



# Apple Displays Update

Information About New Displays

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For Sales Personnel Only



## AppleVision 1710AV Display

### Product Description

The AppleVision™ 1710AV Display is an exceptional audiovisual display that features the “next-generation” Sony Trinitron™ tube, offers advanced Apple® DigitalColor technology, and includes built-in high-quality stereo speakers and a directional microphone that’s designed for voice annotation and voice-recognition applications. It provides unparalleled color accuracy, consistency, and integration with ColorSync® 2.0 technology. The AppleVision 1710AV Display features multiple-scan technology, for flexible user viewing options. And it can be used with both Macintosh® computers and PCs running Windows.

### Positioning

Apple’s most advanced multimedia-ready display. It’s designed to meet the needs of multimedia professionals, as well as mainstream business users who require a large screen and integrated audiovisual capabilities.

### Key Selling Points

- **Great screen performance.** The AppleVision 1710AV Display features a 17-inch (16.1-inch diagonal viewable image size) next-generation Sony Trinitron screen with a 0.26-mm stripe pitch, improved color stability and brightness, and resolutions up to 1,280 by 1,024 pixels at 75 hertz.
- **Multiple-scan technology.** This technology enables the AppleVision 1710AV Display to provide multiple resolution modes,

for flexible viewing. Users can switch among viewing modes to optimize the viewing area and resolution for presentations, publishing, two-page layouts, or enlarged page layouts. In addition, multiple-scan technology supports multiple video formats, such as VGA and SVGA.

- **Audio technologies.** Designed to provide the ultimate in audio functionality, the AppleVision 1710AV Display provides exceptionally high-quality integrated stereo speakers, as well as a directional microphone for applications—such as speakerphone programs—that take advantage of speech. And it’s completely integrated with all Macintosh computers that feature Apple AV technologies.

- **Accurate and consistent color.** The AppleVision 1710AV Display features Apple’s DigitalColor technology, which provides color accuracy and consistency through self-calibration as well as compensation for CRT aging and ambient light compensation. And it’s integrated with ColorSync 2.0 technology to ensure outstanding color accuracy across multiple devices, such as scanners and printers.

- **Compatibility.** The AppleVision 1710AV Display provides plug-and-play connection to, and full compatibility with, both Apple systems and MS-DOS and Windows software-based computers—right out of the box.

- **Compliance with standards.** The AppleVision 1710AV Display complies with all of the most important energy and safety standards for monitors, including the EPA’s Energy Star energy-consumption guidelines and the MPR-2 standard for electrical and magnetic field emissions.

- **Energy efficiency.** Apple displays save energy by using a proprietary intelligent power-management system that automatically shifts the display to a no-power (zero-watt) consumption level when the computer is not in use, saving users up to 70 percent in electricity costs.

### Prospects

With its integrated speakers and microphone, flexible multiple-scan viewing capabilities, and superior display performance, the AppleVision 1710AV Display is ideal for working with multiple media. It’s well-suited to a wide variety of jobs, from sophisticated multimedia tasks to general business productivity functions. Likely prospects are multimedia developers, video and audio engineers, and people who make frequent use of multimedia applications, as well as mainstream business users who appreciate the convenience of an all-in-one audiovisual solution.

## Competitive Advantages

The AppleVision 1710<sub>av</sub> Display offers a number of competitive advantages:

- Next-generation Sony Trinitron technology for outstanding image quality.
- Apple DigitalColor technology, which enables self-calibration, ambient light correction, and CRT aging compensation.
- Integration with ColorSync 2.0, Apple's innovative color management solution.
- Intuitive software control over all screen functions.

## Q&A

### *How does the AppleVision 1710<sub>av</sub> Display differ from the Apple Multiple Scan 17 Display?*

Although they are essentially the same size and both feature multiple-scan technology, the AppleVision 1710<sub>av</sub> Display offers software control over all screen functions, including geometry, contrast and brightness, and ambient light compensation, as well as integrated audiovisual features, including stereo speakers and a directional microphone.

### *What does it mean to have "software control over all screen functions"?*

The AppleVision 1710<sub>av</sub> Display incorporates functionality not previously available in displays. To help users take advantage of this new functionality, Apple developed an easy-to-understand, explanatory interface both to common screen functions such as brightness, contrast, and volume, and to more sophisticated functions such as ambient light correction and white point setting. The net result is more screen functions and easier, more intuitive control of those functions.

### *What is Apple DigitalColor technology?*

Apple DigitalColor technology refers to the ability of the AppleVision 1710<sub>av</sub> Display to keep itself calibrated with digital accuracy, independent of the computer platform. It provides behind-the-scenes automatic calibration, CRT aging and ambient light compensation, and exceptional software and hardware integration—to set new standards for color reliability, consistency, and ease of use.

### *What is the benefit of having a display with integrated speakers and microphone?*

In addition to the convenience of simplified setup and reduction in clutter, the AppleVision 1710<sub>av</sub> Display offers components that are optimized for computer use. For example, the ported bass reflex design of the speakers allows for a high degree of audio integrity, while the directional microphone was specifically designed to support applications such as voice annotation and voice recognition.

### *How does the AppleVision 1710<sub>av</sub> Display use ColorSync differently from other Apple displays?*

As with other Apple displays, the AppleVision 1710<sub>av</sub> Display comes with ColorSync 2.0 color profiles that make the image on the screen more closely match the image on the printed page. In addition, the AppleVision 1710<sub>av</sub> Display creates color profiles for each file that enable another user with an AppleVision display to view that file exactly as it was created. This capability makes remote color proofing possible—around the corner or around the world.

### *Why should customers pay a premium for Apple displays?*

They shouldn't—and they don't have to. If you look at the price and consider the features that the AppleVision 1710<sub>av</sub> Display offers—Trinitron CRT, stereo speakers, directional microphone, self-calibration, and software control over all functions—you'll find that this display offers outstanding value in an easy-to-use, all-in-one design.

## Additional Information

AppleVision 1710 <sub>av</sub> Display (data sheet)	L01001A
Apple Displays Matrix	L01080A
An Overview of Apple Products	L00763C
AppleFacts 8.95	L00327G