

Tianma NLT USA Showcasing Over 75 New Display Products and Prototype Technologies at Display Week 2017

Demos include touch, automotive, outdoor viewable, full HD, On-Cell Touch AMOLED

Los Angeles, CA, May 23, 2017- [Tianma NLT USA](#) (TNU) provides sales, marketing and engineering support in the Americas for the Tianma Group companies, including Tianma Microelectronics and NLT Technologies, Ltd. TNU will be exhibiting a wide variety of new LCD products and technologies at [Display Week 2017](#), Booth 1005, Los Angeles, California, May 23-25. Tianma NLT USA is a leading provider of small to medium size display solutions to the Americas, utilizing cutting edge technologies from Tianma Microelectronics and NLT Technologies Ltd., coupled with the manufacturing resources of the Tianma Group.

TNU will be showcasing over 75 LCD demonstration units, including new prototypes and newly introduced products. In particular, TNU has announced the introduction of a thin and lightweight 15.0-inch diagonal LCD module with XGA resolution (1024x768) for industrial applications such as POS and ATMs. The module was developed by NLT Technologies, Ltd., a Tianma Group company, with mass production planned to start in June 2017.

TNU has also introduced four new outdoor viewable liquid crystal displays (developed by NLT): an 8.0-inch diagonal WVGA, a 12.1-inch WXGA, a 15.0-inch XGA, and a 15.6-inch Full HD. These modules are ideal for industrial applications needing superior viewing in outdoor or other high ambient light environments, such as marine equipment and construction devices.

In addition, TNU has entered three new cutting edge LCDs into [SID's](#) annual Best in Show competition, the winners of which will be honored for at a luncheon at 12:00 noon on Wednesday, May 25, honoring the best product, component, and application of the preceding year as well as the best products at Display Week.

5.5" FHD Flexible AMOLED Display: Tianma is entering a high-performance AM-OLED display panel for Virtual Reality applications, which will greatly improve display performance for head-mount displays by minimizing screen-door effect and reducing motion sickness. This LTPS + TE (top-emitting) OLED display measures 5.5" diagonal with a resolution of 1440x2560 (WQHD), achieving 560 PPI. Response time is rated at <1ms.

19.5" HxDP Floating 3D Display: Developed by NLT Technologies, this prototype 19.5-inch auto-stereoscopic LCD features full HD resolution in 3D mode, adopting the company's proprietary glassless 3D display technology, HxDP (Horizontal times Density Pixels). The new prototype is expected to be utilized for educational or high-end medical applications that demand more precise and realistic three-dimensional imaging than can be achieved with traditional naked-eye 3D displays.

5.5" FHD Force Touch LTPS Panel: Tianma's third entry is the super-thin 5.5" FHD Force Touch LTPS Panel, the world's first piezoresistive in-cell force sensing display panel. Both the touch panel and piezoresistive force sensor are fully integrated into the LCD panel, so that the touch position and force can be detected simultaneously, and the module thickness can be reduced to the minimum.

Along with the display prototypes and new product introductions, Tianma NLT USA will be exhibiting a variety of products from their standard line-up. Technologies featured include: PCAP, In-Cell touch, LTPS, OLED, high resolution, wide viewing angle, outdoor viewable, wide format and high bright a-Si TFT display products, including products specifically designed for key display applications including: mobile, wearable, automotive, avionics, home automation, HMI, FA, POS and medical.

Individuals from Tianma Microelectronics, China and NLT Technologies, Ltd., Japan will be involved in the Display Week 2017 technical sessions as follows:

Session 28: High-Resolution Active-Matrix Displays (Active-Matrix Devices)

Wednesday, May 24, 2017 / 9:00 - 10:20 am / Room 501

Chair: Kenichi Takatori, NLT Technologies, Ltd.

Session 29: Aerial Displays (Display Systems)

Wednesday, May 24, 2017 / 9:00 - 10:20 am / Room 503

A Floating Image for a Ultra-High-Resolution Display Device Using Integral Photography Theory, by Lei Niu, Shanghai Tianma Microelectronics Co. Ltd., Shanghai, P. R. China

Session 37: OLED Material Thermal Evaporation (Display Manufacturing)

Wednesday, May 24, 2017 / 10:40 - 12:00 pm / Room 518

A Novel Magnet-Array Design for Solving Mask Deformation, by Jian Xu, Tianma Microelectronics Co., Ltd., Shanghai, P. R. China

Session 76: Advanced Manufacturing and Metrology (Display Manufacturing)

Friday, May 26, 2017 / 9:00 - 10:20 am / Room 518

Distinguished Paper: Viewing-Angle-Switching Device Based on an Array of Optical Micro-Rods Incorporated in Electrochromic Material Systems, by Hiroshi Tanabe, NLT Technologies, Ltd., Kawasaki, Japan

Poster Session, Thursday, May 25 / 5:00 - 8 pm / Petree Hall

Automotive/Vehicular Displays: New Head-Up Display System with Ultrahigh Transmittance Using LCs with Negative Dielectric Anisotropy and RGBW Design, by Liting Fang, Tianma Microelectronics Co., Ltd., Xiamen, China

Display Manufacturing: Designing the Coil Assembly to Solve Mask Deformation, by Yaoyang Liu, Tianma Microelectronics Co., Ltd., Shanghai, China

More information about the innovative new LCDs being displayed by Tianma NLT USA is available at Booth 1005 at Display Week and in the Tianma Group press kits, accessible online at <http://macrovis.net/tianma2017/>

Additional information can be found at usa.tianma.com.

About Tianma NLT USA, Inc.

Tianma NLT USA is the leading provider of small to medium size display solutions to the Americas market utilizing advanced technologies from Tianma Microelectronics and NLT Technologies Ltd., coupled with the manufacturing resources of the Tianma Group. Applications include smartphones, tablet PCs, industrial and medical instrumentation, wearables, home automation, household appliances, office equipment, and automotive and rear seat entertainment devices, as well as test and measurement systems, instrumentation equipment, point-of-sale and ATM systems, gaming systems, global positioning systems, radio-frequency identification devices and barcode scanners.

Technologies include 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 NLT USA provides complete display module solutions for a broad base of customers and applications. The range of display features offered includes ultra-high resolutions, wide temperature ranges, high contrast ratios, rich color gamut, backward compatibility, LED backlights, high bright and transreflective viewing for use in diverse lighting environments.

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/Tianma-NLT-USA-Showcasing-Over-75-New-Display-Products-and-Prototype-Technologies-at-Display-Week-2017>