

Newsletter June 2009

ARE YOU SURE YOUR SUPPLIERS WILL KEEP FULFILLING DELIVERY COMMITMENTS IN THE FUTURE?

Dear Customer and Partner,

In these tough times it is a question you have to ask yourself under consideration of your management responsibility and the risk management for your company. We checked our most important suppliers concerning their financial rating resp. their financial standing. As "buying over price" has never been one of our purchasing criteria, the results turned out to be consistently positive.

Of course driven by a self-critical position we checked our rating on the financial market too. The result we received (comparable to AA+) is rewarding our ever solid and reliable financial policy and our high equity ratio of more than 70%.

Keeping and re-investing profits within the company instead of distributing the profits was and will be our basis.

There is no doubt we will fulfil our commitments with you today and in the future. We are also going to continue our innovation strategy based on our strong financial power.

You can rely on us - especially when conditions get tough!

For any questions please do not hesitate to contact us.

Best Regards,

Richard McKay
President



A Data Display Company

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Standard Kits for our Apollo Firestorm GUI

There are now **standard kits from 5.7" to 12.1"** available for our **Firestorm** Advanced Graphics Controller Board, which we already introduced in our [March newsletter](#). The Firestorm board is the 2nd generation serial (e.g. RS-232 or I²C) Graphical User Interface (GUI), developed by our R&D-Team in Ronkonkoma, USA (both, hard- and software). Various user operating controls are optionally available such as a touchpad, buttons, motion- or proximity sensor etc.

This product's focus is the support of LCDs/TFTs in the small- to mid-range, supporting resolutions up to SVGA (800x600). The board dimensions will fit within the mechanical profile of a 4.3" – 5.0" TFT-LCD module. There are various applications for this GUI in the industrial and automation sector. More details can be found [here](#).



To find a list of our offered **standard kits** please click [here](#). For further information

Next Generation Remote Diagnostics Board ARCB

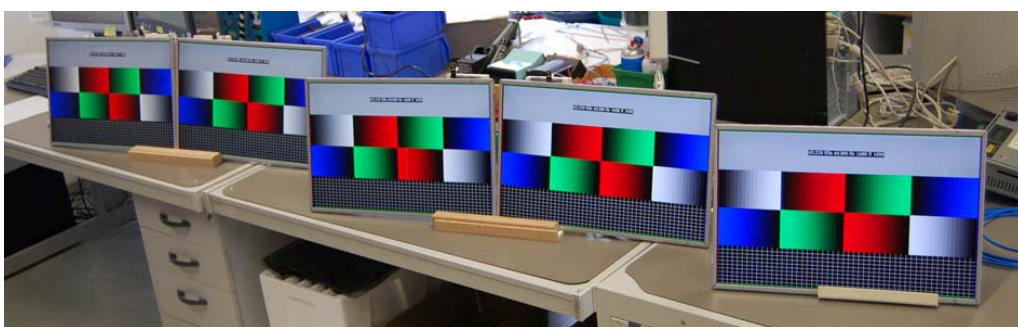
We are now ready to release the **ARCB II** as our next generation [TFT Diagnostics Board](#) for the current version ARCB I. It provides constant monitoring of relevant TFT operating parameters as well as hardware protection under circumstances of overloaded conditions. New features of the **ARCB II** will be an USB interface and the functionality of cascading several boards (Daisy-Chain resp. multi-display). When using the RS-485 interface a galvanic isolation via an opto-coupler is provided.

Samples are available now! For more information please [contact](#) us!

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Simultaneous control of TFT panels when using our ARCB+DaisyChain solution

Using our [ARCB II diagnostics board](#) in combination with our RGB/DVI/Video - board [Prisma II](#) as a [Daisy-Chain solution](#) (multi-display solution) provides simultaneous control of the connected TFT panels. This means simultaneous adjustment of brightness, contrast or colour for each separate display or for all displays at once is possible. Also, you can select each input of the cascaded monitors and determine the content of each display. You might for example show a video clip via the S-Video input on display 1 and a static image on display 2 via the RGB input etc. For more information please [contact](#) us!



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Prisma II: OSD control via optical encoder

From June 2009 on we will offer an **optical encoder including a push-button** for our RGB/DVI/Video - board [Prisma II](#) as an easy to use and comfortable alternative to control the Prisma's OSD menu.

By turning the button right or left you can scroll through the menu and make adjustments (to contrast, brightness, colour etc.), finally confirmed by pressing the push-button. Aside from the fancy use, this **optical encoder** fits perfectly for applications like studio-engineering or wherever a retro design is requested.

For more details please click [here](#).



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TFT panels with outstanding optical characteristics and long-term availability

We do not only offer you a wide range of TFT panels but also high quality (industrial) and long-term availability. Buying cheap is not always the best solution!

One example is the [T-55312D121J-FW-A-ABN](#) widescreen panel from the Japanese company OPTREX, which features outstanding optical characteristics such as a luminance value of 400 cd/m², a quick response time of just 4 ms (Tr typ.), a wide viewing angle of 140° (vertically) and 160° (horizontally) as well as an wide operating temperature range of -20 to 70°C.

Please read a comment by one of our Italian customers regarding this 12.1" widescreen panel:

Dear Richard,

The Optrex 12.1" display has really an excellent optical quality (the viewing angle is astonishing) compared to competitor's products in 12.1" or 13.3" wide.

Thanks and best regards

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Multitouch touchscreens from IR Touch

We now offer **multitouch touchscreens** from the Chinese manufacturer **IR Touch** starting at 10.4". Unlike normal touchscreens you can operate **multitouch touchscreens** with more than just one finger.

For example, you can rotate, drag or zoom in / out a picture. When using the operating systems Windows XP or Vista an application software has to be programmed via a **Software Development Kit**, which is free of charge. From the 4th quarter 2009 on these touchscreens can be used as a plug-and-play device under the new Windows 7. Please find more information [here](#).



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Prisma III - the successor to the PRISMA II converter board

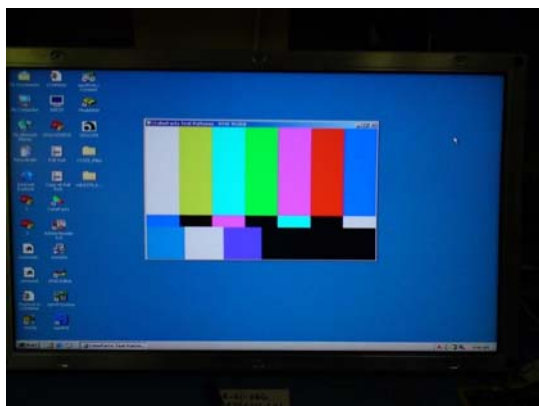
Our Prisma- and Embedded R&D-Team in Istanbul started the new project "VGA/DVI/Video – converter board **Prisma III**" in early May. This will be the successor to our [Prisma II](#) and will be completely compatible to its predecessor regarding dimensions and functionality. In addition, it will feature an improved video input (for example 10Bit/56MHZ ADCs instead of 8 Bit/27MHz), signal inputs for 720p/1080i and a switched 12V Vcc. Samples will be available in the 4th quarter 2009, mass quantities from the 2nd quarter 2010 on. For more information please [contact](#) us.

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Upgrading the luminance of 26" (and 32") TFT displays

Also when it comes to **upgrading TFT displays** we would be pleased to help you! In order to support you in the multimedia sector, where applications are often used in bright ambient lighting conditions, we launched the project „Luminance Upgrade of 26" and 32" TFTs". Our first approach was the Samsung [LTA260AP01](#) and we tried to boost its standard luminance value of 450 cd/m² (in a second step then tried the same on the LTA320) to a significant higher level. By adding special films (so-called DBEF films) into the panel we were able to increase the luminance value by more than 320 (!) cd/m² to almost 780 cd/m². So the sunlight readability is significantly improved. In combination with the panel's already strong optical characteristics - like the very wide viewing angle of 178° (horizontally and vertically) and the typical contrast ratio of 2000:1 - this upgrade of the panel's brightness is the ideal choice for sophisticated projects. We would be pleased to support you with your project, too. Please [contact](#) us when having any questions.



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Customer application: 15" CMO succeeds against AUO panel

One of our customers was searching for a cost-effective 15" TFT display that had to meet high demands regarding operating temperature range and sunlight readability. The application is used on oil platforms in very warm and sunny regions in Southern Europe, Northern Africa and the United States. The customer selected an AUO-panel and our recommended CMO **G150X1-L03**. The G150X1-L03 succeeded due to the much better sunlight readability and its operating temperature range of -30 to 80°C (storage temp. -40 to 90°C). The AUO's is specified from 0 to 50°C only. Also the wider viewing angle of 160° (horizontally and vertically) was an argument for the CMO. Find more information about the **G150X1-L03** [here](#).
Please note: we also offer an equivalent 12.1" panel - click [here](#) to find more details or [contact](#) us.



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Delivery times will increase for some TFT panels

The current market situation leads to a shortage of TFT displays on the world market thus increasing delivery times for some models. CMO for example indicates a standard lead time of 12 weeks for some of their models.

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Please note! You have received this e-mail from our company either because you agreed to receive our newsletter or because you have been asking us to send you our monthly newsletter. In case you have been sent this e-mail by mistake, we would like to apologize. If you do not want to receive further information or e-mails, please send us an e-mail to unsubscribe@apolloDisplays.com (just click on the link, give your name and company and send the e-mail). You will then receive just one more e-mail confirming your deregistration.