

Date: 10/10/10

## Hitachi announce trio of compact TFT displays

*Premium displays provide high performance*

Maidenhead, UK. Hitachi Display Products Group (DPG) have announced a trio of compact, high performance TFT LCD modules ideally suitable for portable and hand-held applications. The recently introduced 2.4", 3.5" and 4.3" TFT display modules affirm Hitachi's ongoing commitment to providing a comprehensive portfolio of high performance TFT display modules with screen sizes from 2.4" to 21.3".

"Supporting small-size, high performance TFT display modules enables Hitachi to maintain a commitment to customers requiring a high quality, premium display for portable, hand-held, battery powered applications," comments Mark Stephenson, Product Marketing Manager, Hitachi DPG "These new displays feature state of the art display technology and provide exceptional optical performance."

The compact mechanical dimensions of 41.9mm (w) x 61.5mm (h) x 2.6mm (d) ensure that the new 2.4" QVGA (240 x 320 pixels) TX06D126VM0AAA is the smallest TFT display module currently available from Hitachi. Hitachi's renowned IPS (in-plane switching) technology and a white LED backlight ensure exceptional optical performance is achieved from all viewing angles. To aid the design in process the 2.4" TFT display also features an integrated 80 series CPU interface and display RAM.

The 3.5" QVGA (240 x 320 pixels) TX09D30VM1CDA is the latest addition to Hitachi's well established 3.5" TFT line up. The portrait display has mechanical dimensions of 64mm (w) x 86mm (h) x 6.7mm (d) and a 40-pin 18-bit CMOS RGB interface supporting a colour palette of up to 262K colours. Other integrated features include an LED backlight controller and on board power supply circuitry which enables a single 3.3v input to be used. The TX09D30VM1CDA weighs just 40grams.

The TX11D04VM2AAA is a 4.3" WQVGA (480 x 272 pixels) display with mechanical dimensions 105.5mm (w) x 67.2mm (h) x 2.9mm (d). The landscape display has a 40-pin 24-bit CMOS RGB interface allowing up to 16.7M colours to be displayed. A contrast ratio of 550:1 and a brightness of 350cd/m<sup>2</sup> ensure that display images are clear, bright and well defined. Low power applications are ideally suited as the TX11D04VM2AAA LCD has a power consumption of just 49mW.

# News Release

All three display modules employ chip on glass (COG) construction which ensure compact mechanical dimensions and robust, reliable operation. Low power white LED backlights feature throughout which provide excellent brightness and display uniformity characteristics. All three displays feature an operating temperature range of -20°C to +70°C.

The new trio of displays are supplied through Hitachi Display Products Group distribution partners and available across Europe immediately. For more information, please visit [www.hitachi-displays-eu.com](http://www.hitachi-displays-eu.com) or call +44(0)1628 585 000

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## Notes to Editor

### About Hitachi Display Products Group

Hitachi Display Products Group (DPG) is part of Hitachi Europe Ltd. It is responsible for pan-European sales and distribution of Hitachi's leading liquid crystal display products. Offering a comprehensive range of monochrome and colour display component modules, the company supports customers in a range of sectors including mobile phone, medical, white goods, automotive and industrial industries. Hitachi Display Products Group offers a range of standard liquid crystal modules and is also able to develop and manufacture customised displays. For further information on Hitachi LCD modules, please visit the display products group web site <http://www.hitachi-displays-eu.com>

### About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled 8,968 billion yen (\$96.4 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

### About Hitachi Europe Ltd.

Hitachi Europe Ltd., is a wholly owned subsidiary of Hitachi, Ltd., Japan. Headquartered in Maidenhead, UK, it has operations in 11 countries across Europe, the Middle East and Africa and employs approximately 460 people. Hitachi Europe comprises of nine business areas: air conditioning and refrigeration systems; digital media and consumer products; display products; industrial components and equipment; manufacturing systems; information systems; power and industrial systems; power devices and procurement and sourcing. Hitachi Europe also has three Research and Development laboratories and a Design Centre. For more information about the company, please visit <http://www.hitachi.eu>.

For more information please contact:

Hitachi Display Products Group  
Mark Stephenson  
tel: +44 (0)1628 585 000  
email: [mark.stephenson@hitachi-eu.com](mailto:mark.stephenson@hitachi-eu.com)

Neesham PR Ltd  
Mark Dalton  
tel: +44 (0)1628 627 128  
email: [markd@neesham.co.uk](mailto:markd@neesham.co.uk)