

# NEC Announces 5.5-Inch LCD Enabling Vivid Color Display even in Bright Sunlight

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NEC LCD Technologies, Ltd. today announced that sample shipments of its new 5.5-inch (14cm-diagonal), quarter video graphics array (QVGA), amorphous silicon, thin film transistor liquid crystal display (TFT LCD) module, part number NL3224BC35-22, will commence in June 2005. This is the first module introduced by NEC LCD Technologies that features its newly developed Super-Transmissive Natural Light TFT ("ST-NLT") technology. This new technology delivers vivid colors even in direct sunlight.

The main characteristics of the new model are:

-- High Levels of Visibility:

By adopting NEC LCD Technologies' proprietary ST-NLT technology, a significant improvement in visibility, as compared with the predecessor product NL3224BC35-20/21, is achieved. The LCD module has high luminance of 750cd/m<sup>2</sup> (compared with the conventional 400cd/m<sup>2</sup>), high contrast of 500:1 (compared with the conventional 400:1) and low levels of reflectivity of the screen surface, with lower power consumption (3.75W) than conventional transmissive LCD products. These features enable clear and vivid color display in environments subject to natural outdoor light. In addition, they allow ease of reading of textual information and graphical information.

-- Wide Operating-Temperature Range:

The new product is useable even in severe temperature environments, where the LCD may be susceptible to high temperatures or various temperature changes, with a wide operating-temperature range from -10 degrees Celsius to +70 degrees Celsius.

-- Compatibility:

The new product is mechanically compatible with its predecessor product, the NL3224BC35-20/21, in the outer dimensions, position of mounting holes, and screen center. The two displays are also interface compatible.

There has been increasing demand for LCDs useable in indoor and outdoor environments such as surveying and construction applications and instrumentation for aircrafts, boats and ships. It has been necessary to develop LCD modules capable of delivering accurate color images in extreme sunlight and under variable temperature conditions. The new 5.5-inch LCD module, NL3224BC35-22 that uses NEC LCD Technologies' new ST-NLT technology, meets the demands of these applications and environments.

NEC LCD Technologies will continue to enhance its line-up of LCDs

adopting ST-NLT technology to address the needs of a variety of industrial applications. In addition, the company aims to improve the range of environments where LCDs can be used through continued performance enhancement of its broad range of LCDs.

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