

## Sharp Expands High Brightness Display Line-Up

*The new 12.1" (31 cm) industrial TFT LCD with 800 cd/m<sup>2</sup> expands Sharp's series of high brightness displays with a very robust model. The company now offers four TFT LCDs with brightness levels exceeding 600 cd/m<sup>2</sup>.*



Introducing a new 12.1" (31 cm) industrial TFT LCD Sharp expands its series of high brightness displays with a very robust model: The LQ121S1DC71 is designed for an expanded ambient temperature range from -15° C to 75° C and also withstands higher mechanical loads caused by impacts and vibrations with a backlight operation life of 50,000 hours.

A brightness of 800 cd/m<sup>2</sup> is provided by strong LED backlight. As a result, the display can be easily read even at very bright ambient light. In addition, the extremely good dimming capability of the LEDs has the advantage that the display brightness can be adapted to changing light conditions. A feature of particular importance for high brightness displays, because the maximum brightness is normally only required for a short time at corresponding ambient light levels. Already at cloudy skies and certainly when it is dark displays too bright can already provoke glare or interfering reflections; the ability to dim displays according to light conditions therefore is absolutely necessary for many applications. This is normally done by pulse width modulation, which is controlled by ambient light sensors, such as types GA1Axxxx Sharp provides in its optoelectronic component portfolio. Furthermore, adaptive backlight control also reduces average power consumption of the overall system.

The brilliant image reproduction of LQ121S1DC71 is based on the SVGA resolution with 800 x 600 pixels and 260,000 colours, the high static contrast of 800:1 and the large viewing angle of 160° h/v.

Overall, the new 12.1 TFT LCD combines high brightness with high durability as well as good image quality and is an ideal supplement to the existing high brightness display portfolio offered by Sharp. The LQ121S1DC71 is specifically well suited to

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applications, which are used outside most or some of the time and are subject to considerable operational demand. Consequently, target applications are typically ATMs and vending machines as well as e-kiosks and information terminals, but also agriculture and forestry machines, testing and measurement devices as well as screens for boats and ships.

### Availability

Samples of the new high brightness displays of the LQ121S1DC71 model are available immediately at Sharp sales offices and European distribution partners. Series production is scheduled to start in Q3 2012.

For more information, please visit [www.sharpsme.com](http://www.sharpsme.com) [1].

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