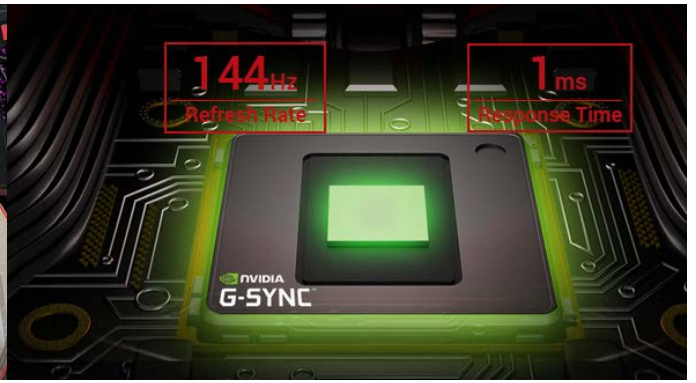




ROG Swift PG278Q Gaming Monitor - 27" 2K WQHD (2560 x 1440), 1ms, up to 144Hz, G-SYNC™

- Crisp 27-inch, 2560 x 1440 visuals combined with fast 144Hz refresh rate, 1ms response time, made smooth by NVIDIA®G-SYNC™ technology
- Exclusive GamePlus onscreen timer/crosshair, 60-120-144Hz refresh rate turbo key and intuitive 5-way OSD navigation joystick
- Complete ergonomic tilt, swivel, pivot and height adjustment with VESA mount capability for optimal placement. **PG278Q** is a recipient of a 2015 iF Award for its outstanding design.



Great Graphics for that In-Game Advantage **Enjoy a Smooth, Stutter-free Gaming Experience**



Gamer -centric Features **Improved In-Game Accuracy**



Advanced Connectivity with Smart Cable Management **Gamer Ergonomics – Say Hello to Extraordinary Comfort**

360° Product View



The World's First WQHD G-SYNC™ Gaming Monitor

Forged for Gaming Perfection



The ROG SWIFT PG278Q represents the pinnacle of gaming displays, seamlessly combining the latest technologies and design touches that gamers demand.

This 27-inch WQHD 2560 × 1440 gaming monitor packs in nearly every feature a gamer could ask for. An incredible 144Hz refresh rate and a rapid response time of 1ms eliminate lag and motion blur, while an exclusive Turbo key allows you to select refresh rates of 60Hz, 120Hz or 144Hz with just one press. The ROG SWIFT contains integrated NVIDIA® G-SYNC™ technology to synchronize the display's refresh rate to the GPU. This technology eliminates screen tearing, while minimizing display stutter and input lag to give you the smoothest, fastest and most breathtaking gaming visuals imaginable. Connectivity is simple, yet robust, with a single DisplayPort 1.2 port to enable NVIDIA® G-SYNC™ and dual USB 3.0 ports for convenience.

ASUS-exclusive GamePlus Technology enhances your gaming experience further by providing you with crosshair overlays for FPS games and multiple in-game timers for RTS/MOBA games.

The ROG Swift has a super-narrow 6mm bezel that begs this monitor to be used in multi-display gaming set-ups. With VESA wall mount capability and an ergonomic stand designed with full tilt, swivel, pivot and height adjustments, the ROG SWIFT is ready for long gaming in session comfort.

GREAT GRAPHICS FOR THAT IN-GAME ADVANTAGE

The 27-inch WQHD Display that Offers Greater Detail and More Onscreen Real Estate



The ROG SWIFT PG278Q represents the next generation in gaming displays. This WQHD 2560 x 1440 monitor delivers four times the resolution of 720p, with 109 pixels per inch or 109 RGB matrices per inch. This gives you the benefits of greater image detail and up to 77% more onscreen desktop space than standard Full HD (1920 x 1080) displays. These minor details add up to give you a major in-game advantage.



Conventional 27-inch 1920 x 1080 monitor

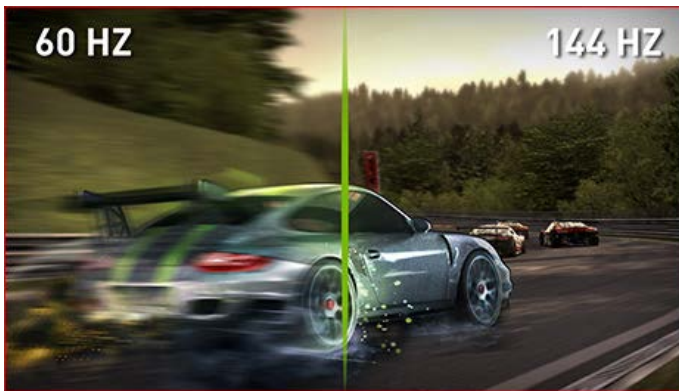
Shows less detail and spacing with less room for work bars on the side. Images are relatively blurrier.

ROG SWIFT PG278Q 27-inch 2560 x 1440 monitor

See more detail and spacing with more room for working bars on the side. Images are much more crisp and detailed.

ENJOY A SMOOTH, STUTTER-FREE GAMING EXPERIENCE

Incredible 144Hz Refresh Rate



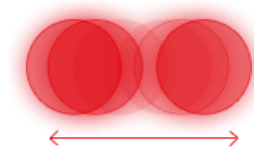
Unlock the highest frame rates available, decimate lag and say goodbye to motion blur to gain the upper hand in first person shooters, racers, real-time strategy and sports titles. With twice the frame rate of standard LCDs, the ROG SWIFT PG278Q Gaming Monitor encourages you to never blink again.

Fast Frame Rates



The ROG SWIFT PG278Q Gaming Monitor delivers refresh rates of up to 144Hz to deliver the smoothest possible gameplay, even in graphically-intensive fast-paced action sequences.

Minimal Motion Blur



The ROG SWIFT PG278Q Gaming Monitor minimizes motion blur to display more natural movement, making it ideal for first person shooters or real-time strategy games.

Incredible 1ms Rapid Response Time

Response time and ultra-smooth gameplay are the hallmarks of a true gaming monitor. With a 1ms rapid response time – the fastest available – the ROG SWIFT

PG278Q Gaming Monitor eliminates smearing, tearing and motion blur, allowing you to quickly react to your game.



Gain a Competitive Edge with NVIDIA® G-SYNC™ Technology

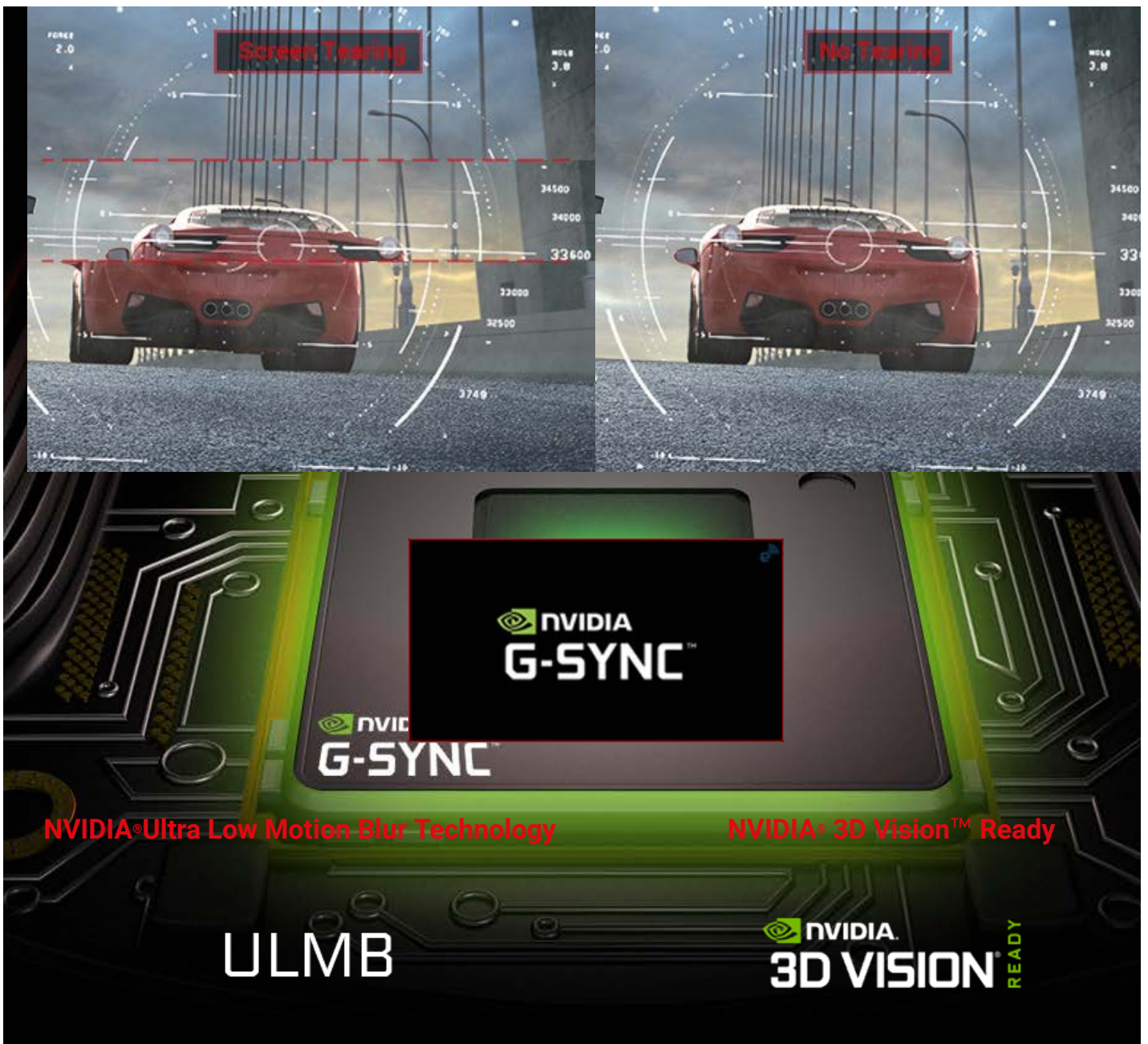
NVIDIA®G-SYNC™ display technology delivers the smoothest, fastest and most breathtaking gaming imaginable. G-SYNC™ synchronizes the ROG SWIFT's refresh rate to the GPU in your GeForce GTX-powered PC, eliminating screen tearing and minimizing display stutter and input lag. Scenes appear instantly, while objects look sharper and more vibrant. Gameplay is fluid and responsive too, ensuring a serious competitive edge.

The ASUS Display R&D team works closely with NVIDIA to ensure that everything runs smoothly on ASUS G-SYNC™ monitors. The ROG SWIFT PG278Q gaming monitor with built-in G-SYNC™ delivers super smooth and stunning visuals.

Note: G-SYNC features require an NVIDIA® GeForce GTX650Ti BOOST GPU or higher.

Without G-SYNC™

With G-SYNC™



Conventional 60Hz monitors show extensive motion blur which detracts from your gaming experience. The ROG SWIFT PG278Q Gaming Monitor with NVIDIA® Ultra Low Motion Blur technology* reduces the effects of motion blur by delivering crisp edges in fast-paced gaming environments for perceivable differences in natural movement.

*Users can turn on the Ultra Low Motion Blur function from the OSD setting. This works with titles that do not support the NVIDIA® G-SYNC™ technology. Ultra Low Motion Blur technology works only at 85Hz, 100Hz and 120Hz.

The ROG SWIFT PG278Q is compatible with the NVIDIA® 3D Vision™ 1 and 2 kits* to support up to three WQHD displays for immersive multi-display 3D gaming experience. ROG SWIFT provides the finest 3D gaming and content viewing experience and thanks to the ever-growing library of over 700 3D Vision™ ready game titles, as well as 3D Blu-ray movies and YouTube 3D Playback support.

GAMER-CENTRIC FEATURES

ASUS-exclusive 5-Way OSD Navigation Key

The intuitive 5-way navigation key allows you to select OSD settings with just a flick. Switching menu settings have never been so easy.

TRY NOW!



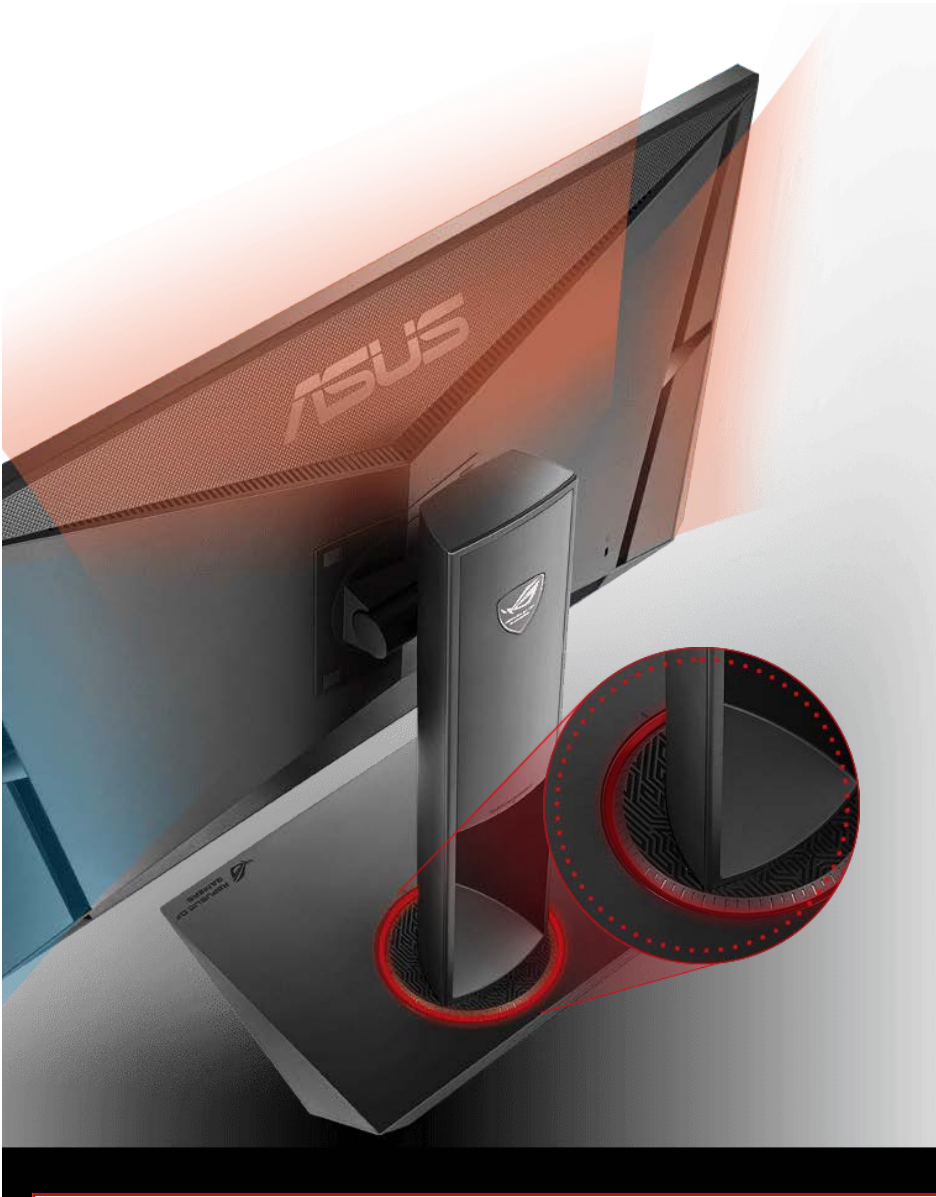
GamePlus

ASUS-exclusive Refresh Rate Turbo Key

The ROG SWIFT features a dedicated hotkey to toggle refresh rate on-the-fly without needing to access the graphic driver control panel. Quickly select from 60, 120, or 144Hz refresh rates and go back to gaming.

Keeping It Cool with a Smart Air Vent Design

The ROG SWIFT PG278Q Gaming Monitor is designed for marathon gaming sessions. Its smart air vent design aids heat dissipation to keep things cool for extended periods of time.



Awesome LED Light-in-Motion Effects

The ROG SWIFT PG278Q Gaming Monitor comes with a mysterious and intricately-patterned base that can illuminate with an LED Light-in-Motion feature.

IMPROVED IN-GAME ACCURACY

ASUS-exclusive GamePlus Technology



CROSSHAIR



TIMER



ADVANCED CONNECTIVITY WITH SMART CABLE MANAGEMENT

The ROG SWIFT PG278Q Gaming Monitor includes DisplayPort 1.2 for native WQHD output and dual USB 3.0 ports for convenient pass through connectivity. A cable management design feature found on the back of the