When Bigger is Better

Exploring the mesmerizing visual experience that is 8K

by Sharp

This week, Sharp brings unparalleled image detail and quality like you have never seen before with the launch of its new 120” Class (diagonal) 8M-B120C 8K Ultra-HD Professional LCD display. In terms of quality it’s no big stretch to say that 8K is the ultimate in imaging quality. The 8K Ultra-HD (7,680 x 4,320-pixels) resolution provides an exponential boost in terms of image detail with 4 times the resolution of 4K Ultra-HD and 16 times the resolution of Full-HD.

8K, by design, lends itself to certain industries and applications more than others. This blog will explore the reasons and logic behind purchasing an 8K monitor.

The “Wow” Factor
Imagine being in an art gallery, museum or a high-end automobile showroom where only the absolute best visual reproduction in massive scale is needed. Using an 8K display you can be in New York, viewing a piece of art in Paris and with the incredible realistic quality, it would be just like standing directly in front of that painting. Auto makers are always looking for new ways to advertise and influence buying decisions. When customers walk through the door, what better way to greet them than with an experience with the latest model on a huge 8K display? The sheer size and vibrant content commands attention, drives interest and immerses customers in your brand.

It's All About the Details
Other than the “wow“ factor, when it comes right down to it, It's all about the detail. Professions such as architecture, medical imaging or fashion designers have unique needs and want to see the intricate details on a screen to achieve visual performance. Sharp's super-resolution technology analyzes video signals to work out the details that are inherent in the original subject and reconstructs minute details. This enables 4K and full-HD content to be upscaled to look like 8K. You get clear, ultra-high-resolution images. 8K Ultra-HD (7,680 x 4,320-pixels) resolution delivers realistic visual expression with full impact.

Yup! Size Really Does Matter
Size matters when it comes to 8K. On a small monitor, your eyes would need to adjust to the pixels on the screen and you wouldn't be able to see such detail, whereas on a larger screen, the pixels explode! At 120” (120” diagonal), the Sharp 8K Ultra-HD 8M-B120C packs in 33 million pixels which is four times what you get in a 4K panel. The combination of 8K ultra-high resolution and a mammoth 120-inch panel creates an incredibly immersive effect—putting you right inside the scene.

How is it Different from a Video Wall?
What is the difference between an 8K display and a video wall? Simple. The video wall is available either with an ultra-thin bezel, or no bezel at all. A video wall is also made up of several smaller displays to make one large wall of screens. The 8K display is a stand-alone display that either mounts to a wall or can be installed on a floor stand. The benefit of the 8K display is a mesmerizing visual experience without the distraction from the bezels of multiple screens and no potential resolution loss.

In 8K Ultra-HD, images appear as if they were real and details emerge that could never be seen before. Between the impressive size and incredible resolution, the Sharp 8M-B120C is an asset to any environment that requires the ultimate in image quality.