

OLED Displays Feature New Colors

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The Siemens Group company Osram Opto Semiconductors has unveiled new colors and display formats for the rapidly growing market for organic light-emitting diodes (OLEDs). OLED technology, which has only been around for some 10 years, is especially suitable for mobile terminals such as MP3 players and cell phones. Larger-format displays, on the other hand, are still based on classic LCD technology, which has been continuously refined over the past 30 years.

Organic LEDs boast exceptional brilliance and luminosity. The displays, which can measure up to four centimeters, now feature the new colors jungle green, tiger orange, scarlet red, elegance yellow and lime green — in addition to the already familiar tones clarity orange and light green.

One current MP3 player in Asia already comes with a 128 x 48-pixel display in lime green. Striking colors like these appeal especially to young consumers, who find image and design powerful attractions when purchasing lifestyle products.

The video-capable Pictiva displays are very thin and light, feature a viewing angle of 160 degrees and have a service life of up to 40,000 hours. They are suitable not only for cell phones and MP3 players but also for medical equipment and displays used in industry. The displays come in a choice of four formats with various resolutions, ranging from 80 x 48 to 128 x 64 pixels.

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