



NITPICKING

"We can easily forgive a child who is afraid of the dark; the real tragedy of life is when men are afraid of the light."

This quote is commonly attributed to Plato. But did the Athenian philosopher actually speak these words? Maybe he did. Maybe he didn't. What I can assure you is that whomever uttered this BrainyQuote fodder was clearly forecasting 4K TV buyer's remorse.

There's a lot of criteria to consider these days when purchasing a new display monitor. High-dynamic-range imaging, 120 Hz refresh rate, HDMI 2.1 compatibility, blah, blah, blah. But none is as important as brightness. (Dimness is *not* in—now or ever.) And that means you're going to need nits. Lots of them.

The "nit" unit of luminous intensity was first devised by Cuthbert Codrington Nits in 1857. Technically speaking, a single nit is equal to light output, or candelas, per square meter. But don't mind the technobabble. If he were here today, reliable old Cuthbert would simply tell you this: It's essential that all of your displays deliver at least 400 nits, with 500 or more being inordinately preferable.

Take computers. Any cognoscente will give it to you straight: Nits don't come cheap. But if you sorted the BestBuy.com inventory by lowest to highest price—your first mistake—you've likely found a Dell Inspiron 7000 (\$929.99) in your cart. Tread carefully. At a paltry 300 nits, you're more likely to see your own shameful reflection in this computer's antediluvian LCD display as opposed to anything resembling spectral color. (Opt for LED as if your life depends on it—*because it does.*) This Inspiron's most economic function: providing you a web browser with which to purchase a better, brighter computer. Such as a Lenovo Yoga C940 (\$1,299.99). That's 500 nits on a 4K LED display. Talk dirty to me.

But why stop there? Why stop at all? Ask yourself: WWCD?

Well, because he can't be here to tell you himself, you're in luck that I happen to be an aspiring psychic-medium. A bit of a human ouija board, if you will. (*I would.*) And Cuthbert, from somewhere deep in the ether, is telling me, whispering to me, in tongues, not common English, that you ought to settle for nothing less than an Apple Pro Display XDR with nano-textured glass and a pro stand (\$6,999.00).

The French mountaineer-poet René Daumal once said of transcendental experiences: "The door to the invisible must be visible." Well, to you, I present the door.

Are you sitting down? The Pro Display XDR's 32-inch Retina 6K display can sustain *1,000 nits of brightness* and even achieve a cornea-melting *1,600 nits* in nirvana. If that weren't enough (it is), the display is backlit by 576 individually calibrated, algorithm-modulated LEDs, allowing for an unparalleled 1,000,000:1 contrast ratio with 10-bit color depth and a P3 wide-color gamut. I'll explain it to you like you're five years old: one billion brilliant colors, mystically rendered not unlike the very cosmos Herself.

All that's left to do (according to Cuthbert, still whispering, in Swahili now) is to pair this gift from God with a Mac Pro rack (\$6,499.00) and a 400-count bottle of Kirkland Signature Rapid Release Acetaminophen (\$15.49), and you're ready for the first day of the rest of your life.

Unrhetorical: Look toward the horizon.

Rhetorical: Is the future dark? Or is it brighter than bright?

