

Optrex America featuring expanded LCD product range at SID 2010

Leading LCD designer and manufacturer Optrex Corp., Tokyo, Japan, and its sales and marketing channel in the Americas, Optrex America, Inc., will be featuring new innovative display technology along with one of the broadest LCD product lines in the industry at the SID (Society for Information Display) Conference & Exhibition, May 23-28, Washington State Convention and Trade Center, Seattle, WA, in Booth 772.

“The SID Conference and Exhibition has long been an important venue for representatives of our marketing, sales and technical support network to connect with our core customer base in the U.S., Canada, and Central and South America”, noted Optrex America President & CEO, Cynthia Ferrell.

Optrex offers small- to mid-size (2.0” to 17.5”) LCD product innovations for industrial, automotive, medical, POS and other applications, Ferrell said. “Optrex America is committed to the LCD marketplace throughout the Americas,” she noted. “We differentiate ourselves as a solution provider. With 34 years of display technology history, our offering is not just the LCD product, but also our service and technical support.”

In 2010, Optrex will be demonstrating its newly expanded LED-backlit TFT LCDs that range in size from 2.0” to 15.0” diagonal. On display will be LED-backlit LCDs with standard brightness (500-700 cd/m²) and High Bright (HB) LED-backlit TFT LCDs with high brightness (1000-1500 cd/m²).

Optrex has also been active in developing touch screen display technologies. Their new capacitive touch switch solutions provide outstanding clarity and ease of design, with improved visibility resulting from less reflectivity and higher transparency of the image displayed through the touch panel, enabling a thinner touch screen in front of the LCD (up to 0.5 mm - 0.7 mm thin in the viewing area). Demos at SID 2010 show will include two LCDs with capacitive touch switch technology (in sizes of 3.0” and 3.5”), as well as glass-bonded capacitive touch screen LCDs (in sizes of 8.0”, 12.1” and, 15.0” diagonal), and TFT-LCDs with 4-wire resistive touch screens.

Another technology being demonstrated by the company includes In-Plane Switching (IPS). IPS aligns the liquid crystal cells so that the amount of light scattering in the matrix is reduced, which can achieve viewing angles as wide as 170° while solving the color shifting problems that commonly exist in traditional twisted nematic (TN) displays. Demos at SID 2010 show will include 5.0”, 9.0”, and 15.0” IPS TFT-LCDs.

“We haven’t forgotten the passive matrix monochrome LCD market, either,” said

Optrex America featuring expanded LCD product range at SID 2010

Published on Electronic Component News (<http://www.ecnmag.com>)

Ferrell, noting that Optrex will be demonstrating ABN (Advanced Black Nematic) technology. Originally developed by Optrex as one of its technological innovations for the American automotive market, ABN achieves a true black level by dramatically reducing the light leakage, resulting in contrast ratios of 1000:1, super wide viewing angles, and no performance shift over a wide temperature range. ABN technology also exhibits practically no color shift, so any backlight color can be used without compromising the contrast ratio.

Optrex America is also participating in the Exhibitor Forum during SID 2010, in which Director of Engineering Ralph Polshak will be presenting an overview of Optrex's product offering from small format TN Character displays to large format color TFT displays, with a focus on recently developed technologies. Also presented will be Optrex's extensive Value Added manufacturing capabilities such as touch panel attachment, heater application, wiring changes, and customer unit sub-assembly in the OAI Class 1000 Clean Room.

For more information, visit Optrex at SID 2010 in Booth 772 at SID 2010, or contact Optrex America, Inc., 46723 Five Mile Road, Plymouth, MI 48170. 734-416-8500; www.optrex.com [1]

Source URL (retrieved on 12/10/2013 - 12:23pm):

<http://www.ecnmag.com/news/2010/05/optrex-america-featuring-expanded-lcd-product-range-sid-2010>

Links:

[1] <http://www.optrex.com>