

VIEWSONIC VIEWPOINT

FALL/WINTER 2023

VOLUME 3 | ISSUE 3

What's On Your Wishlist?
Holiday Gift Guide

Get Your Game On
How to Choose a Gaming Monitor

Do Your Best Work Anywhere
ViewSonic Portable Monitors



DRIVEN TO SUCCEED

How ViewSonic Helped One Auto Manufacturer Cut Costs and Boost Efficiency



Greet, Guide and Inform

ViewSonic® Digital Signage for Medical Facilities

Need help improving communication and efficiency within your healthcare facility? ViewSonic's digital signage solutions offer a variety of features that not only help keep your patients informed, but can also improve communication among your staff.



INTERACTIVE KIOSKS AND WAYFINDING

Help guests navigate their way around your facility with our line of intuitive and easy-to-use digital kiosks and ePosters ideal for use as directories and campus maps.



ENTERTAINMENT AND INFORMATION

Waiting rooms don't have to be boring. Keep guests informed and entertained with large display walls that will grab their attention.



VERSATILE OPTIONS

Available in a range of sizes from 43" to 98" with resolutions up to 4K Ultra HD, our digital signage displays are an ideal fit in any medical facility or hospital environment.



AROUND THE CLOCK RELIABILITY

Our displays are designed for 24/7 always-on operation for long-term usage in any healthcare environment.



[LEARN MORE](#)



INSIDE THIS ISSUE

4
President's Corner

5
Spotlight: Designed for Surface (DfS) Monitors

6-9
Cover Story

10-11
Holiday Gift Guide

12
Infographic: Choosing a Gaming Monitor

13
Associate Profile & Reseller Focus

HOLIDAY GIFT GUIDE SEASON'S SCREENINGS

14-16
What's New at ViewSonic

17
World View from ViewSonic Canada

18
World View from ViewSonic Latin America

19
World View from ViewSonic Global

20
ViewSonic Workplace: VX1655 Portable Monitor Series

22
Tech Tips & Make-a-Wish Foundation

23
Press Releases & 2023-2024 Upcoming Events

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VIEWSONIC DESIGNED FOR SURFACE MONITORS

Transforming Industries with ViewSonic Solutions

Our ViewBoard® displays continue to gain significant market share worldwide, putting ViewSonic in a global leadership position! In this issue of ViewPoint Magazine, we have a few remarkable success stories that highlight the transformative power of ViewSonic® solutions.

For our cover story, you'll see how ViewSonic played a pivotal role in helping a major auto manufacturer streamline operations and boost efficiency. Thanks to our exceptional product quality, competitive pricing, and outstanding services, this company deployed over 1,000 ViewSonic® ViewBoard® interactive displays across its facilities, and also installed one of our cutting-edge Direct View LED displays in its cybersecurity command center. Sustainability was also a key goal for this company, so we created a custom head-only, dual-monitor pack that helped them to reduce costs with 100% recyclable packaging. This was a huge win for us as we have become this company's display solution of choice for its desktop workstations, lobbies, training rooms, conference rooms, and manufacturing plants.

Our next success story takes us to the Foundations for the Future Charter Academy (FFCA) in Calgary. With our myViewBoard® platform, FFCA replaced outdated learning equipment, resulting in cost savings, easier maintenance, and enhanced student engagement. The myViewBoard ecosystem has been readily adopted by teachers, setting the stage for a bright academic future.

These are just two of the many stories in this issue that exemplify ViewSonic's commitment to excellence and innovation. We are proud to be the technology partner of choice for these organizations on their journeys to success.

Jeff Volpe
President
ViewSonic Americas



Upgrade Your Workspace And Boost Productivity

Enhance your workspace with versatile monitors certified to work seamlessly with any USB-C Microsoft Surface product as part of the Microsoft Designed for Surface Program. The ViewSonic® 24" VG245 and 27" VG275 monitors feature Full HD resolution, while the 27" VP275-4K monitor features 4K Ultra HD resolution. In addition to USB-C, flexible connectivity options include HDMI, DisplayPort, and a USB hub.



ALL VIEWSONIC DFS MONITORS INCLUDE:

Single-Cable Solution: USB-C connectivity delivers fast data, audio, video, and 60W charging over one cable.



A More Comfortable Workspace: Advanced ergonomics include tilt, swivel, pivot, and height adjustment.



Easy Peripheral Connection: USB-A ports offer convenient connectivity for accessories.



VP275-4K ULTRA HD MONITOR INCLUDES:

Brilliant Graphics: 100% sRGB color gamut with 4K resolution is ideal for graphic artists, photographers, and other creatives.



Amazing Color Fidelity: A Pantone® Validated display delivers accurate colors for reliable images from screen to print.

DRIVEN TO SUCCEED

How ViewSonic Helped One Auto Manufacturer Cut Costs and Boost Efficiency



When NWN Carousel, a leading Cloud Communications Service Provider (CCSP), had a customer that needed displays for its conference rooms, workstations and cybersecurity command center, NWN Carousel turned to ViewSonic - an industry leader known for its extraordinary quality, outstanding pricing and award-winning services.

Getting the Show on the Road

NWN Carousel (then Carousel Industries) Account Executive Roger Burgdorf was facing a challenge.

One of the largest auto manufacturers in the world (who requested that they not be named) was looking for displays for their conference rooms. And they had tasked Burgdorf to find the best products, pricing, warranty and service for their display needs.

"I joined the IT folks to walk the floor at InfoComm, the largest professional AV trade show in North America," said Burgdorf. "At the ViewSonic booth, the staff listened carefully to their needs, showed them their meeting room displays, and put together a national corporate accounts program that my client couldn't refuse."

Shifting Gears

Since that day at InfoComm, Burgdorf and the powerhouse auto manufacturer have relied on ViewSonic for outstanding products and services.

"Everyone found the ViewSonic ViewBoard displays powerful and easy to use," said Burgdorf. "But the final deciding factor was ViewSonic's ability to meet the customer's need for a solution to work with their specialized software. The other potential display company pretty much said, 'You get what you get.' ViewSonic, on the other hand, was enthusiastic about tackling the challenge and quickly found a resolution."

ViewSonic became the auto manufacturer's gold standard for large-format touch displays, with more than 1,000 ViewSonic® ViewBoard® interactive displays



The final deciding factor was ViewSonic's ability to meet the company's need for a solution to work with their specialized software. The other display company pretty much said, 'You get what you get.' ViewSonic, on the other hand, was enthusiastic about tackling the challenge and quickly had a resolution."

- Roger Burgdorf, NWN Carousel Account Executive

installed in lobbies, training rooms, manufacturing plants and conference rooms.

Following the resounding success of the interactive displays, Burgdorf and the buying team opened a discussion with ViewSonic about upgrading the monitors on employee workstations.

But there was a twist - in addition to cutting costs, providing clarity and enhancing productivity, the final solution also had to help the auto manufacturer reach its sustainability goals. This meant minimal electronic and packaging waste.

ViewSonic's best engineers worked together, and in a matter of weeks, developed a stand-free, dual monitor bundle packaged in 100% recyclable cardboard.

By eliminating the literal tons of foam, plastic, unrecyclable packaging and unused monitor stands that had to be thrown out, the auto manufacturer was able to make significant strides towards their sustainability goals.

To date, more than 12,000 bundles have been purchased by the auto manufacturer; and are now available on the wider market (see sidebar).

After that, says Burgdorf, the customer's next challenge was finding a display big enough to fill the main wall in their new cybersecurity command center.

Race to the Top

For its new cybersecurity command center, the auto company wanted to install an array of commercial LCD displays. However, Burgdorf convinced his client to look at Direct View LED displays - a stunning new technology that offered screen sizes up to 216" and easier maintenance down the road.

“I was particularly pleased with the all-in-one aspect of these Direct View LED displays,” said Burgdorf. “It’s a completely preconfigured solution with a powerful embedded operating system, so virtually all the customer would need to do is plug it in.”

With the versatility to display content from multiple sources, it was an ideal fit for the command center.

Users could share content from mobile devices using the included ViewBoard® Cast software. The integrated OS looked and functioned like a familiar PC environment, which would make it easy and intuitive for users to install apps, access the internet, play multimedia and connect their devices.

In addition to delivering ultra-fine pixel pitch and the highest-available resolution, the Direct View LED display’s state-of-the-art technology makes it more durable and energy efficient compared to previous generations of video walls.

The auto manufacturer ultimately purchased a 163” LD163-181 All-in-One Direct View LED display. While a similarly sized LCD wall might have taken two to three days to set up and install, installing the LD163-181 took less than six hours.

Staff members in charge of maintenance were thrilled to learn how easy it would be to swap out panels and how much less time-consuming it would be to maintain (compared to traditional video walls).

A Perfect Finish

According to Burgdorf, managers at the command center were elated at the price point, warranty and reduced maintenance costs on their new Direct View LED display.

“At this point, they had been using ViewSonic desktop monitors, commercial displays, and ViewBoard interactive displays for years. They knew from experience that ViewSonic is the complete package – great products backed by great support.”

Each time the auto maker considered a new display product category, ViewSonic came through. The ViewSonic national corporate accounts program provided the auto manufacturer with special bonuses such as extended warranties and customized solutions.

Summing up his experience with ViewSonic, Burgdorf says that when it comes to service and support, ViewSonic is second to none.

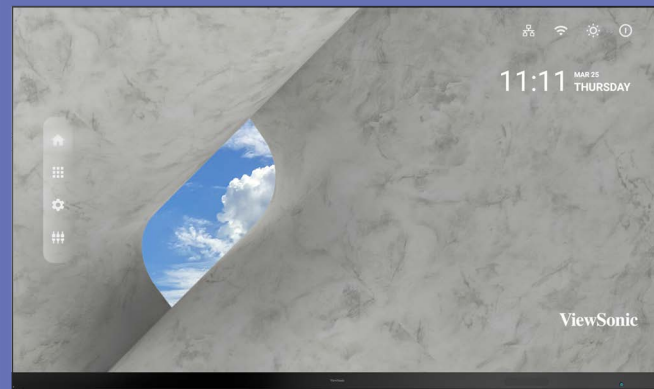
“When I call them, they pick up the phone or call right back. The big-brand manufacturer that we previously used for their conference rooms would often never respond,” said Burgdorf. “Everyone I’ve ever worked with at ViewSonic, from sales and engineering to shipping and customer support, has shown that they care deeply.”



Dual Monitor Bundle (VG2448a-2_H2)



CDE Commercial Display



All-in-One Direct View LED Display (LD163-181)

CHALLENGE

Help an auto manufacturer find best-in-class displays for its workstations, conference rooms and its new cybersecurity command center.

SOLUTION AND RESULTS

Cybersecurity Command Center:

ViewSonic® LD163-181 163” All-in-One Direct View LED Display

- Large-format Direct View LED display significantly reduced time and labor needed for setup.
- Streamlined maintenance and an extended warranty helped cut costs and contribute to peace of mind.

Workstations:

ViewSonic® VG2448a-2_H2 24” 1080p IPS Dual Monitor Bundle (Head Only)

- Dual-pack, head-only displays increased efficiency, eliminated electronic and cardboard waste and helped the auto manufacturer meet its sustainability goals.

Conference Rooms:

ViewSonic® CDE Commercial Displays

- Users were able to seamlessly cast content using the included casting software.

ViewSonic HOLIDAY GIFT GUIDE SEASON'S SCREENINGS

Don't leave anyone out in the cold this holiday season.

From **blazing-fast refresh rates and ultra-portable designs, to sleek screens with high resolutions**, we've got the hottest monitors and projectors for the gamers and home entertainment enthusiasts in your life. Check out the ViewSonic® Holiday Gift Guide for our curated list of awesome tech for your friends and family.



World's First Projector Designed for Xbox Consoles X2-4K Short-Throw LED Projector

1

The X2-4K is the ideal gift for the Xbox gamer in your life. Featuring native 1440p resolution at 120Hz for the Xbox X or S, this projector delivers a pro-level gaming experience with virtually no lag. It also delivers 4K Ultra HD resolution at 60Hz and provides incredible detail for sports and movies too! Plus, with Harman Kardon sound and images up to 120", the X2-4K delivers an immersive entertainment experience in any living room.



Shop Now

Instant Entertainment Anywhere M1+ Portable LED Projector

2

Delivering big-screen entertainment in a small package, the M1+ ultra-portable projector is the perfect stocking stuffer. Thanks to a compact and lightweight design, the M1+ delivers convenient entertainment on-the-go whether you're indoors or outside.



Shop Now

Performance without Compromise ViewSonic OMNI™ Gaming Monitor

3

Packed with premium features at a great price, the ViewSonic OMNI™ VX2728J-2K is a 27" Quad HD monitor any everyday gamer would love. A fast IPS panel with a 180Hz refresh rate, 0.5ms (MPRT) response time, and AMD FreeSync Premium technology helps to eliminate screen tearing and stuttering for an ultra-smooth gaming experience. In addition, a fully ergonomic adjustable stand brings maximum comfort for marathon gaming sessions.



Shop Now

Sleek on the Desktop VX3276-MHD Multimedia Entertainment Monitor

4

Style and high performance come together in this sleek 32" Full HD monitor designed for home entertainment and office use. Enjoy an ultra-slim profile, unique desktop stand, and a sleek edge-to-edge frameless design, that when combined with vivid 1920x1080 resolution and dual speakers, deliver an immersive viewing experience. In addition, HDMI, DisplayPort, and VGA inputs offer flexible connectivity options for both computing and gaming environments.



Shop Now

CHOOSING A GAMING MONITOR

Mission-Critical Specs to Look For

Choosing a gaming monitor can be an overwhelming experience. Here are some key specifications to understand and look out for when selecting your next gaming monitor.

REFRESH RATE

- Number of times per second an image refreshes.
- The higher the refresh rate, the smoother the gameplay.
- **Ideal for competitive gaming: 144Hz - 360Hz+**

RESOLUTION

- Number of pixels a monitor can display.
- Higher resolution means sharper image quality.
- **Ideal Resolutions: 1080p - 4K**

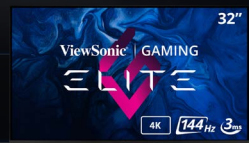
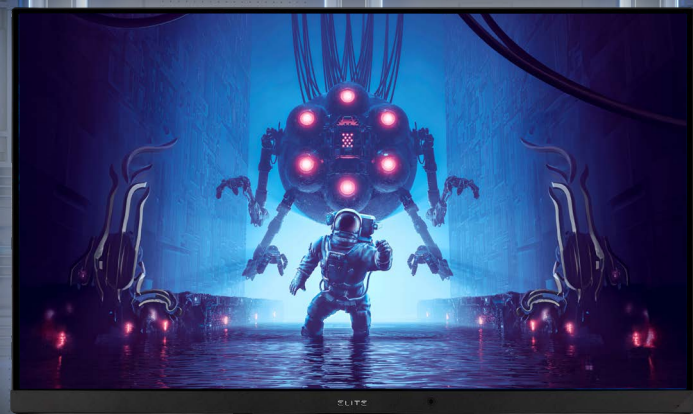
RESPONSE TIMES

- Time it takes a pixel to change colors expressed in milliseconds (ms).
- Faster response times mean less motion blur and clearer on-screen action.
- Grey to Grey (GtG): Time it takes a pixel to change from one shade of grey to another.
- Moving Picture Response Time (MPRT): How long a pixel is continuously visible for; more accurate measurement.
- **Ideal Response Time: 0.5ms - 1ms**

ADAPTIVE SYNC

- Adjusts a monitor's refresh rate to match the frame rate of the graphics card (GPU).
- Eliminates screen tearing, stuttering and reduces input lag.
- **AMD FreeSync™ (Available on most gaming/entertainment monitors)**
- **NVIDIA® G-Sync® (Requires built-in proprietary hardware)**

ViewSonic | GAMING



XG321UG

- Professional-caliber gaming monitor
- 32" mini-LED display with 4K UHD resolution
- 144Hz refresh rate, 3ms (GtG) response time
- NVIDIA® G-Sync® Ultimate



XG2431

- 24" IPS display with 1080p resolution
- Blur-Busters Approved 2.0 Certified
- 240Hz refresh rate, 0.5ms (MPRT) response time
- AMD FreeSync™ Premium



VX2728J-2K

- 27" IPS display with 2K QHD resolution
- 180Hz refresh rate, .05ms response time (MPRT)
- AMD FreeSync™ Premium
- Flexible connectivity options

LOOKING FOR A GAMING MONITOR?



Associate | Profile

BODIL CHEN

Senior Manager, Sales Operations

Tell us a little bit about yourself

I have been part of the ViewSonic team since 1997, with a brief hiatus from 2005 to 2007. Returning to the Nest was an easy decision because of all the amazing people I've met here. The lasting memories I've created with both current and former colleagues are something I deeply cherish.

What do you like to do in your free time?

I enjoy cruises, exploring national parks, going on hikes, practicing yoga, attending concerts and finding new restaurants.

Are there any ViewSonic promotions or campaigns that you want to highlight?

I'm impressed by ViewSonic's dedication to providing comprehensive education solutions for our teachers and students.

What are you most proud of accomplishing during your time at ViewSonic?

My proudest accomplishments include successfully securing major bidding contracts at the local and state level as well as overseeing the transition of our bid desk function from a homegrown, legacy portal to a modern, advanced CRM platform.

Do you have a favorite ViewSonic product?

I mounted the 32" VX3276-4K-MHD on my wall and love using it for exercise routines!



"I'm impressed by ViewSonic's dedication to providing comprehensive education solutions for our teachers and students."



Reseller | Focus

WHALLEY COMPUTER ASSOCIATES



"Collaborating with the ViewSonic teams has been a smooth journey, spanning from our initial client interactions to the successful project culmination. Their responsiveness and meticulous attention to detail have consistently met our expectations."
- Michael T. Shell, President, Whalley Computer Associates

Founded in 1979, Whalley Computer Associates (WCA) is a Massachusetts-based IT solutions company that provides technology services to schools and businesses across the US.

WCA recently helped Greater Lawrence Technical School boost student engagement and learning outcomes by installing a ViewSonic® ViewBoard® interactive display in every classroom. With the integrated ViewSonic software suite, educators were able to easily upload and annotate lesson plans.

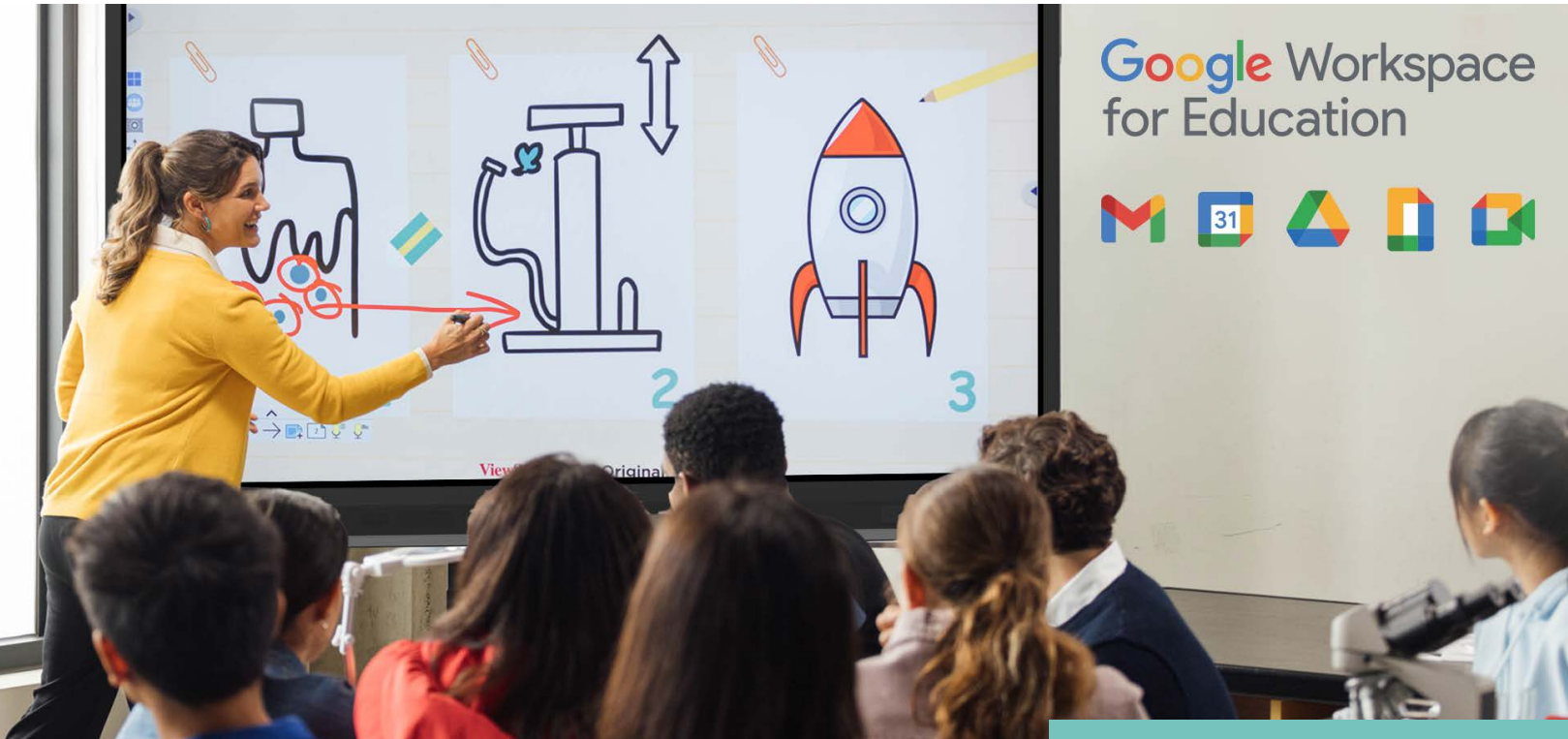
ViewSonic worked with WCA and the school to create a customized mobile display stand that secured interactive displays while providing greater flexibility and accessibility during lessons.

Other recent WCA installations with ViewSonic products include the Granby and Newington school districts, North Kingstown Public Schools and North Providence Public Schools.





EDLA-CERTIFIED VIEWBOARD INTERACTIVE DISPLAYS



The ViewSonic® ViewBoard® IFP52 ED series of interactive displays are Android™ EDLA (Enterprise Devices Licensing Agreement) certified to deliver optimal performance and seamless integration with the Google ecosystem. Teachers can easily access their Google accounts, files, native apps and collaborative tools directly from the ViewBoard display.

Plus, with high-accuracy 4K touchscreens and intelligent IR recognition technology, these ViewBoard IFP52 ED displays deliver an intuitive digital whiteboard experience.



Native Access to the Google Education Ecosystem

Store and share files on Google Drive, edit files in Google Docs, deliver presentations on Google Slides and so much more. Plus, teachers will enjoy access to hundreds of native apps through the Google Play Store, including the full Microsoft 365 suite (Word, PowerPoint, Teams and more).

Advanced Security with Google Workspace

With Android EDLA certification, your organization is protected with a suite of device management and monitoring tools provided by Google Workspace (Google subscriptions may be required for accessing certain advanced features).

Hassle-Free Maintenance and Updates

Automatic Google updates ensure worry-free no-hassle maintenance.

Integrated myViewBoard Software

The myViewBoard® software suite helps you get the most out of your ViewBoard interactive display. It allows you to give real-time quizzes to both in-class students and remote learners; it lets students write, highlight text and share content; it delivers thousands more ways to make your lessons more engaging.

[LEARN MORE](#)



CURVES, COLOR AND CONNECTIVITY

VP3456a Ultrawide ColorPro® Monitor



When your work calls for big-picture thinking, you need a big-picture monitor. Thanks to an expansive 34" curved screen, ultrawide 21:9 aspect ratio, and integrated speakers, the ViewSonic® ColorPro® VP3456a monitor is ideal for video editing, content development, and other color-critical applications.

This monitor also features USB-C connectivity that delivers fast data, audio, video, and charging power over a single cable – keeping your workspace neat and clutter-free so you can concentrate on your work and not the mess on your desk.



Immersive Curved Screen Design: A sleek, concave screen with ultra-thin bezels delivers an incredibly immersive viewing experience with panoramic images, vivid color, and incredible detail.



Professional Color Processing: The 14-bit LUT & 3D LUT (Look-Up Tables) generate a stunningly smooth palette of 4.39 trillion colors for amazingly accurate image reproduction crucial in professional applications.



Pantone Validated Display: The VP3456a is Pantone™ Validated and factory-calibrated to deliver richer color uniformity and enhanced details, ensuring that it meets the demands of professional content creators.

Ditch the Dock: With USB-C single-cable connectivity, a RJ45 wired Ethernet connection for secure and reliable internet, and a USB hub to connect your accessories directly into the monitor, there's no need for expensive docks. USB-C provides video, audio, data, and up to 100W power delivery to connect and charge your laptop or device. One cable provides everything you need to connect and start working.

[LEARN MORE](#)



ENJOY ULTRA-SMOOTH GAMEPLAY AND AN ULTRA-FAST RESPONSE TIME

ViewSonic OMNI™ VX2728J-2K

The **ViewSonic OMNI™ VX2728J-2K** is a 27" QHD IPS gaming monitor built for precise performance. Featuring a 180Hz refresh rate and AMD FreeSync™ Premium technology, this monitor virtually eliminates screen tearing and stuttering for fluid game play during fast-paced action scenes. An ultra-fast 0.5ms (MPRT) response time also provides smooth screen performance free from blurring or ghosting.



Quad HD Resolution

QHD resolution delivers a much sharper image, and up to 77% more screen space for a more immersive experience.



Accurate from Every Angle

With SuperClear® IPS panel technology, you can enjoy accurate and vivid colors with consistent brightness levels no matter the vantage point.



Ergonomic Design

With an ergonomic stand that features swivel, pivot, tilt and height adjustment, you can play for longer with less strain.



Flexible Connectivity

Versatile connectivity options include 2x HDMI 2.0 ports, 1x DisplayPort 1.2 and audio out.

[LEARN MORE](#)



BUILDING A STRONG FOUNDATION FOR DIGITAL LEARNING



Deidre Deacon,
General Manager
and Channel Chief,
ViewSonic Canada

Foundations for the Future Charter Academy (FFCA) has had a long-standing reputation for academic leadership. Today, it operates eight campuses including four elementary, two middle and two high schools. Technology innovation has played an integral role for FFCA in both student development and academic success.



"Our results are consistently above the provincial average," says Jeff Cullen, Director of Technology for Foundations for the Future Charter Academy. He attributes part of that success to the school's investments in the latest visual learning technology for its eight campuses, all of which are now equipped with the ViewSonic myViewBoard digital learning platform.

FFCA recently completed a major technology upgrade which included the replacement of outdated visual technology and equipment, including 15-year-old projector/SMART Board systems. Image brightness was difficult to achieve in various classroom settings, and maintenance costs and licensing fees were high. The systems also required a lot of manual calibration which was difficult and

time-consuming for the IT team to manage. The decision to deploy ViewSonic® ViewBoard® interactive flat panels was an easy one for FFCA because of the cost savings from easier maintenance along with robust remote management features.

"We settled on ViewSonic and moved the ViewBoards into the new high school as quickly as we could because we had only a few days to get everything done. The set up was easy and given the success of that installation, we chose ViewSonic as the established standard for all of our campuses moving forward," says Cullen.

In the summer of 2022, FFCA's team completed the replacement of all its SMART systems with 170 ViewBoard interactive displays. Replacing the older SMART Boards has delivered considerable advantages for the schools, from easy maintenance, to portability, to remote management and wireless casting.

"We don't have to worry about alignment and bulb replacement anymore, and we don't have to pay licensing fees. We also have much more flexibility because the myViewBoard software allows for wireless casting and screen sharing," says Cullen.

A key feature for Cullen is remote device management capabilities. "With myViewBoard Manager, I can centrally manage our entire network. I can see everything across the network and push out updates remotely. This has solved a lot of issues for us."

FFCA also plans to install another 40 ViewBoard displays in one of its newest campuses which is scheduled to open in North Calgary in the Spring of 2024. With this school, Cullen says they are taking technology innovation a step further. "We plan to take a very mobile approach for our computer and learning labs, and are working with the idea of using a virtual approach. For this campus, most of the ViewSonic ViewBoards will be all mounted on mobile carts."

Over his 13 years at FFCA, Cullen says he has overseen three technology refreshes. "The upgrade to ViewSonic is our most recent, and we couldn't be happier with the results. Teacher adoption and student engagement is high, and the future looks very bright."



[LEARN MORE](#)



UNIVERSIDAD CATÓLICA DEL NORTE MODERNIZES CLASSROOMS WITH VIEWSONIC VIEWBOARD INTERACTIVE DISPLAYS

Universidad Católica del Norte (UCN) in Chile seized the opportunity to upgrade its displays and incorporate ViewSonic solutions across its educational units. Due to the susceptibility of the university's existing interactive whiteboards to image degradation, the UCN technical team embarked on a search for a more reliable and user-friendly solution and purchased ViewSonic® ViewBoard® IFP7550 75-inch interactive displays and the myViewBoard® software platform. Thanks to the upgrade in hardware technology and the myViewBoard software, the teachers were able to create more interactive lessons that increased lesson engagement, improved student technology skills, and boosted inclusion.



PERUVIAN SCHOOL BOOSTS ENGLISH LANGUAGE INSTRUCTION WITH VIEWSONIC VIEWBOARD INTERACTIVE DISPLAYS

Centro Cultural Peruano (CCPNA) needed easy-to-implement interactive teaching across all of its campuses and find alternative teaching methods that could effectively support their new educational approach. After careful evaluation, CCPNA made the decision to purchase a total of 120 ViewSonic® ViewBoard® interactive displays, including 109 ViewBoard IFP6532 65-inch interactive displays and 11 ViewBoard IFP8632 86-inch interactive displays. For complete solutions, 120 VPC25-W53-O1 slot-in PC units helped enhance connectivity while ViewSonic® Managed Advanced™ software gave IT admins greater control. This implementation resulted in significant improvement in the interactive learning experience, access to a broader range of tools, fulfillment of all the institution's requirements at its various sites, platform versatility to seamlessly work with different ecosystems, and the emergence of CCPNA as the leading English teaching institution in Peru.



INFLUENCER SPOTLIGHT: RONNY GARCÍA, COLOMBIA AND CHILE

Ronny García, a self-taught photographer from Barranquilla, Colombia, fell in love with art at a young age. During a trip to Europe at the age of 24, he discovered his passion for photography when he acquired his first DSLR camera. Since then, he has dedicated his time to exploring and telling stories through fantastical images. Currently, Ronny is a Sony Alpha partner in Latin America, constantly challenging the limits of creativity and sharing his unique perspective. His ability to fuse reality and fantasy into captivating images and narratives leaves a lasting imprint on those who view his work, inspiring others to see the world differently. Ronny collaborated with ViewSonic on an Instagram campaign featuring the VP16-OLED portable monitor. He published two stories and one reel, achieving over 137,422 impressions, 21,503 interactions and 9,755 clicks. Ronny currently has more than 240,000 followers on Instagram.



ETAILER SPOTLIGHT: INTERCOMPRAS, MEXICO

Intercompras Comercio Electronico S.A. of C.V. was founded in 2004 in the city of Hermosillo, Sonora. It offers more than 30,000 products from the best technology brands at affordable prices with volume discounts. The company prides itself on its unmatched service, shipping throughout the Mexican Republic, and a safe online shopping experience where customers can find the home and office equipment they need. By partnering with ViewSonic, Intercompras has been able to promote and boost sales of our gaming and portable monitors as well as PA projectors.



VIEWSONIC CELEBRATES DOUBLE WIN AT 2023 HR ASIA AWARDS

ViewSonic recently won HR Asia's *Best Companies to Work For In Asia 2023*, a prestigious award for employers in the 16 major markets of the Asia-Pacific region. ViewSonic was recognized based on its excellent ratings in three crucial categories: Workplace Environment, Diversity and Inclusion, and Team Collaboration. This win is a huge testament to employees' high regard for the work environment and culture at ViewSonic.

In addition, ViewSonic also received the Digital Transformation Award for its adeptness in transitioning from traditional to digital communication methods. This includes integrating internal information systems and learning resources; promoting employee interaction and knowledge sharing through a unified digital platform; and significantly improving information exchange and organizational identification to enhance the employee experience and accelerate internal innovation. At the same time, ViewSonic actively recruits top talent in software/hardware, R&D and AI, creating cross-generational solutions and offering superior teaching, working, and entertainment experiences for users globally.

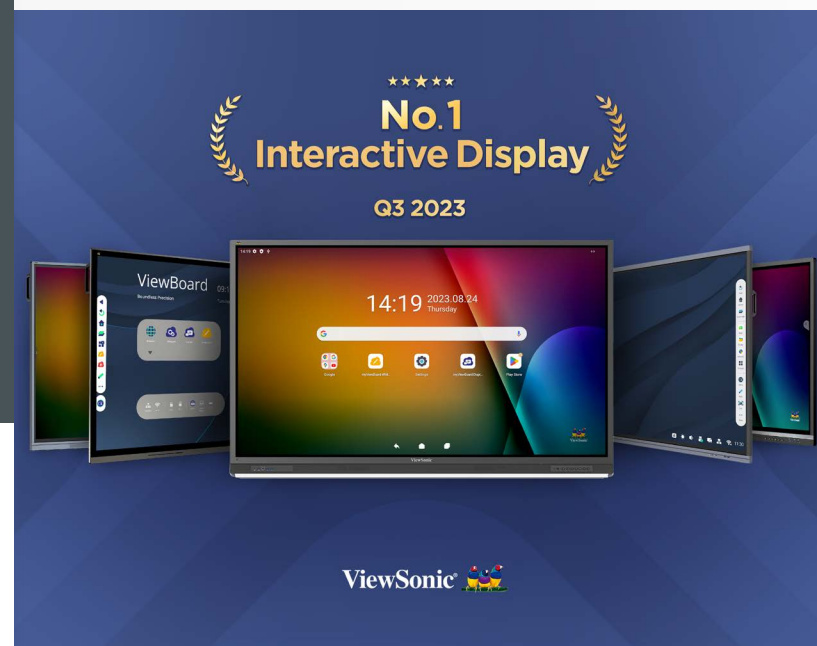
"We are proud to share this recognition with leading companies across industries," said Bonny Cheng, Chief Operating Officer at ViewSonic. "ViewSonic will persist in offering our employees a platform for self-realization, introducing world-class experiences to our work environment, and promoting our talent and products to the world."



FOR THIRD CONSECUTIVE QUARTER, VIEWSONIC LEADS GLOBAL INTERACTIVE DISPLAY MARKET

ViewSonic secured its third consecutive quarter of global IFP market leadership (excluding China) in Q2 2023, according to Futuresource Consulting's Quarterly Market Insights Track Reports. Alongside its leadership for over three years in India, ViewSonic has also achieved the top position in the UK during the first half of 2023, highlighting its impressive global performance.

Despite challenging market conditions, ViewSonic maintained leadership in the interactive display industry. Recent data shows that while the overall market has declined by nearly 7% year-over-year, the company has shown positive growth. This success underscores ViewSonic's unwavering dedication to offering premier education solutions and its capability to foresee and adjust to the evolving needs of educators.





VISUAL PERFORMANCE WHEREVER YOU GO

ViewSonic VX1655 Series Portable Monitors



Empower your mobile workforce to do more with a 15.6" monitor that delivers incredible visual performance on-the-go. The ViewSonic® VX1655, VX1655-4K and VX1655-4K-OLED monitors feature an ultra-thin panel with the hardware integrated into the kickstand. This provides incredible stability, discreetly hides cable connectivity, and still allows for use in portrait and landscape modes.



Portable Powerhouse

Measuring less than an inch thin, and weighing under two pounds, these monitors are ideal for on-the-go use, with a screen cover to protect the display when tucked into backpacks and laptop cases – giving you an additional screen to work effectively from nearly anywhere.

Tripod Mount Ready

A tripod mount system built into the stand (VX1655 and VX1655-4K only) provides additional viewing options. When used, it can increase the height of your portable monitor (tripod not included).

On-the-Go Charging

With USB-C 60W two-way power, this monitor can be powered by a laptop, or it can deliver power to a laptop or mobile device via pass-through charging when plugged into a USB-C power bank or AC adapter and outlet.

Wide Color Gamut

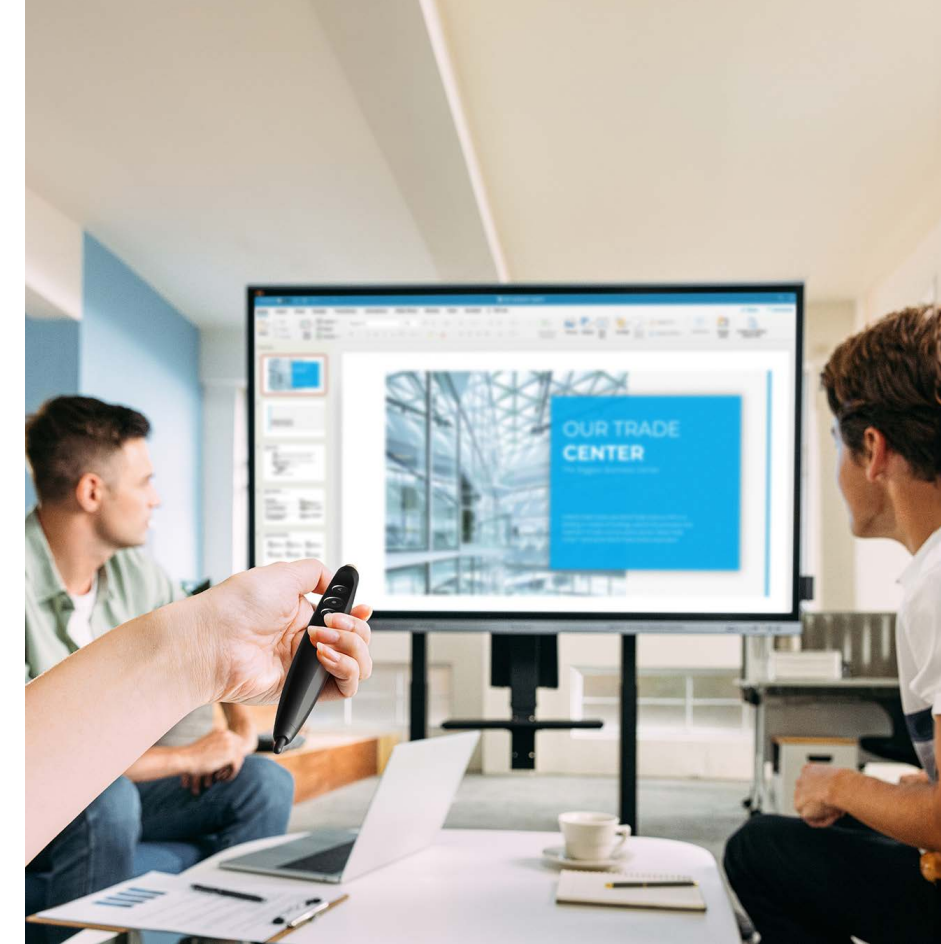
With the VX1655-4K-OLED monitor, a larger range of color space empowers you to more accurately reproduce and fine tune your photos and videos for nearly perfect outputs. 100% DCI-P3 gamut coverage offers incredible color precision to meet your and your client's most exacting requirements.

Versatile Connectivity

In addition to dual USB Type-C ports with charging, this monitor also features mini HDMI and a 3.5mm headphone jack for plug-and-play connectivity to a variety of multimedia devices.

LEARN MORE

The “Write Way” to do Presentations



Enjoy greater control over slideshows and documents with the plug-and-play ViewSonic® VB-PEN-007 AirPen. Skip ahead, move backwards or annotate slides in real-time with ease.

Easy Annotation

Switch between thick and thin tips* for a natural writing experience on all infrared panels, projected capacitive touchscreens and ViewBoard® interactive displays.

Seamless Navigation

Interact with on-screen content using intuitive tools that work seamlessly with Microsoft PowerPoint, Google Slides, Acrobat Reader and other programs.

Plug and Write

Simply plug in the USB dongle and start presenting right away. No more waiting for Bluetooth pairing or a driver to be installed.

Ergonomic Design

A curved ergonomic design makes this AirPen comfortable for both left-handed and right-handed presenters.

Fast Charging

With just 10 minutes of USB-C charging, the VB-PEN-007 can run for an hour (maximum four-hour run time).

*Thin tip is only compatible with infrared devices.

LEARN MORE





COLOR CALIBRATION EXPLAINED

Color calibration refers to adjusting a monitor (or monitors) to display the most accurate colors possible.

For professionals such as designers, photographers or editors, finding and using the right colors is a crucial part of the job.

There are two ways you can calibrate your monitor.

Software Calibration

Software calibration is one of the quickest, easiest and most cost-effective ways to enhance your monitor's color accuracy.

It involves optimizing the settings on a graphics card, referencing a look-up table (LUT) and saving the settings onto your computer.

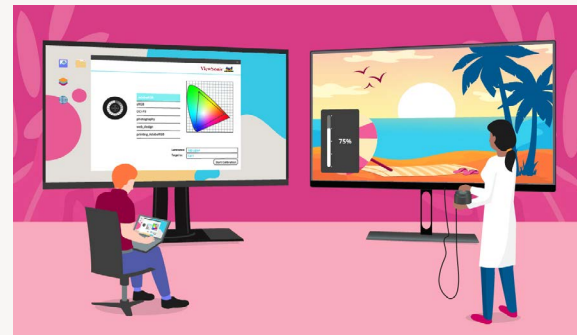
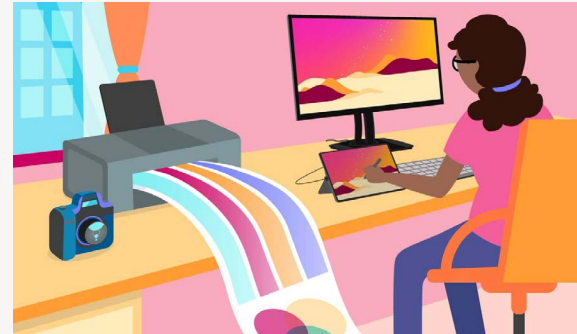
ViewSonic VP56 monitors feature software calibration and are ideal for entry-level creators.

Hardware Calibration

Hardware calibration is a great option for users looking for more advanced calibration and control across a wider color range.

Hardware calibration uses an external device to capture colors, which are referenced on a LUT and stored directly on the monitor, enabling users to enjoy more precise color profiles.

ViewSonic offers an enhanced 14-bit LUT across its VP68a, VP81a and VP86 series of hardware-calibrated monitors.



CHOOSE AN INTERACTIVE FLAT PANEL DISPLAY THAT PRIORITIZES K-12 CONNECTION-BUILDING

APPEARING IN EdTech Magazine

by Alexandra Frost

It's not every day you find technology that works to build human relationships, but ViewSonic's brand does just that. Its products are geared to take the focus away from the technology and place it instead on building connections between IT staff and teachers, students and educators, and administrators and families. "ViewSonic intentionally designs our products, such as ViewBoard interactive displays and myViewBoard software, with valuable input from our teacher community," says Kenneth Mau, the company's marketing communications director.

Scan for complete article



myPodium ID2456 Wins Award of Excellence from Tech & Learning

The ViewSonic myPodium™ ID2456 interactive display was recently recognized as one of the best tools for Back to School 2023 by the Tech & Learning Awards of Excellence Program. Eligible products included hardware, software, curriculum, and more, all divided by grade levels to make it easier for readers to find the solutions they need. The ID2456 won in the Higher Education category.

According to Tech & Learning, "The ViewSonic myPodium ID2456 is a multifunctional 24-inch interactive display designed to expand learning spaces and boost efficiency. One judge notes: 'ViewSonic has put together an all-in-one LED Display that can be installed by pretty much any handy employee. This will ease the stress of campuses knowing that they can install these themselves and not have to contract out the labor. Just a beautiful display!'"

Scan for complete list of winners



ViewSonic Grants **3 WISHES** for the Make-a-Wish Foundation in 2023



ViewSonic recently raised more than \$30,000 for the Make-a-Wish Foundation of Orange County and the Inland Empire.

Thanks to the efforts of everyone who donated, shared or participated in our fundraising efforts, we were able to **grant wishes to the following three recipients:**



BRYAN
is 7 years old. His wish was to go to **Disneyland.**



RUBY
is 18 years old. Her wish was to have a **puppy.**



MOHAMMAD
is 4 years old. His wish was to go to **Disney World.**



NOVEMBER 29-30

CITE
Sacramento, CA
cite.org

NOV. 29-DEC. 1

TETC
Murfreesboro, TN
teta.org



JANUARY 23-25

FETC
Orlando, FL
fetc.org

FEBRUARY 2-4

TCEA
Austin, TX
convention.tcea.org



FEBRUARY 19-24

IDEAcon
Schaumburg, IL
ideaininois.org/IDEAcon

2023-24 UPCOMING EVENTS

Visit us at any of these upcoming tradeshows to learn how our award-winning solutions can help you.

Join the ViewSonic

Educator Community Ambassador Program

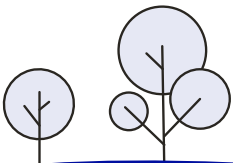
Participate and Get Rewarded!



Why Become an Ambassador?

Spread the word about the ViewSonic® Educator Community and help teachers transform their classrooms and careers. Ambassadors will receive incredible rewards when they join and contribute to the community.

	TASK	REWARD
Level 1	Sign up for the myViewBoard™ software suite and create 10 posts in the Educator Community	Get a community bracelet and sticker
Level 2	Create 25 community posts	Exclusive, limited-edition community pin
Level 3	Create 50 posts and share a lesson plan	Choose from a t-shirt, hoodie or a trucker hat
Level 4	Create 75 posts and share two lesson plans	Score a ViewSonic Yeti mug
Level 5	Create 100 posts, share three lesson plans and host one webinar	Earn a verified Ambassador badge and select from a TD1655 touch display, M1 mini portable projector or an ID1330 interactive display



The more you engage,
the better your rewards!