



# Newsletter January 2009

Dear Customer,

2009 has started out to be a tough year. But whining will not be of any help in this globalized world. Innovations and solutions will lead you to success. GREEN IT is one of the issues that gives you a chance to be successful. Reduced energy costs, lower or no costs on IT-administration, an intelligent energy management and replacing expensive clientPCs - all this will be important in 2009. We have developed a number of products for this purpose. For instance in the 4th quarter of 2008 we were able to win many projects with our ArtistaNET controller board, which provided a basis for intelligent doorplates and digital signage applications for customers like Allianz Global Investment, E.ON, Vodafone Germany and Vodafone UK - a good example for success through innovation!



For further details please do not hesitate to contact me!

Sincerely,

Richard McKay  
President



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### "GREEN IT" continues to be our motto in 2009

In 2009 we want to continue to meet our **Green IT** standards. Since 2006 we have been developing products that save energy resources and thus the environment, which is something we are eager to keep doing in the future. The following products already live up to this **Green IT** standard:

- The **Ambient Light Sensor** can be ordered optionally for our [PrismaII](#), [PrismaMEDIA](#) and [ARCB-Boards](#). Combined with an intelligent control algorithm this sensor automatically adjusts the backlight of the TFT-panel to the ambient lighting conditions. In our part of the world this can **reduce the consumption of energy up to 50%**! Please see our [flyer](#) for further information.
- Our high-performance VGA/DVI/Video/HDMI-converter-board [PrismaMEDIA](#) features a **Power-Saving Function** which significantly reduces power consumption, for example when there is no input signal over a longer period of time. This may lead to **saving up to 95% of energy in the standby mode**.
- For our [PrismaII-](#) and [PrismaMEDIA-boards](#) as well as our network controller boards [ArtistaNET](#) and [ArtistaMEDIA](#) there is optionally a **Motion Sensor** available. This can be used as an active energy-control, for example at a kiosk terminal, where the brightness of the panel can be dimmed to a minimum as long as there is no user nearby. This can **save you up to 50% of energy** depending on location and time of use.

- Our controller boards are basically optimized to use a very low amount of power. Our [ArtistaNET-board](#), which perfectly fits for applications with static images like digital doorplates or posters and welcome boards, typically needs **less than 3W**. The network-player board [ArtistaMEDIA](#), suitable for applications like information- or POS-terminals to playback video files, has a power consumption of typically **less than 6W**. Furthermore, an ON/OFF-sequence can be implemented on both controller boards via a service program on Windows XP. Switching the controller board on and off at a certain time can save you a considerable amount of energy!
- We also offer **transflective TFT-panels** from 6.5" to 19". Additional transflective films do not only improve sunlight-readability of a TFT-panel but also increase brightness as the ambient light gets reflected and is used in addition to the CCFL- or LED backlight unit. When having bright lighting conditions, the brightness of the panel can be dimmed; the power consumption then decreases almost linearly to the reduced brightness.
- You will also find more and more [TFT-displays](#) with **LED backlighting** in our product portfolio. Aside from a 10-20% lower power consumption compared to a CCFL backlight unit (at same brightness), one of the benefits of LEDs is that they are 100% quicksilver-free and thus a lot more environmentally sound.

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## New OSD-pad using the capacitive touch technology

The new **Touch Sense OSD-Pad** was developed for use with our [PrismaII-](#) and [PrismaMEDIA](#) controller boards. It features up to 8 Buttons and is based on the capacitive touch technology. Regarding the dimensions of the PCB and buttons virtually any design is feasible; this also applies for the alignment of the buttons. You can also mount this OSD-Pad behind a glass pane (up to 50mm thick mineral glass and 20mm thick plexiglass). This looks very elegant and increases protection against vandalism, dirt and chemicals. For further information please click [here](#).



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## New TFT-displays from CMO and Samsung

The **M220Z3-LO3** is a new 22" TFT-display from **CMO** with a LED backlighting. The converter board for the LED backlight unit is already included. With its high resolution of 1680x1050 pixels, a typical contrast ratio of 1000:1, a fast response time of 5 msec and a very low installation depth, this panel fits perfectly for demanding monitor applications. For more details on this panel please click [here](#).

Another new TFT-display is the **LTA320HA02-001** from **Samsung**. With its Full-HD resolution (1920x1080 pixels), a typical contrast ratio of 3000:1 and a wide viewing angle of 178° - horizontally and vertically (Super-PVA technology), this is an all-purpose TFT-panel! For further information please click [here](#).

The **LTA320AP02** from **Samsung** is a new TFT-panel with an HD-resolution (1366x768 pixels) and a very high typical contrast ratio of 5000:1. It also features a very wide 178° viewing angle (PVA technology). Furthermore, it has a low power consumption and is compatible to the LTA320AA05. For more info please click [here](#).

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## Glass-glass touchscreens from DMC

From the end of Q1/2009 on the Japanese touchscreen manufacturer **DMC** will offer **glass-glass touchscreens**. These touchscreens are based on the resistive touch technology. However, there is no plastic films used here, resulting in an increased protection against dirt, chemicals and vandalism. They are also very reliable in cold weather conditions with sub-zero temperatures and can be operated with a finger (gloved or ungloved) or any other object. Optionally anti-splitter, anti-reflective and anti-glare films are available.

These touchscreens are suitable for various applications in the industrial- and automotive sector as well as for machines and kiosk terminals. For further information please contact us!



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## Privacy filter: visual cover for your application

Use our new **privacy filter** as a visual cover for your application! A special louver film makes it impossible to see what information are being displayed on the TFT-panel, for example when there is people standing behind or next to the user of the application. This can be very useful for applications located at public places like ATMs etc. Your benefit: we deliver your TFT-panel with the privacy filter already integrated! Please contact us for more information!

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## 3D design data available

3D design drawings for the products of our [Prisma-](#) and [Artista](#)-families as well as the [G070 Interface](#) are available now. For further details please [contact](#) us!

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## Intelligent Daisy-Chain-Concept for display systems

Our R&D department is currently working on an intelligent **Daisy-Chain-Concept** for use in display systems in combination with our [ARCB diagnostics board](#) and our [Prisma / Artista](#) controller boards. Compared to currently available solutions we will offer a RS232-input and a USB-input, eliminate limitations regarding the distance with a RS-485 daisy chain and include the complete diagnostics check of the [ARCB](#). In addition you can adjust basic settings of the TFT-panel like brightness, color, contrast and choose the input signal source.

Click [here](#) to see a diagram of this new concept. Samples will be available in April 2009.

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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](mailto: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.