

Hitachi introduce ultra high brightness TFT displays

Ultra high brightness TFT displays ideal for outdoor applications

Maidenhead, UK. 3 March 2011. Hitachi Display Products Group (DPG) has introduced two new ultra high brightness (UHB) TFT display modules which are ideal for sunlight readable applications. The two new transmissive mode displays feature high brightness LED backlighting providing an exceptional brightness of 1000cd/m². The long life LED backlights employed provide 70K hours of operation to half brightness lifetime. The high level of brightness achieved with Hitachi's new UHB LED backlit displays has previously only been achieved with displays using power hungry CCFL backlights.

The new 6.5" TX17D01VM2EAB and 10.4" TX26D14VM2EAA UHB display modules feature contrast ratios of 600:1 and 800:1 respectively, enabling clear, concise images while on-board circuitry allows simple and easy adjustment of the LED backlight brightness. These display modules also feature an anti-reflective (AR) polariser coating which helps to disperse light in multiple directions effectively eliminating reflections and therefore making them perfect for outdoor and direct sunlight applications.

"The introduction of these two new displays continues Hitachi's active programme of expanding the range of industrial LCD panels with long life LED backlights, LVDS data interfaces and extended operating temperature ranges," commented Steve Donohoe Technical Manager, Hitachi DPG, "Hitachi is now able to offer customers technology leading display products featuring high brightness LED backlighting that are ideally suited to operation in high ambient light environments."

The 6.5" TX17D01VM2EAB UHB display has a resolution of 640 x 480 (VGA), a 6-bit RGB interface supporting a colour palette of up to 262K colours and mechanical outline dimensions of 153mm (w) x 118mm (h) x 9.1mm (d). The 10.4" TX26D14VM2EAA UHB display features a resolution of 640 x 480 (VGA), an 8-bit digital RGB data interface supporting up to 16.7M colours and outline dimensions of 243.0mm (w) x 185.1mm (h) x 11mm (d). Both UHB displays support an operating temperature range of -20° to +70°C.

The new 6.5" and 10.4" UHB TFT display modules are supplied through Hitachi Display Products Group distribution partners and are available across Europe immediately. For more information, please visit www.hitachi-displays-eu.com or call +44(0)1628 585 000. Hitachi Display Products Group is part of Hitachi Europe Ltd.

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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>.

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