



Newsletter USA: September 2009

CUTTING CORNERS TO SAVE COST OR MORE INVESTMENTS IN INNOVATION?

Dear Partner,

I hope you can confirm a stabilized economic situation for your company for July and August as well. Due to our close co-operation with various partners I have a more in-depth look into other companies. I can report as follows.

Companies whose only innovation is to "turn the price spiral" in sourcing and selling are doing no profit or even lose significant amounts of money. Companies with early, brave and visionary investments in new products and functionalities have withstood the "economical hurricane" and are now in the pole position for prospering years.

I can proudly tell you that this is also the situation of the Data Display Group and Apollo Display Technologies Corp. The decision of the shareholders in 2006 to invest more than ever in new products, concepts and mainly in the training of our employees instead of paying dividends has generated the expected strategic and financial value.

I only can ask you in the name of our wonderful country as a location for business to invest all your energy and free cash flow in product improvements, new concepts and new functionalities. This generates a more intensive customer-supplier-relation, better profits and long term designs. Production and sales of comparable "me-too" products, especially hardware oriented products, in a global competition will no longer generate the margins you need for an acceptable financial situation.

We are offering you a broad range of innovative products in hardware, firmware and software for industrial, embedded and digital signage applications. All these solutions make you different and unique in the international competition, especially vs. aggressively priced Asian products.

Let us sort things out together! For more information please do not hesitate to contact us.

Yours,

Bernhard Staller
CEO
Data Display Group / Apollo Display Technologies Corp.

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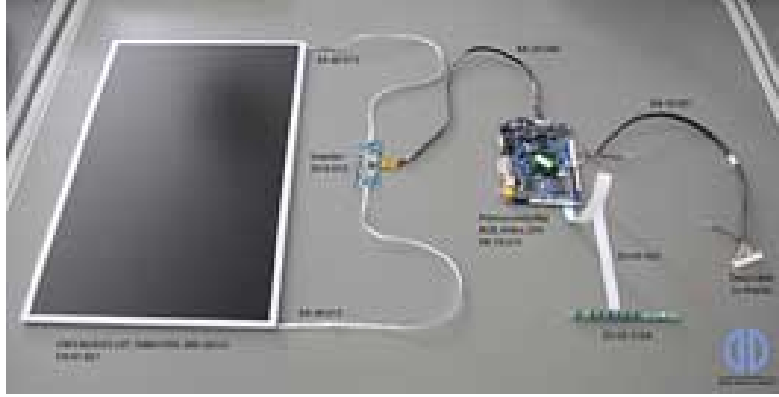
- New ultra-flat 22" TFT with LED backlight from CMO
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New ultra-flat 22" TFT with LED backlight from CMO

The new **M220L3-L07** is the first mass-produced 22" TFT panel with **LED backlights**. Its 1680 x 1050 resolution and the quick response time of 5 msec make this TFT suitable for various applications. The LED backlight can be dimmed 0-100% via **PWM-Dimming**.

The **ultra-flat construction** with a thickness **below 0.35 inch** gives the possibility to realize enclosure designs, which have been possible never before. There is no limitation for your design ideas.

We also offer this panel as a kit in combination with our [controller boards](#), for example our VGA/DVI/Video-converter board [Prisma II](#) (picture below). More information can be found [here](#).



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Coming this October: New 10.4" LED panel from CMO

The new CMO **G104X1-L04** is a 10.4" panel (**XGA resolution 1024 x 768**) with a LED backlight unit. It features a very high brightness of **500 cd/m²**, a typical contrast ratio of 1200:1, as well as a wide operating temperature range of -20 to 70°C. The LED backlight unit's half lifetime is **min. 50,000 hours** and it is field-replaceable.

This is the only available 10.4" XGA TFT with **Super-MVA technology**. This technology enables a viewing angle of **176° (horizontally and vertically)**.

Samples will be available in October, large quantities from January 2010 on. Please find more details [here](#). For more information please [contact](#) us.

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New cost-effective 15" LED panel

The new **LM150X08-LED** is a cost-effective 15" (XGA 1024 x 768) panel with a LED backlight.

This panel is based on the LM150X08 from LG Display and is upgraded in-house with **50k LED backlight rails**, which generate a **brightness value of 350 cd/m²**. In addition it is specified with an operating temperature range of **-10 to 60°C**. A cost effective display for a broad range of applications.

We also offer this panel as part of our kit solutions with our [controller boards](#). For more information please click [here](#). For more details please [contact](#) us.

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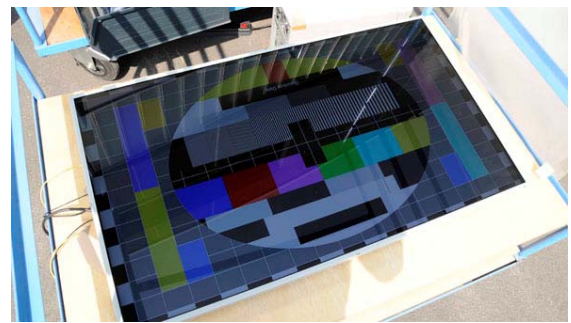
Outdoor testing of 42" LG DID panel completed

In our last Newsletter we already introduced the **LD420WUB-SAA2** by LG Display. With its **Full HD** resolution (1920 x 1080), 10 bit colour depth and **700 nits brightness** it is a professional TFT for digital signage and info screen applications. Due to its anti reflection front polarizer (**AR**) we assumed that sunlight readability should be at an acceptable level even when the panel is used to direct sunlight.

On a sunny day in August we performed the **outdoor testing**. The two pictures below prove that the panel is indeed useable in direct sunlight.

Based on these test results we decided to add the **LD420WUB-SAA2** to our product portfolio. It is specified for use in the **portrait-** as well as **landscape** mode.

This panel will also be offered within our complete kits, for instance with our VGA/DVI/Video/HDMI-converter board [PrismaMEDIA](#), and approved 12V/24V power supplies. Of course we also support projects with our other controller boards as e.g. the [ArtistaNET](#) or [ArtistaMEDIA](#). Please find more information [here](#).



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➤ New cost-efficient 10.4" SVGA TFT from LG Display

We now offer the **LB104S1-TL02** from LG Display as a **cost-efficient 10.4" display** with a SVGA resolution (800 x 600). The very slim design, its low power consumption and in combination with our [controller boards](#) - e.g. our VGA/DVI/Video-converter board [Prisma II](#) - it perfectly meets cost-sensitive expectations for applications with SVGA resolution.

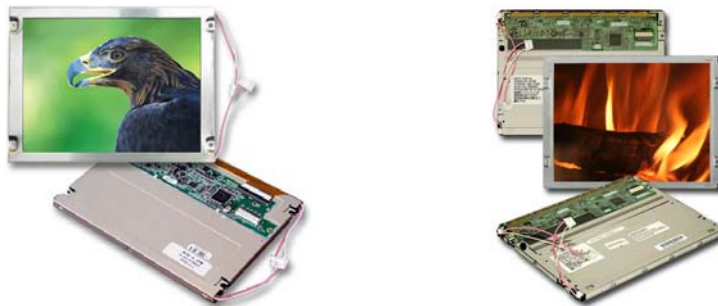
For more information please click [here](#).

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➤ High-quality 6.5" and 8.4" LED panels from Optrex

Our long-time Japanese TFT-panel partner Optrex is offering an increasing range of high-quality LED backlit panels designed for various industrial and automotive applications.

The **T-51750GD065J-LW-AON** is a 6.5" display with VGA resolution (**640x480**), **TTL interface** and an operating temperature range from **-20°C to 70°C**. The brightness value reaches outstanding **750 cd/m²**, the contrast ratio is 300:1. This means that this panel is also suitable for **outdoor applications**. Further details can be found in this [specification](#).



The **T-55466D084J-LW-A-AAN** is a 8.4" panel with SVGA resolution (**800x600**); the luminance value is **600 cd/m²**, a LVDS-interface, the contrast ratio is 600:1 and the response time is **4 msec**. The operating temperature range is **-30°C to 80°C**. Further info can be found [here](#).

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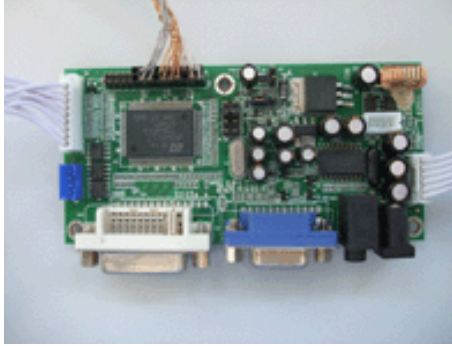
➤ Cost-saving 15" / 17" / 19" Economy Kits

Our credo will always be to offer you long-life and top-quality products. There will be definitely no change in the future!

However, in tough economic times like these there are more and more customers, which have to improve their competitiveness by price reductions. In order to meet these customers' expectations we have decided to offer cost-saving **15", 17" and 19" Economy Kits** with **VGA & DVI** interface.

As usual we supply complete kits including the display, controller board, inverter, OSD-board as well as the required cables. We also offer an optional 12V power supply. The controllers do not have any pre-settings.

More information on the **VGA / DVI** version can be found [here](#),



At this point we again would like to clearly express that these Economy Kits are cost-effective and are offering a good level of functionality, but because of used consumer components (e.g. 16V capacitors instead of 36V capacitors for industrial applications) they are **not perfect for long-term usage or applications with high requirements regarding reliability**. Just like in real life: You get what you're paying for!

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New ArtistaControlCenter Software (Release 2.6) with safety certificate

There is a new version **Rev. 2.6** available for our [ACC Software](#). The ACC is a flexible and easy to use software application **to create video/slide shows** for (multi-)display applications driven by [Artista](#) controllers.

This most cost-effective digital signage software on market, which is **free of any yearly licence fees**, makes digital advertising, and digital signage applications simple and as the result of our cost structure you will see a fast **Return-of-Investment!** The most important new features are:

- the creation and transfer of [ArtistaMEDIA](#) playlists (any number of video clips per terminal)
- a preview window for video clips
- a new upload dialogue
- the possibility of several uploads at the same time

Due to its high safety standard the [ACC Software](#) was awarded the safety certificate of the German VR Bank's IT centre (4500 branches all over Germany).

For more information please [contact](#) us.

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Customer application story: Gas Detector for oil & gas refinery

One of our US-based customers is specialized in rugged measurement units for oil refineries and oil/gas platforms.

For a new **oil and gas detector** the following technical parameters were defined: an 8.4" TFT with good sunlight readability, an analogue resistive touch-screen, a serial GUI with wide functionalities and integrated touch-screen support, controlled via RS-485 (up to 3000 feet).

As a solution we suggested 8.4" [Optrex](#) TFT with SVGA resolution and transfective upgrade (in our Ronkonkoma based clean room), our most modern serial GUI controller [Firestorm](#) with integrated touch-screen support (Made in USA) and RS-485 control as well as a 8.4" Fujitsu touch. This is the perfect solution for this project - and our customer agreed!



The [Firestorm](#) controller is currently the most flexible and most powerful GUI controller on market.

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For more information please [contact](#) us.



Moscow Airport project

One of our Russian customers won a major project at the **Moscow International Airport**.

We supplied via the Munich Headquarters Samsung [DID-Panels](#) between 32" and 57" and our [controller boards](#) for advertising screens in each terminal.

A great effort by our logistics department ensured a fast and safe delivery. The displays and controllers arrived in Moscow on time.

Our logistics departments would like to give their very best for your project as well.

Please [contact](#) us for any questions on your project.



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Controller boards made for harsh environments

One of our **British customers** had tough requirements on our **Prisma II** board because the end-product is used in the cockpit of railway/underground applications, which has to meet several **Railway Safety standards**.

Please read our customer's comment regarding this project:

We are putting the 12.1" (here CMO G121S1) / Prisma II kit through some testing to achieve Rail approvals. So far it has passed insulation (1000 volts), Cold (to -25 Deg.) Heat (to 40 Deg.), shock, vibration and humidity.

Certainly a Far East manufactured board would not have passed.

Best regards

We would be pleased to support you with your project! For any information or questions please [contact](#) us.

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