



PHOENIX DISPLAY INTERNATIONAL
Your *LIGUID CRYSTAL DISPLAY* Solution Provider

**NEWS
RELEASE**

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**NEW LINE OF 5.7-in QVGA TFT MODULES FROM
PHOENIX DISPLAY INTERNATIONAL, INC.
OFFERS SUNLIGHT READABILITY AND TOUCHSCREEN CAPABILITY**

TEMPE, Ariz., December 2007 – Phoenix Display International (PDI), Inc., has introduced a new line of sunlight-readable 5.7-inch TFTs with QVGA (320 x 240) resolution. The sunlight-readable 5.7" QVTA TFT module offers improved contrast, color saturation and response time over CSTN products. PDI also offers the 5.7 QVGA as a standard transmissive module with or without a touchscreen.

PDI achieves sunlight-readable performance by manufacturing the TFT cell using high aperture panel technology, high transmittance color filters, and a unique anti-reflective polarizer scheme. The result is a clear and extremely bright display that is ideal for high ambient light or outdoor, high brightness applications.

PDI's sunlight-readable model of the 5.7" QVGA TFT (model no. PDI-T320240SR-5.7) is illuminated with high intensity white LEDs and offers brightness of 300 cd/m² (typical). The unit features a contrast ratio is 400:1 and a response time of 15 ms. This model also utilizes the HX8218A (Source) and HX8615A (Gate) drivers from Himax.

In 1K quantities, Phoenix Display offers the 5.7-in QVGA transmissive at \$62.50 each, the transmissive with touch model at \$71.85 each, and the sunlight-readable model at \$87.25 each. For additional details on pricing and delivery, contact Joe Sidoryk at Phoenix Display International, Inc., Tel: (630) 359-5700; E-mail: sales@phoenixdisplay.com; Web: www.phoenixdisplay.com.

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Editor's note: Phoenix Display International Inc. (PDI) is a full service provider of standard and custom LCD modules, specializing in monochrome character, graphic and small format TFT displays. PDI brings together extensive LCD industry experience and technical expertise, as well as low cost, vertically and horizontally integrated manufacturing operations, to deliver competitively priced, high-quality LCD displays.

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Please send reader service inquiries to: Joe Sidoryk, Phoenix Display International, Inc., Tel: (630) 359-5700; E-mail: sales@phoenixdisplay.com (E-mail preferred.) Thank you.