**Samsung Highlights How UHD is Putting Details to Work**

Samsung is launching a new collaborative project with thought leaders from various creative industries to illustrate how ultra high definition (UHD) resolution can support greater creative expression, productivity and results in visually intensive fields.

Today, UHD resolution [allows professionals to work more efficiently](http://www.samsung.com/us/system/b2b/resource/2014/12/19/Infographic-UD970-Monitor-Why-UHD-Matters-Web.pdf) by providing more detail and viewing area to visualize photos, videos, designs, code, dashboards, maps and more with greater accuracy and precision. Through the new [Details at Work](http://www.samsung.com/detailsatwork) project, Samsung will highlight a number of leading creative professionals to illustrate how UHD is making an impact in sectors where details matter most, including photography, filmmaking, design, programming and entrepreneurship.

Currently on Details at Work, Samsung is profiling [Mark English](https://twitter.com/markenglisharch), principal at Mark English Architects, who discusses how ultra high definition details influence his approach to design and allow him to better present concepts to customers. In another video, [Sara Haider](https://twitter.com/pandemona), Android engineer at Secret, talks about working with UHD as a programmer and how it has helped her be more productive and comfortable during long days and nights of coding.

Insights from other creative professionals participating in the Details at Work project include:

* “As a designer who works in multiple programs at once, having a UHD display allows me to fit more on the screen, while having full color accuracy across the board,” said [Jacob Cass](https://twitter.com/justcreative), founder and graphic designer, JUST™ Creative.
* "Finding time and creating space to think and write as an entrepreneur is difficult,” said [Kate Kendall](https://twitter.com/katekendall), co-founder and CEO, CloudPeeps. “UHD displays allow me to easily compartmentalize my workflow, increase my productivity and collaborate with my team.”
* “Given how much we invest in our gear to make the richest and most detailed pictures, I love to be able to see every bit of it from start to finish,” said photographer and Adobe Certified Instructor [Rafael Concepcion](https://twitter.com/aboutrc).
* “As a filmmaker, it's important that I have ample resolution to see fine detail, as well as highly accurate color,” said filmmaker and producer [Andrew Putschoegl](https://twitter.com/ninjagoldfish). “Working with a UHD monitor gives me peace of mind that my images are going to look their best.”

In addition to offering four times the resolution and 40 percent more screen space of typical HD desktop monitors, UHD displays such as the [32” Samsung UD970](http://www.samsung.com/us/business/displays/monitors/LU32D97KQSR/ZA) also provide highly accurate, factory calibrated color reproduction with 99.5 percent Adobe RGB color support and dual-color mode display options. The UD970’s ergonomic design and features, including horizontal and vertical rotation support, tilt and swivel capabilities and a 178 degree wide-viewing angle, can be customized to fit any professional work flow or workstation for increased productivity.

For more information on how UHD resolution is impacting creative industries where details matter, and interviews with leading industry professionals on their own experiences working in UHD, please visit [www.samsung.com/detailsatwork](http://www.samsung.com/detailsatwork).