HP U28 4K HDR Monitor

Built to bring your vision to life

Experience the best quality while producing your best creative on this 28-inch 4K monitor. Built with adjustability settings, an IPS panel and HDR, you'll maximize comfort while enjoying an ultra-broad color range for vivid, lifelike images.

Product overview

- **Picture-perfect details:** It's the details that make all the difference. Built with an IPS panel, HDR and wide viewing angles, this 4K monitor lets you create picture-perfect content as clear as the eye can see.[1]
- **True-to-life color:** Get your creative juices flowing using a monitor that's optimized and ready to create with factory color calibration for color accuracy you can trust. Take your content to the next level with presets like sRGB and Display P3. Plus, with HP Eye Ease, enjoy an always-on blue light filter that doesn't impact color accuracy.
- **Designed for a clean, customized workspace:** Customize your workspace around your creative needs. Now you can produce your best content and stay comfortable with full function adjustability. Plus, create a clutter-free space by using a single USB-C® cable to plug into multiple devices.
- **Create with a small carbon footprint:** Create towards a smaller carbon footprint using a display that's built with recycled ocean-bound plastics equating to more than 3 plastic water bottles. And one step further, even our packaging is sustainably sourced and recyclable.[9]

Key specifications

- **Viewable image area:** 28-inch display, diagonally measured
- **Aspect ratio:** 16:9
- **Contrast ratio:** Dynamic Ratio 10M:1[3]
- **Resolution:** 4K UHD (3840 x 2160 @60Hz)[1][2]
- **Connectivity:**
  1 x HDMI
  1 x DisplayPort™
  1 x USB-C support: PD65w + Video input + USB hub (USB 3.1 with 4K 30Hz or USB 2.0 with 60Hz)
  3 x USB-A 3.1 Gen 1
- **Adjustability:** Height adjust, tilt, pivot, swivel

Product features

- **Ultra High Definition 4K:** Experience cinematic quality with the incredible definition of 4K.[1] Visuals this impressive are simply unforgettable.
- **Factory Color Calibration:** True color accuracy with a color-calibrated 4K display.

Additional product features

- **HP Eye Ease:** An always-on blue light filter that keeps your eyes comfortable with zero impact on color accuracy.
- **Power Delivery with USB-C™:** Simply plug your laptop or mobile device into the USB-C™ port while one connection lets you view your content on the big screen as the display charges your device.
- **Step up to the best:** No matter where you stand, an HP IPS monitor delivers clear, vivid images. IPS technology ensures image accuracy and consistency across the ultra-wide viewing spectrum.
- **VESA Certified Display HDR 400:** Brighten your screen with a VESA Certified HDR 400 panel. Stream HDR games and movies with enhanced contrast on your HDR display, creating a vivid, lifelike visual experience.[10]
- **Adjust your view:** Adjust your screen's height for comfortable viewing with swivel, pivot and tilt capabilities.
- **Virtually edge-to-edge panel:** A virtually edge-to-edge panel means maximized screen area and expansive entertainment.
- **Extensive port connectivity:** HDMI, DisplayPort™ and a USB 3.0 deliver advanced connectivity for the latest hardware and accessories.
- **Share the panoramic view:** Ultra-wide 178-degree viewing angles with consistent detail and vibrant color.
- **Cable management:** Cord and wire pass-through located on the display stand reduces cord-clutter and helps keep your workspace clean and organized.
- **Extreme detail:** Amazing clarity is delivered by 10,000,000:1 dynamic contrast ratio for deeper blacks, brighter whites, and crisper colors.[3][4]
- **Off the desk and on the wall:** This display is equipped with standard VESA mounting for showcasing on a wall or swivel arm.[7]
- **AMD FreeSync™ technology:** See and feel the difference of fluid, responsive gameplay. By synchronizing the refresh rate with your GPU, AMD FreeSync™ makes display stutter, input lag, and screen tears ancient history.[11]
- **Easily personalize and adjust your display:** Customize your display with easy, intuitive HP Display Center software that lets you tailor your settings, partition screens, and even dim the screen—all through the host PC.

Environmentally conscious

- Energy efficient design and components help reduce power consumption and energy costs.

Monitor specifications

Panel type	• IPS
Viewable image area	• 28-inch display, diagonally measured
Viewing angle	• Horizontal: 178° • Vertical: 178°
Surface treatment	• Anti-glare panel
Bezel	• 3-sided borderless
Native resolution	• 4K UHD (3840 x 2160 @60Hz)[(1)(2)]
Panel bit depth	• 8 bit + FRC
Aspect ratio	• 16:9
Contrast ratio	• HDR Ratio: 1000:1 • Dynamic Ratio: 10M:1[(3)]
Brightness (typical)	• 400 nits[(4)]
Color space	• 100% sRGB • 93% DCI-P3
Factory Color Calibrated	• Yes
Factory Color Presets	• sRGB D65, sRGB D50, DCI P3 D65, BT.709
Low blue light mode	• Yes
Pixel pitch	• 0.16 mm x 0.16 mm • 157 PPI
Panel active area	• 620.93 mm x 341.28 mm
Response time	• 4 ms GtG with overdrive[(2)]
Connectivity/ports	• 1 x HDMI 2.0 • 1 x DisplayPort™ 1.2 • 1 x USB-C support: PD65w + Video input + USB hub (USB 3.1 with 4K 30Hz or USB 2.0 with 60Hz) • 3 x USB-A 3.1 Gen 1 • 1 x Headphone out (3.5 mm connector)
Power supply	• External
Maximum power consumption	• 155W
Energy saving/ standby mode	• 0.5W
Exterior color	• Bezel: Black • Stand: Silver
Tilt	• -5 to +23 degrees
Pivot	• 90 degrees (counter-clockwise only)
Swivel	• +/- 35 degrees
Height adjustable base	• 120 mm range
Base area footprint	• 10.24 in x 7.09 in • 260 mm x 180 mm
Detachable base	• Yes, ships detached
VESA mounting	• 100 mm x 100 mm[(7)]
Security lock ready	• Yes
Unpackaged dimensions	• 25.08 in (L) x 7.47 in (W) x 20.92 in (H) • 63.71 cm (L) x 18.99 cm (W) x 53.14 cm (H)
Unpackaged weight	• 14.0 lb • 6.35 kg
Packaged dimensions	• 32.44 in (L) x 6.5 in (W) x 18.5 in (H) • 82.4 cm (L) x 16.5 cm (W) x 47.0 cm (H)

Packaged weight	• 23.0 lb • 10.45 kg
Software	• **HP Display Center:** Customize your display with easy, intuitive HP Display Center software.
On screen display	• Brightness +, Color, Image, Input, Power, Menu, Management, Information, Exit
User programmable modes	• Programmable: 20 modes • User-assignable function buttons: 4 with 7 options
Languages	• 10 (English, Spanish, German, French, Italian, Netherlands, Portuguese, Japanese, T-Chinese and S-Chinese)
Certifications	• Microsoft WHQL Certification: Windows 10 • WW application. CE,CB,TUV Bauart,cTUVus,CEC,TUV Low Blue Light,ERP,KCC,E-Standby,NOM,S-Mark,ISO 9241-307/ Mexico Energy,ISC,CCC,CEL,TCO,Energy Star,ISC,VCCI,FCC,ICE,C-tick,SABS energy,BSMI,BIS,UAE,WEEE

Environmental features

LED backlights	• Mercury-free LED backlighting
Backlight lamp life	• 30K hours
Arsenic-free	• Arsenic-free display glass[(6)]
Low halogen	• Low-voltage halogen design[(5)]
Certifications	• Energy Star® 8 qualified • EPEAT® Silver registered where applicable • CEL Grade 1 • TCO certified

Accessories & warranty

What's in the box	• A/C power cable 6.2 ft (1.9m) • External power adapter (180W) • HDMI cable 5.9 ft (1.8m) • DP cable 5.9 ft (1.8m) • USB-C cable • Quick Start guide • Product notice • Warranty
Limited warranty	• Protected by a one-year HP limited warranty. Certain restrictions and exclusions apply.[(8)]

Additional information

Product number	• 1Z978AA#ABA
Ad embargo date	• 12/06/2020
Internet embargo date	• 11/15/2020
UPC Code	• 194850451591
Country of origin	• China
Tariff number	• 8528510000
Pallet information	• **Dimensions:** 47.24 in x 39.37 in x 78.98 in • **Total weight:** 758.12 lb • **Layers:** 4 • **Products per layer:** 8 • **Total products per pallet:** 32

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