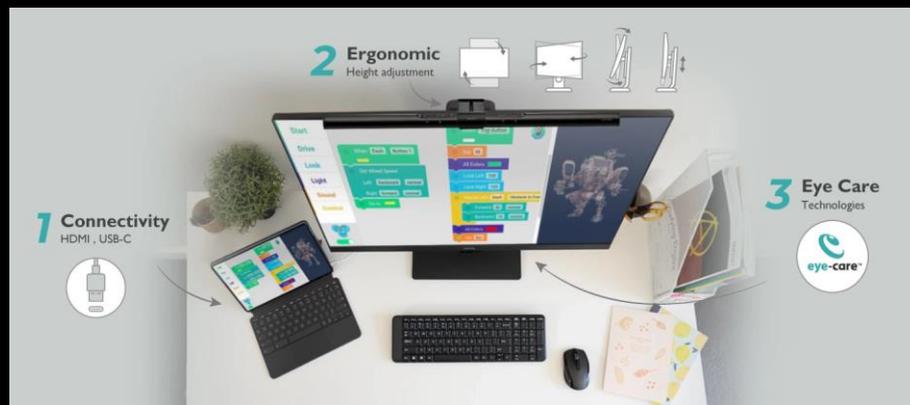


**41%**

of content creator are willing to permanently shift to remote work setup

## Save your desk in both office & home office

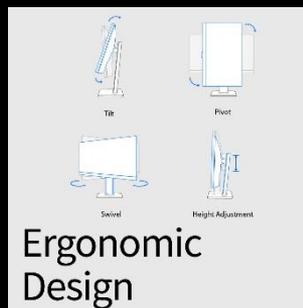
As the hybrid mode of WFH and WFO will continue, according to reports, many companies are promoting: simplify your desk. This will make it easier for employees to travel between the two places. This makes **the one USB-C cable solution / ergonomic design / eye-care technology / built-in microphone** for tailored workspaces at home & office even more important.



**Forbes**

(Nov, 2020, Forbes, Freelancing In Graphic Design During Covid-19)

# BenQ Monitors for Hybrid Workplace



# Specifications: Monitors of PD Series w/t USB-C or TB3

		PD3220U	PD2725U	PD3420Q	PD2506Q	PD2705Q	PD2705U	PD3205U
General Features	Screen Size	31.5"	27"	34"	25"	27"	27"	31.5"
	Aspect Ratio	16:9	16:9	21:9	16:9	16:9	16:9	16:9
	Panel Type	IPS	IPS	IPS	IPS	IPS	IPS	IPS
	Resolution (max.)	3840x2160	3840x2160	3440x1440	2560x1440	2560x1440	3840x2160	3840x2160
Mac-Ready Features	Thunderbolt 3 / USB-C	<b>USB-C &amp; Thunderbolt 3 (85W)</b>	<b>USB-C &amp; Thunderbolt 3 (65W)</b>	<b>USB-C (65W)</b>	<b>USB-C (65W)</b>	<b>USB-C (65W)</b>	<b>USB-C (65W)</b>	<b>USB-C (90W)</b>
	Daisy-Chain	Yes (Up to 2 x 4K)	Yes (Up to 2 x 4K)	-	Yes (Up to 2 x 2K)	Yes (Up to 2 x 2K)	-	-
	Display P3 Color	95% P3	95% P3	98% P3	95% P3	-	-	-
	ICCsyntax	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Display Pilot	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Connectivity	KVM Switch	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Color Performance	CalMAN Certification	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Pantone Certification	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	HDR	HDR10	HDR10 / VESA Display HDR 400	HDR10 / VESA Display HDR 400	HDR10 / VESA Display HDR 400	HDR10	HDR10	HDR10
	Color Gamut	95% P3 / 100% Rec.709 / 100% sRGB	95% P3 / 100% Rec.709 / 100% sRGB	98% P3 / 100% Rec.709 / 100% sRGB	95% P3 / 100% Rec.709 / 100% sRGB	100% Rec.709 / 100% sRGB	99% Rec.709 / 99% sRGB	99% Rec.709 / 99% sRGB
BenQ Exclusive	BenQ Animation Designer Modes	CAD/CAM Animation Darkroom DualView	CAD/CAM Animation Darkroom DualView	CAD/CAM Animation Darkroom DualView	CAD/CAM Animation Darkroom	CAD/CAM Animation Darkroom DualView	CAD/CAM Animation Darkroom DualView	CAD/CAM Animation Darkroom DualView
	Height Adjustment	150mm	150mm	150mm	110mm	-	110mm	110mm
Ergonomic Design	Pivot	90°	90°	-	90°	90°	90°	90°
	Tilt (down/up)	-5° - 20°	-5° - 20°	-5° - 20°	-5° - 20°	-5° - 20°	-5° - 20°	-5° - 20°
	Swivel (left/right)	30°/30°	30°/30°	30°/30°	15°/15°	45°/45°	15°/15°	15°/15°

\*Specifications may vary by model & region, please visit local BenQ website for details.

# Specifications: Monitors of SW Series w/t USB-C

		SW321C	SW271C	SW270C
General Features	Screen Size	32"	27"	27"
	Aspect Ratio	16:9	16:9	16:9
	Panel Type	IPS	IPS	IPS
	Resolution (max.)	3840x2160	3840x2160	2560x1440
Mac-Ready Features	<b>Thunderbolt 3 / USB-C</b>	<b>USB-C (60W)</b>	<b>USB-C (60W)</b>	<b>USB-C (60W)</b>
	Daisy-Chain	-	-	-
	Display P3 Color	95% P3	90% P3	97% P3
	ICCsyntax	-	-	-
	Display Pilot	-	-	-
Connectivity	KVM Switch	-	-	-
Color Performance	CalMAN Certification	Yes	Yes	Yes
	Pantone Certification	Yes	Yes	Yes
	HDR	HDR10 / HLG	HDR10 / HLG	HDR10
	Color Gamut	95% P3 / 99% AdobeRGB / 100% sRGB	90% P3 / 99% AdobeRGB / 100% sRGB	97% P3 / 99% AdobeRGB / 100% sRGB
Ergonomic Design	Height Adjustment	150mm	150mm	150mm
	Pivot	90°	90°	90°
	Tilt (down/up)	-5° - 20°	-5° - 20°	-5° - 20°
	Swivel (left/right)	45°/45°	45°/45°	45°/45°

\*Specifications may vary by model & region, please visit local BenQ website for details.

# Specifications: Monitors of EW, GW, and BL Series w/t USB-C

		EW3880R	EW3280U	EW2880U	EW2780U
General Features	Screen Size	37.5"	32"	28"	27"
	Aspect Ratio	21:9	16:9	16:9	16:9
	Panel Type	IPS	IPS	IPS	IPS
	Resolution (max.)	3840x1600	3840x2160	3840x2160	3840x2160
Mac-Ready Features	<b>Thunderbolt 3 / USB-C</b>	<b>USB-C (60W)</b>	<b>USB-C (60W)</b>	<b>USB-C (60W)</b>	<b>USB-C (60W)</b>
	<b>Daisy-Chain</b>	-	-	-	-
	<b>Display P3 Color</b>	<b>95% P3</b>	<b>95% P3</b>	<b>90% P3</b>	-
	<b>ICCsyntax</b>	-	-	-	-
	<b>Display Pilot</b>	-	-	-	-
Connectivity	KVM Switch	-	-	-	-
Color Performance	HDR	HDR10	HDR10 / VESA DisplayHDR 400	HDR10	HDR10
Ergonomic Design	Height Adjustment	120mm	-	100mm	-
	Pivot	-	-	-	-
	Tilt (down/up)	-5° - 15°	-5° - 15°	-5° - 15°	-5° - 15°
	Swivel (left/right)	15°/15°	-	15°/15°	-

		GW2785TC	GW2485TC	BL2785TC	BL2485TC
General Features	Screen Size	27"	23.8"	27"	23.8"
	Aspect Ratio	16:9	16:9	16:9	16:9
	Panel Type	IPS	IPS	IPS	IPS
	Resolution (max.)	1920x1080	1920x1080	1920x1080	1920x1080
Mac-Ready Features	<b>Thunderbolt 3 / USB-C</b>	<b>USB-C (60W)</b>	<b>USB-C (60W)</b>	<b>USB-C (60W)</b>	<b>USB-C (60W)</b>
	<b>Daisy-Chain</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
	<b>Display P3 Color</b>	-	-	-	-
	<b>ICCsyntax</b>	-	-	-	-
	<b>Display Pilot</b>	-	-	-	-
Connectivity	KVM Switch	-	-	-	-
Ergonomic Design	Height Adjustment	130mm	130mm	130mm	130mm
	Pivot	90°	90°	90°	90°
	Tilt (down/up)	-5° - 20°	-5° - 20°	-5° - 20°	-5° - 20°
	Swivel (left/right)	45°/45°	45°/45°	45°/45°	45°/45°
Microphone	Noise-cancellation Microphone	Yes	Yes	Yes	Yes

\*Specifications may vary by model & region, please visit local BenQ website for details.



**(Local NS Call to Action)**



Because it matters