

Announcement for March 20 Communication:

BenQ America Corp. Announces XL-Z Series Gaming Monitor Firmware Update And Support for Authorized Third-Party Software Utilities

The belief behind our gaming monitors is simple. Deliver market-first features that give you, the gamer, an opportunity to edge out your opponents. That's why we design all of our gaming products in close collaboration with professional gamers. Using behind-the-scenes input, testing, and feedback, our engineers are able to develop significant innovations that create amazing onscreen experiences for all gaming enthusiasts and pro gamers.

With the release of our new XL-Z Series, we pushed the limits of performance once again by becoming the first major brand to provide blur reduction technology on our monitors. Using this technique, blurring effects are dramatically reduced on the majority of the screen to provide a smoother game play. This doesn't mean that ghosting and/or crosstalk have been entirely eliminated (low levels can still occur), but you will notice a substantial improvement in the way action moves across your screen. Last year, we tested our blur reduction breakthrough with several professional gamers and at high profile events, and the response was so enthusiastically positive, that we decided to include the feature on our entire line of XL Series monitors.

Thanks to your valued feedback, we're releasing a firmware update for our current XL-Z Series monitors to enable the use of select BenQ-authorized third party optimization utilities. The new [Blur Busters Strobe Utility](#) for our XL-Z Series monitors – which is available now – enables the optimization of our XL-Z Series monitor's blur reduction settings to allow you to customize it according to your own personal gaming preferences. Although our monitors are already optimized for high speed gaming, this optional utility lets you personalize the monitor's blur reduction settings even further. Yet again, BenQ is first-to-market with this type of capability, and we're excited to offer you flexible options to achieve the best possible gaming experience.

For gamers/users with XL-Z Series monitors who would like to further customize their blur reduction functions beyond factory settings, BenQ America Corp. will provide an optional free service update to install the new firmware – you only have to pay the shipping to our service center. Please follow the three simple steps below to return your unit.

Step 1 – Confirm that your monitor is eligible for the optional firmware update.

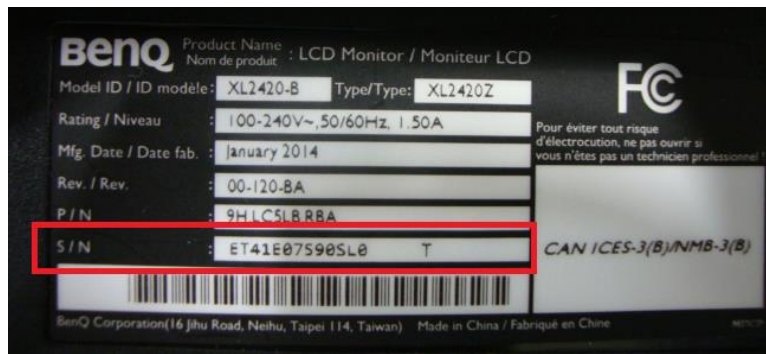
Newer models are already equipped with the most recent firmware. Please check your XL2420Z or XL2720Z monitors' Serial Numbers to confirm if your monitor qualifies.

a. How do I find my serial number?

- You can find the monitor's serial number in two places:
 - On the box (carton label)



- On the rear of the monitor (spec label)



b. How do I verify my Serial Number?

Serial Number: ETD**M**XXXXXXXXXX

➤ XL2420Z

1. Check M (the 4th digit) of your Serial Number:
If M is coded as the numbers or letters below, then your monitor is eligible for rework

ETD M XXXXXXXXXX
1, 2, 7, 8, 9, A, B, C

2. If M (the 4th digit) is coded as “3”, your monitor qualifies for rework if the “D” (the 3rd digit of your serial number) is coded as the following numbers or letters

ET D 3XXXXXXXXXX

1, 2, 3, 4, 5, 6, 7, 8, 9, A

➤ **XL2720Z**

1. Check M (the 4th digit) of your Serial Number:
If M is coded as the numbers or letters below, then your monitor is eligible for rework

ETD“ M ”XXXXXXXXXX
1, 7, 8, 9, A, B, C

2. If M (the 4th digit) is coded as “2”, your monitor qualifies for rework if the “D” (the 3rd digit of your serial number) is coded as the following numbers or letters

ET“ D ”2XXXXXXXXXX
1, 2, 3, 4, 5, 6, 7, 8, 9

Step 2 - Factory Update:

Before April 30th, 2014, simply arrange the return of your monitor to a BenQ America Service Center by submitting your request for a Return Merchandise Authorization (RMA) at <http://info.benq.us/benq-america-support-request>. *Do not send your monitor back without an RMA!* After you submit your request, a BenQ Customer Service Specialist will contact you to explain the process and obtain the required information to manage your return. If your monitor is eligible for the update, you will then be issued an RMA. Once you have your RMA, ship your monitor to the specified service center. Our service team will update the firmware and ship your monitor back to you. The processing will only take a couple of days plus shipping times.

Step 3 – Download the Blur Busters Strobe Utility

Download the Blur Buster utility and follow the step-by-step installation and calibration process provided here: <http://www.blurbusters.com/strobe-utility/>. This utility enables you to adjust monitor brightness, certain timing functions, and other performance functions such as input lag to optimize your monitor for blur reduction.

Disclaimer:

All RMA requests for the optional firmware update must be made before April 30th, 2014. No returns will be accepted without an RMA. No updates will be provided without an RMA. User only pays shipping to authorized service center location provided by BenQ America (locations vary between U.S. and Canada). Only authorized BenQ firmware updates will be honored through BenQ’s product warranty.

If you have any questions or need additional support, please don’t hesitate to contact the BenQ America Corp. support team at 1.866.600.2367.