Epson and E Ink Announce State-of-the-Art Color EPD Controller

May 21 2010

Seiko Epson and E Ink Corporation today announced a new jointly developed display controller IC. The S1D13524 is a high-performance EPD controller with a built-in color processor for E Ink's VizplexTM-enabled electronic color paper displays. Targeting color and very high resolution B&W applications, the new IC is based on the same powerful engine as the first two models, the S1D13521 and the S1D13522, but also includes a color processor that allows simple customization.

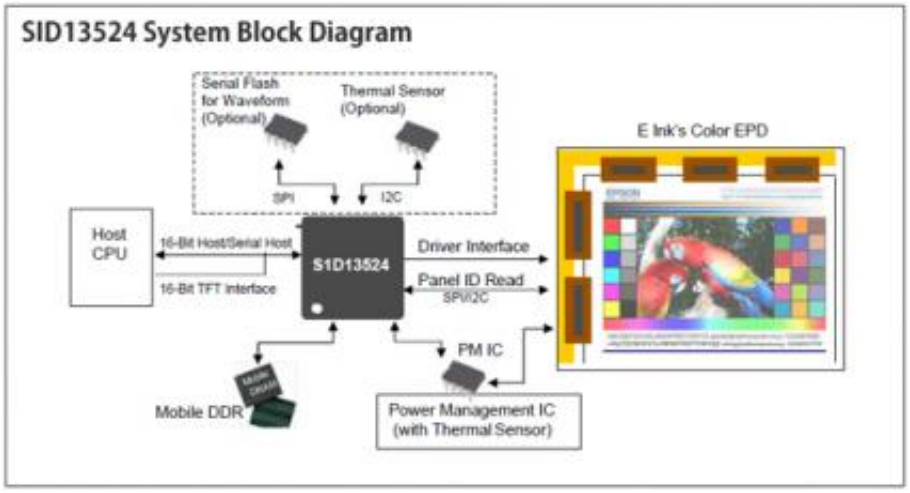
Found in most major electronic reader devices, Epson EPD controllers and E Ink's EPD low-power consumption screen technology have been key factors in the rapid growth of the eReader market and the expanding range of mobile applications, such as eBooks, eNewspapers, tablet PCs, laptop secondary displays, eNotebooks, and eDictionaries.

The new Epson display controller includes a high-performance color engine that can be easily configured to match customers' color and CFA needs. It has a built-in dither function to minimize host overhead, and can be connected to any host processor through a 16-bit parallel or TFT LCD bus.

As with all Epson EPD controllers, the S1D13524 allows multiregional and concurrent display updates. The advanced sequencer engine, power management, I2C thermal sensor and serial flash support a variety of popular functions.

"For image-rich information applications showing charts, graphs, maps, photos, comics and advertising, E Ink color capable displays enable an ultra low power and high mobility device with a paper-like experience. Epson has been a key partner for many years and the new color controller is an exciting new addition to their strong product line," said T.H. Peng, executive vice president of E Ink Corporation.

"Epson has been the market leader for the E Ink EPD controllers for the past few years. Now, by adding this innovative color EPD controller to our product family, we believe Epson can create a new market for EPD displays in partnership with E Ink Corp. Today, we already have customers waiting for our new controller and are delighted to have the opportunity to help them launch their products to the market," said Ryuhei Miyagawa, chief operating officer of Epson's Semiconductor Operations Division.



Yingjian Liu, chairman of Hanvon Technology Co., Ltd, a leading eReader provider said, "Epson and E Ink's color EPD controller is a revolutionary innovation in the eReader industry. Thanks to this breakthrough technology announcement, eReader lovers will now be able to enjoy reading colorful eNewspapers and eTextbooks. This new innovation will help expand the contents for eReaders, thereby helping to preserve the environment and changing the way in which people obtain information." Hanvon is planning to launch its own colorful eReader at the end of the year.

The S1D13524 is the ideal choice for E Ink color EPD designs and design upgrades. Samples of the Epson S1D13524 will be available in June. Sample price is $24. Production quantities will be available in Dec 2010.

E Ink plans to offer an S1D13524 prototype kit that will enable engineers to rapidly prototype and develop next-generation color ePaper products. Details will be announced when kits are available.

More information: For documentation and further details about the S1D13524, please see the following link: www.epson.jp/device/semicon_e/ … uct/lcd_controllers/

Source: Seiko Epson