

Newsletter March 2009

Dear Customer,

Mastering the crisis by innovating and staying flexible!

This has been our corporate motto over the last few months. Your positive feedback is proof for us that being successful during hard times is possible. Creating and implementing innovative product ideas fast and cost-efficient is what helps us to this success. In this newsletter you will find the announcement of a new 70" (1.78 m) TFT-panel featuring a brightness value of 2000 nits thus fitting perfectly for environments with very bright ambient lighting conditions. For one of our customers we were able to adjust a 65" (1.65 m) Sharp display to our PrismaII and PrismaMedia controller boards (including all cables and power supplies) within one week. Please also find out more about our RGB-interface for a 7" Samsung panel, a new version of our 19" Compact Panel, a graphical user interface, CEC and EISA compliant power supplies as well as a short presentation of our ambient light sensor IF374 used in one of our customers' applications.

We would like to inspire you with the following newsletter hoping you will find something interesting for your company. For further details please do not hesitate to contact us by phone 631-580-4360 or email sales@apolloDisplays.com.

Sincerely,

Richard McKay
President



A Data Display Company

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New Samsung 70" TFT-panel with 2000 cd/m²

From the second quarter on, **Samsung** will offer the new **LTI700HD02**, a **70" Full HD TFT-panel** featuring a very high brightness value of 2000 cd/m². Furthermore, it offers an ultra-wide viewing angle of 178° (vertically and horizontally) and a typical contrast ratio of 2500:1. The LED backlighting illuminates the display evenly and the maximum dynamic contrast ratio that can be achieved by the LED backlight unit (featuring local dimming function, 8064 LEDs, 128 blocks) is significantly higher compared to a CCFL backlit panel. Thus you can use this display for a variety of applications such as industrial-, digital signage-, advertising- or multimedia applications. Of course we will also offer this panel in a VGA/DVI/HDMI/Video - kit solution! For further information please click [here](#).

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Customer project: 65" kit for advertising kiosk



For one of our customers we developed an application ideally fitting every location where advertising kiosks, digital posters or digital signage applications are needed. This advertising kiosk features a Full HD 65" TFT-panel from Sharp controlled by our [PRISMA II](#) board. The panel has a high contrast ratio of 2000:1, a brightness value of 450 cd/m², a very wide viewing angle of 176° - both vertically and horizontally - and its CCFL tubes typically last 60,000 hours. For further information on this or when having questions on your project please don't hesitate to contact us at sales@apolloedisplays.com.



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IF373 RGB-interface for 7" Samsung TFT-panel

For our cost-effective 7" Samsung TFT-module LMS700KS05 with LED backlighting we now offer the **IF373 RGB-interface board**. This can be connected to the 7" module via the TTL interface and also serves as the LED backlight driver board, which is in charge of the backlight drive voltage and the dimming control. Our [PRISMA II](#) or [PRISMAeco II](#) can be used as the control unit; optionally the **IF373** can be supplied with an add-on light sensor board to enable the automatic adjustment of the TFT backlight. This reduces energy consumption significantly. For additional information please click [here](#).



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CEC and EISA compliant power supplies

In order to keep meeting our **Green IT** requirements we are aiming at only offering you power supplies, that are **CEC and EISA compliant**. These standards require an efficiency of min. 85% in order to reduce the waste of energy. The majority of our currently used power supplies already meet those standards, e.g. our standard table power supply [DB-07-227R1.1](#) or the industrial power supplies [NT-01-023](#) and [NT-01-018](#). For further information on this please [contact](#) us!

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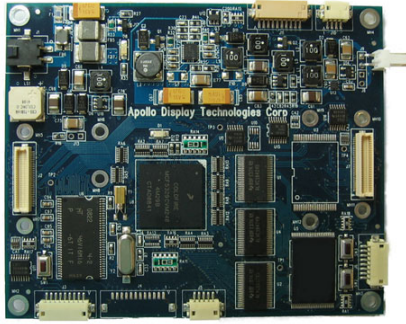


Apollo Firestorm Advanced GUI

The **Apollo Firestorm** Advanced Graphics Controller Board is a **Graphical User Interface (GUI)** developed by Apollo Display Technologies Corp. This GUI is a second generation member of our successful family of GUI controller boards for LCDs. GUI controllers provide visual feedback (via an LCD) and user input functions (via touchscreen) and act as the intelligent interface between man and machine. GUI controllers traditionally use a serial channel for host communication and offer a rich command set that provides access to high-level graphics primitive drawing, image transfer/storage/retrieval and touchscreen event handling capabilities, offloading such tasks from the host processor or embedded controller. This product's focus is the support of LCDs in the small- to mid-diagonal range, having resolutions of up to SVGA (800x600). The board outline is such that it 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.

For further details please see this [specification](#) and this [flyer](#). For more information please contact us.

APOLLO FIRESTORM ADVANCED GUI



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19" Compact Panel - Premium Version

In order to keep meeting our customers needs, we have decided to set up a new **Premium Version** of our **19" Compact Panel DI190**. Our compact panels combine a TFT-display, a backlight inverter and a RGB converter board including a DVI interface in one housing, thus reducing costs significantly for a 19" RGB/DVI solution and simplifying the integration into industrial applications. Furthermore, the small installation depth leaves enough room to integrate this Compact Panel into any application. The **DI190** features the Premium TFT-panel **LTM190EP01** by Samsung, which offers outstanding optical characteristics like a 178° viewing angle (vertically and horizontally), a brightness of 300 cd/m² and a typical contrast ratio of 1500:1. Mechanically the new **DI190** is identical to its previous version. Please find a spec. by clicking [here](#).

For information on our 15" and 17" Compact Panels please click [here](#).

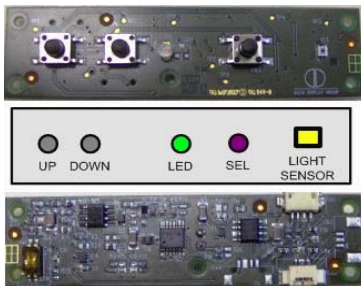


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Customer application: Brightness Control Interface IF374

One of our US automotive customers was looking for a cost-effective, environmentally sound high-quality display module for an application in the center console of the vehicle. They chose our **7" G070 module** with LED backlighting, 4-wire resistive touchscreen and **PRISMAeco II** controller board. After a redesign our **IF374** interface was added - this enables a manual adjustment (via buttons) or an automatic adjustment of the panel's brightness (via a light sensor). This saves energy and is environmentally sound. A spec. can be found [here](#). For more information or when having questions on your project please contact us!



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