

The Tianma Group introduces new ultra-high bright LCDs in 10.1-inch and 15.6-inch sizes

Chino, CA, April 26, 2018 – [The Tianma Group](#) has introduced two new LCDs: a 10.1-inch WXGA and 15.6-inch WXGA, both with ultra-high luminance. These modules are ideal for industrial applications needing superior viewing in outdoor or other high ambient light environments such as ATMs and payment terminals.

The 10.1-inch wide model has a luminance of 1000 cd/m², and the 15.6-inch wide model has a luminance of 1250 cd/m². The ultra-high luminance of these models results in displays with vivid colors and excellent visibility, even in direct sunlight, and further expand Tianma's extensive offering of industrial, outdoor viewable products.

Stability in demanding environments

Both models have wide operating temperature ranges, with the 10.1-inch wide model featuring an especially wide operating temperature range of -40 to +85°C, which allows for accurately displayed images and stable performance in harsh environments with large temperature fluctuations.

The 10.1-inch wide model is resistant to vibrations up to 7.0G making it ideal for applications prone to high levels of shock and vibration such as construction and marine equipment.

Excellent display performance

The 10.1-inch wide model incorporates Tianma's proprietary wide viewing angle technology, Super Fine TFT (SFT). This technology provides ultra-wide viewing angles of 176 degrees horizontally and vertically and reduces color shift that may occur with changes in the viewing angle, offering enhanced viewing performance without visual stress in various operating environments.

The 15.6-inch display has a wide viewing angle of 160/160 – more than adequate for most outdoor applications.

These new LCD modules, 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, and at [Embedded Systems Expo 2018 \(ESEC\)](#), May 9 to 11 in Tokyo, Japan.

Main specifications of ultra-high luminance models

Size	10.1-inch Wide	15.6-inch Wide
Part number	NL12880BC16-02F	NL13676BC25-07F
Interface	LVDS	LVDS
Pixels	1280 x 800	1366 x 768
Luminance	1000cd/m ²	1250cd/m ²
Viewing angle (H/V)	176°/176°	160°/160°
Surface treatment	AG	AG
Operating temperature	-40□+85 °C	-30□+80 °C
Remarks	SFT* ¹ Vibration resistant to 7.0G	Long-life LED BL
MP	Mid-2018	Now

□1 SFT (Super Fine TFT) is Tianma's proprietary wide viewing angle technology.

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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 \(1\)](#)

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