

The Tianma Group introduces high-performance WQHD HDR LCD for smartphone applications

Chino, CA, May 17, 2018 – [The Tianma Group](#) has developed a new 6.46-inch HDR (high dynamic range) LCD, ideal for smartphone applications. Based on LTPS technology, the prototype's performance in contrast ratio, response time, resolution and brightness put it on-par with today's AMOLED displays. Tianma will demonstrate the HDR prototype at [Display Week 2018](#).

Developed by Tianma Micro-electronics Co., this HDR display is the industry's first WQHD full screen display for smartphones, generating real resolution of 498PPI and utilizing mini-LED technology to achieve multi-zone local dimming.

Tianma's HDR display offers excellent performance for smartphones, with peak brightness above 1000 nits and maximum local contrast over 3,000,000:1. The display also features 10-bit gray code signal input and output with DCI-P3 color gamut. These features combine to produce images that more closely replicate real life scenes, enabling LTPS LCD to better compete at OLED performance levels.

The Tianma HDR display for smartphones is expected to be in production by the end of 2019.

HDR Display vs Normal Display		
Specification	HDR Display	Normal Display
Technology	Super Vision LCD	LCD
Size	6.46"	5.99"
LCM Outline Dimension (mm)	76.24×152.48×2.26	72.30×155.06×2.19
Resolution (pixel)	1440×2880	1080×2160
Peak Luminance (cd/m ²)	1000	500
Contrast Ratio	>20000:1	1500:1
Color Depth	10 bit	8 bit
PPI	498	403
Color gamut	96% NTSC (DCI-P3)	84% NTSC
Local Dimming Zones	286	NA
Application	Smart Phone	
Status	Target Q4,2019	

Tianma's new HDR technology, along with The Tianma Group's expansive family of displays and technologies, will be showcased at [Display Week 2018](#), May 22 to 24 in Los Angeles, California, USA, in Booth 1005. The prototype has also been nominated for Best in Show at Display Week.

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About Tianma America, Inc.

Tianma America (TMA) is the leading provider of small- to medium-size display solutions to the Americas market utilizing advanced technologies and manufacturing resources of the Tianma Group Companies, which includes Tianma Micro-electronics (Shenzhen and Shanghai) and Tianma Japan, Ltd. (formerly known as NLT Technologies Ltd.), as well as manufacturing locations in Chengdu, Wuhan, Xiamen, Shenzhen and Shanghai China. Tianma America technologies can be found in smartphones, tablet PCs, industrial and medical instrumentation, wearables, home automation, household appliances, office equipment, and automotive and rear seat entertainment devices. Additional applications include test and measurement systems, instrumentation equipment, point-of-sale and ATM systems, gaming systems, global positioning systems, radio-frequency identification devices and barcode scanners.

Tianma America's technology portfolio comprises TFT, LTPS, Oxide-TFT, AM-OLED, flexible, transparent, 3D, PCAP and In-cell/On-cell integrated touch. With a network of best-in-class distributors and value-added partners, Tianma America provides complete display module solutions for a broad base of customers and applications.

The content in this press release, including, but not limited to, product prices and specifications, is based on the information as of the date indicated on the document, but may be subject to change without prior notice.

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Additional assets available online:  [Photos \(1\)](#)

<http://sid.vporoom.com/Tianma/The-Tianma-Group-introduces-high-performance-WQHD-HDR-LCD-for-smartphone-applications>