

3LCD Manufacturers Achieve Milestones

June 8 2005

Cumulative shipments of the high-temperature polysilicon (HTPS) panels used in 3LCD projection systems point to a major production milestone, putting 3LCD well ahead of all competing microdisplay projection technologies combined in total number of engines and reinforcing 3LCD's leadership as the world's most popular microdisplay projection technology.

"Sales of projection products incorporating 3LCD engines now total approximately 13.6 million units, representing over 40 million HTPS panels," according to Dr. William Coggshall, president of displays industry tracking firm Pacific Media Associates. "Starting in 1995, manufacturers of front projectors quickly adopted this technology due to its compactness and image quality and were joined by rear-projection television manufacturers in 2002 as the technology reached a price point that made it competitive with CRT-based models."

The HTPS panels, which are used in an advanced three-chip design, provide continuous color and bright, natural images that are easy on the eyes. 3LCD technology is enjoying continued growth in projection systems of all types including data projectors for business and the rapidly growing segment of front projectors for home entertainment and projection TVs. As a result of this continuing growth, Epson has expanded its production capacity to meet consumer demand by opening a manufacturing plant in Chitose, Japan this past April.

Other significant developments for 3LCD projection technology this year include the introduction of HTPS panels using an inorganic

alignment layer that provides users with improved contrast levels and magnificently real blacks and shadow details optimized for home theater applications. And, most recently, a 3LCD manufacturer has developed a new HTPS panel with XGA (1024 x 768) resolution using a smaller 0.6-type (1.52 cm diagonal) panel that delivers high-resolution images surpassing those achieved by preceding products.

"As a reliable, sophisticated technology with universal appeal, 3LCD is constantly growing and continues to evolve," said Jim Hall, director, Business Projector Marketing and Product Management, Epson America. "As the foundation for the next generation of high definition products, 3LCD technology offers true 1080p resolution today and is poised to grow further as users demand the most brilliant images."

About the 3LCD Group

The 3LCD Group consists of industry-leading display manufacturers dedicated to educating consumers and video imaging professionals about the benefits and unique features of 3LCD technology. Participating manufacturers use the 3LCD logo, currently under license from Epson, positioning it prominently on their products and marketing materials. More information about 3LCD technology and the manufacturers of 3LCD projectors is available online at www.3lcd.com

Citation: 3LCD Manufacturers Achieve Milestones (2005, June 8) retrieved 26 April 2024 from <https://phys.org/news/2005-06-3lcd-milestones.html>

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