

# LG Philips develops 100-inch LCD screen, the largest in the world

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LG Philips newly developed 100-inch TFT-LCD panel

directional, 180-degree viewing angle based on Super IPS and super-large compensation film technologies.

LG.Philips LCD's Executive Vice President for Development Center, Sang Deog Yeo, said, "Our development of the 100-inch LCD panel reaffirms that LG.Philips LCD is the global leader in large-area LCD technology. Technological advances for large-area LCD TVs, such as the 100-inch LCD, will act as a catalyst that accelerates customer demand for high picture quality and large screens."

LG Philips, a Dutch-South Korean joint venture, said Wednesday it had developed a 100-inch liquid crystal display (LCD) screen, the world's largest. LG Philips said the new television screen was 1.5 times larger than the 82-inch LCD panel developed by local rival Samsung Electronics last year.

Developed at LG.Philips LCD's P7 — the world's largest seventh generation substrate size (1950 x 2250mm) fabrication line in Paju, South Korea — the 100-inch panel is a wide screen (16:9) LCD TV panel with a screen width and height exceeding 2.2m and 1.2m, respectively.

Using LG.Philips LCD's proprietary copper-based interconnect technology, the 100-inch LCD panel offers high-definition picture quality without distorting the video signals. Moreover, it encompasses the latest in ultra-precision manufacturing and high-definition imaging technologies. Along with a response speed below 5ms, the 100-inch LCD offers 6.22 million-pixels, full HD grade picture quality and can reproduce 1.07 billion colors.

The product also features the latest technologies, such as a maximum 3000:1 contrast ratio, color reproduction of 92 percent, and an omni-

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