PHOENIX DISPLAY LAUNCHES NEW LINE OF
CUSTOM AND STANDARD TRANSFLECTIVE TFT DISPLAYS

TEMPE, Ariz., May 23, 2012 – Phoenix Display International (PDI), Inc., has introduced a new line of custom and standard transflective TFT LCDs ideally suited for demanding outdoor applications. Phoenix Display transflective color LCD screen modules are available in 320x240 (QVGA) resolution in 2.2", 2.8", 3.2", and 3.5" sizes as well as 800x480 (WVGA) in 5.0" size, and can be integrated into any number of applications. Designed with an internal transflector, PDI’s TFT LCD modules are 100% sunlight readable, operating in a reflective mode when in direct sunlight conditions, giving the user a clear image without becoming washed out.

Phoenix Display’s custom and standard transflective TFT LCDs are designed to meet the ever-growing need to display full-color graphical content with high brightness, high contrast, and full-speed video capability. Standard brightness ranges from 80 to 160 nits, depending on size.

If customization is required, Phoenix Display’s US-based, local engineering team can design the LCD module around the standard transflective glass platform to integrate both electrically and mechanically into an existing project. PDI can also incorporate any additional options needed, including standard or custom resistive and projected capacitive touch panels, light guide features, and flex modifications.
The new transflective TFT LCD modules from Phoenix Display include:

- 2.2” 320x240 (QVGA) PDI0220BMG
- 2.8” 320x240 (QVGA) PDI0283BUG
- 3.2” 320x240 (QVGA) PDI0320DUG-T (with resistive touch panel)
- 3.2” 320x240 (QVGA) PDI0320DUG
- 3.5” 320x240 (QVGA) PDI0350BMG-1
- 3.5” 320x240 (QVGA) PDI0350BMG-T (with resistive touch panel)
- 5.0” 800x480 (WVGA) PDI0500JVG-T (with resistive touch panel)

Pricing for a 2.2-in. transflective LCD ranges from $16.20 to $23.00 each, depending on quantities. For additional details on pricing and delivery, contact Joe Sidoryk at Phoenix Display International, Inc., Tel: (630) 359-5700; E-mail: sales@phoenixdisplay.com; Web: www.phoenixdisplay.com.

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ABOUT PHOENIX DISPLAY
Phoenix Display International Inc. (PDI) is a full service provider of standard, semi-custom and full-custom LCD modules, specializing in small format character display, graphic display, color display, and custom display formats. PDI brings together extensive LCD industry experience and technical expertise, as well as low cost and vertically and horizontally integrated manufacturing operations, to deliver competitively priced, high-quality LCD displays.

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