EIZO Releases 17" LCD Monitor with Streamlined Design and Functions
FlexScan L550 monitor becomes debut product in new PrimEdge™ series

Matto, Japan, December 12, 2003 – Eizo Nanao Corporation ("EIZO") today announced the launch of the FlexScan L550, the first model in its new PrimEdge series of LCD monitors, which are distinguished by a simplified design and functions for convenient and hassle-free operation.

The streamlined focus of the FlexScan L550 makes it ideal for corporate, small office, and home users looking for a high quality, low maintenance monitor. Backed by EIZO's industry-leading five year warranty, the FlexScan L550 offers a complete combination of simplicity, quality, and reliability at a low total cost of ownership.

From detailed text and spreadsheet applications to web browsing and video playback, the FlexScan L550 supports home, office, and entertainment applications with ease. Brightness is 300 cd/m², contrast 450:1, and response time an extremely fast 16 ms. Both D-sub analog input and a DVI-D input for all-digital connection are included. The OSD menu has an sRGB mode for color management with other peripherals also supporting this color space.

Streamlined Design
The FlexScan L550 features a thin bezel cabinet design with a folding stand that moves in and out for quick adjustment of the tilt angle to the most comfortable position. For mounting with optional arms or stands, the stand collapses against the monitor and therefore does not need to be removed as with conventional monitors. The power supply unit is built into the monitor so there are no extra parts or cords to stow away. Total weight is only 3.9 kg for easy portability.

No Touch Auto Setup
When the monitor initially detects an analog signal, it automatically adjusts clock, phase, screen position, and resolution with no user adjustment of the OSD menu.

BrightRegulator
With this new function, available for the first time in the FlexScan L550, a sensor on the front bezel takes a reading of the ambient brightness and then signals the backlight to adjust the screen brightness accordingly. In a brightly lit room, BrightRegulator increases the L550's brightness level, whereas in a dimly lit room it will decrease the brightess, thereby saving energy and reducing eye fatigue. BrightRegulator can be disabled in the OSD menu for users who prefer a constant brightness level regardless of ambient lighting conditions.

Detects ambient brightness and adjusts screen brightness accordingly

Other automatic brightness stabilization functions include a drift correction circuit that quickly stabilizes the brightness level after startup or when coming out of power saving mode, and auto brightness control, which detects and compensates for changes in brightness levels caused by ambient temperature and the passage of time.

EIZO Eco Products 2004

The FlexScan L550 becomes the first product to carry the newly revised "EIZO Eco Products 2004" in-house label, signifying that it conforms to a range of eco-friendly criteria in respect of design, manufacture, packaging, and usage, including the partial use of recycled plastic and consumption of less than two watts of energy in power save mode.

5 Year Warranty

EIZO stands behind the workmanship of the FlexScan L550 with an industry-leading five year warranty. This warranty is valid in every country and territory where EIZO authorized distributors are located.

The usage time is limited to 30,000 hours or less, and the warranty period of the LCD panel and backlight is limited to three years from the date of purchase.

Compliance with Regulatory Standards

Complies with some of the strictest standards in the industry including the new TCO'03 (gray and two-tone cabinets only), TÜV Rheinland/Ergonomics, and the EPA ENERGY STAR® Program.

Accessories

EIZO has prepared several accessories for greater functionality of the FlexScan L550.

- *LS-HM0-D* – Height adjustable stand that holds two monitors.
- *LA-130-D* and *LA-120-D* – flexible arms with forward/backward, up/down, and side-to-side movement. The LA-130-D and the LA-120-D have three and two rotation axes respectively.
- *LA-010-W* – wall mount arm with tilt and swivel adjustment.

Availability

The FlexScan L550 is shipping and will be available worldwide in January 2004 through EIZO's network of international distributors. The cabinet comes in a choice of gray, black, or "two-tone" option with a gray front and black back.

About EIZO

Eizo Nanao Corporation is a leading global manufacturer of high-end visual display products with a wide range of LCD, CRT, and PDP monitors, and Windows-Based Terminals. The image quality, long-term reliability, and innovative features of EIZO monitors and WBTs make them the products of choice in many financial trading rooms, hospitals, back offices, and design studios throughout the world. EIZO is based in Japan and represented in over thirty countries by a network of exclusive distributors.

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