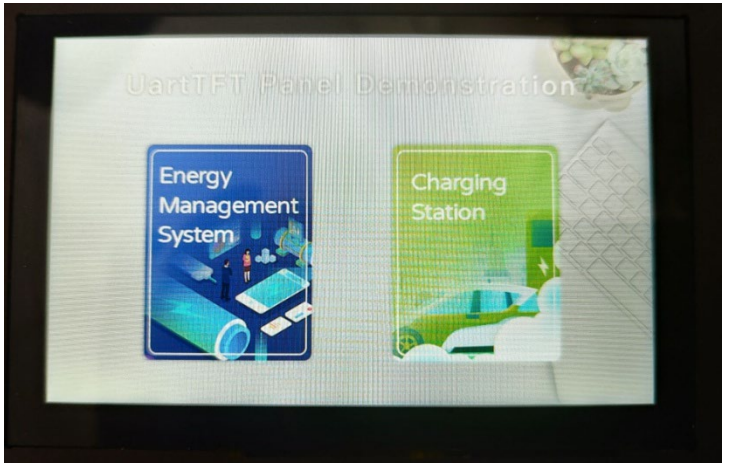
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Display





Display types

- TFT LCD
- Mono LCD
- LED
- OLED
- E-Paper/E-Ink
- Display with Touch-Panel
- Display with Coverlens



TFT LCD

TFT LCD (Thin-Film Transistor Liquid Crystal Display)

- Standard product from 0,71 to 28 inches
- Display mode: TN, IPS, MVA
- Can be integrated with touch functionality





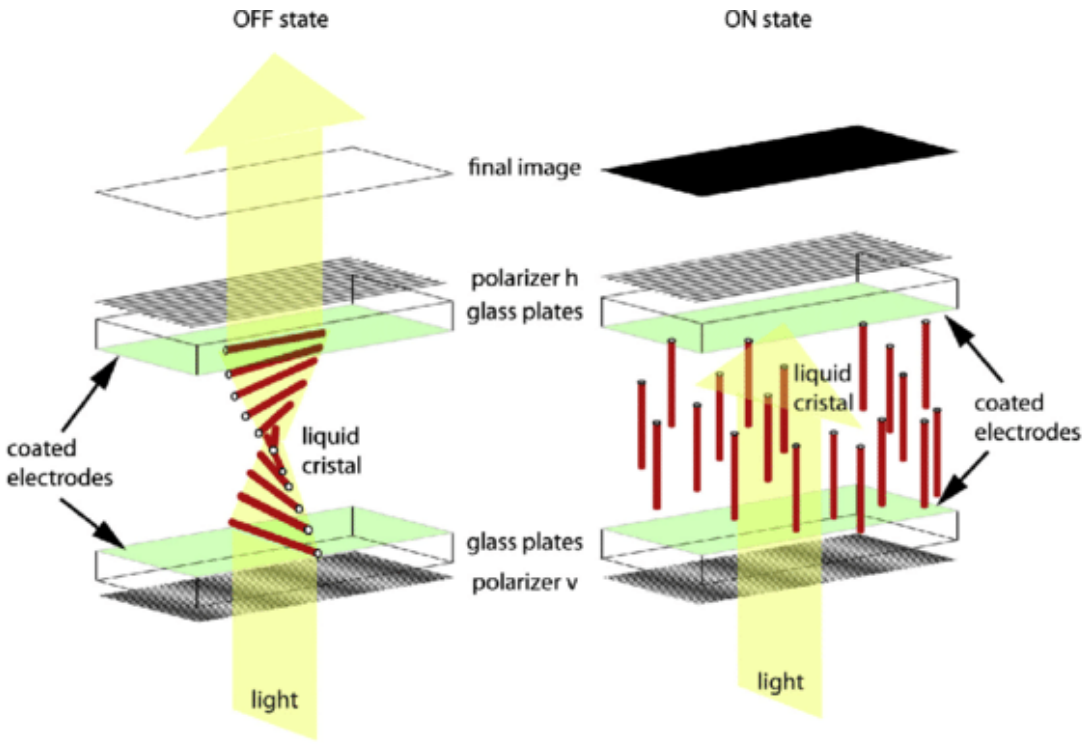
TFT LCD Mode

It is related to how the liquid crystals are aligned in the display, which affects factors like color accuracy, viewing angles, contrast, and response time.

TN (Twisted Nematic) : refers to the way liquid crystals are arranged and twisted between two polarizing filters. When an electric current is applied, the liquid crystals twist to allow light through, changing the image on the screen.

TFT LCD Mode

TN (Twisted Nematic)



TFT LCD Mode

TN (Twisted Nematic)

Advantages:

- Fast response time: TN panels are typically faster, making them ideal for gaming or fast-moving visuals. This is due to the simple alignment of liquid crystals.
- Lower cost:
- Higher refresh rates: TN displays can often achieve higher refresh rates, making them a popular choice for competitive gaming.

TFT LCD Mode

TN (Twisted Nematic)

Disadvantages:

- Poor viewing angles: Colors and brightness degrade when you look at the screen from the side
- Lower color accuracy: TN panels are not as color-accurate as other types like IPS or MVA. Colors can look washed out, and color reproduction is less precise.
- Lower contrast: TN panels tend to have less contrast, especially in darker areas of the screen

TFT LCD Mode

IPS (In-Plane Switching):

IPS technology aligns the liquid crystals horizontally to the screen (in-plane), which results in more accurate and consistent color reproduction.



TFT LCD Mode

IPS (In-Plane Switching):

Advantages:

- Excellent color accuracy: IPS panels provide better color consistency and accuracy, making them suitable for tasks that require precise color reproduction, like photo and video editing.
- Wide viewing angles: full view
- Better contrast and brightness: IPS panels generally offer better contrast and higher brightness levels compared to TN, but not as high as OLEDs.

TFT LCD Mode

IPS (In-Plane Switching):

Disadvantages:

- Slower response time: IPS panels tend to have slower response times than TN displays.
- More expensive
- Lower refresh rates: IPS panels tend to have lower refresh rates compared to TN, though this gap has been narrowing in recent years with high-refresh IPS panels being developed for gaming.

TFT LCD Mode

MVA (Multi-domain Vertical Alignment)

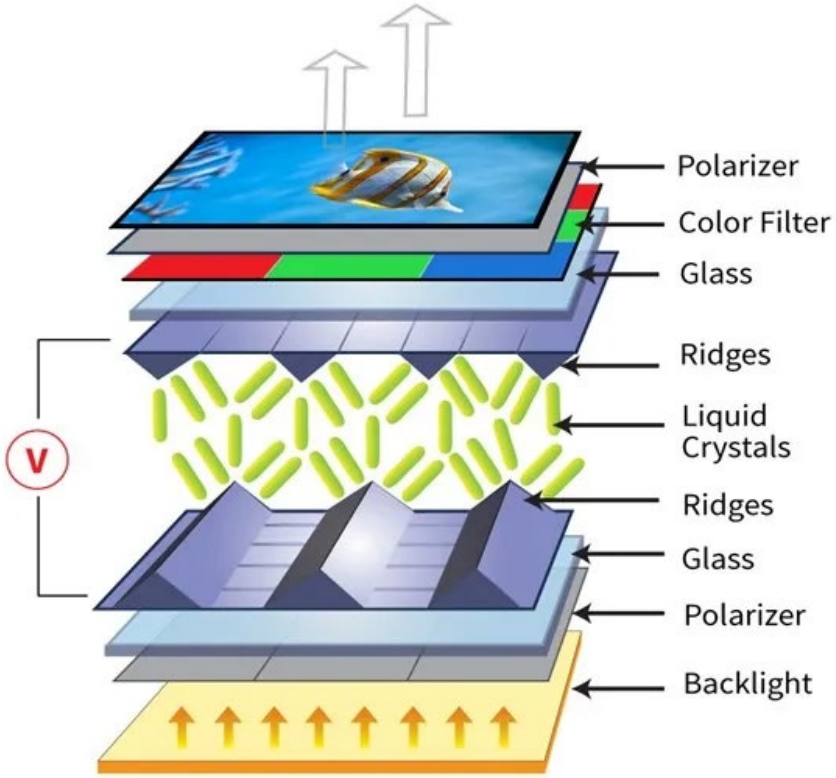
uses a vertical alignment of liquid crystals that can tilt in multiple directions (hence "multi-domain").

This arrangement provides better viewing angles and contrast than traditional TN panels.

MVA is sometimes referred to as VA (Vertical Alignment), because it's a refinement of traditional vertical alignment technology.

TFT LCD Mode

MVA (Multi-domain Vertical Alignment)



TFT LCD Mode

MVA (Multi-domain Vertical Alignment)

Advantages:

- High contrast ratio: MVA panels are known for having excellent contrast ratios, making them great for watching movies and viewing dark content.
- Better color reproduction: MVA panels generally provide better color accuracy than TN panels, though not quite as good as IPS.
- Good viewing angles: MVA has better viewing angles than TN, though typically not

TFT LCD Mode

MVA (Multi-domain Vertical Alignment)

Disadvantages:

- Slower response time: MVA panels generally have slower response times than TN and even IPS panels, which can lead to ghosting or blurring in fast-moving scenes.
- Lower brightness: MVA panels often have lower maximum brightness levels compared to TN or IPS panels.
- More expensive than TN: While generally more affordable than IPS, MVA panels are still more expensive than TN panels.

TFT LCD Mode

Summary of Use Cases:

- **TN:** Best for budget-conscious users or competitive gamers who prioritize fast response times and don't mind lower color accuracy and viewing angles.
- **IPS:** Ideal for professionals and content creators who need accurate colors and wide viewing angles, such as photographers, designers, and videographers.
- **MVA:** Good for users who prioritize deep contrast and good color reproduction, like movie watchers or general media consumers, and can handle slower response times.

TFT LCD Mode // Summary

Summary of Key Differeneces			
	TN (Twisted Nematic)	IPS (In-Plane Switching)	MVA (Multi-domain Vertical Alignment)
Color Accuracy	Low	High	Moderate to High
Viewing Angles	Narrow (6 or 12 o´clock)	Full view	Wide to full view
Contrast	Low	Moderate	High
Response Time	Fast (Great for gaming)	Moderate	Moderate to Slow
Brightness	High	Moderate to High	Low to Moderate
Cost	Low	High	Moderate to High

TFT LCD // Summary

Advantages:

- High resolution and color accuracy: Vibrant colors and crisp details (IPS mode).
- Good viewing angles
- Brightness: Can achieve high brightness levels, making them suitable for outdoor use.
- Wide availability & cost-effective

TFT LCD // Summary

Disadvantages:

- Power consumption: Requires a backlight, which means it consumes more power compared to some other technologies (like OLED).
- Limited contrast: While colors are vibrant, the contrast ratio can be lower compared to OLED, especially in dark scenes.
- Slightly thicker due to the backlight layer

TFT LCD // Summary

Possible Applications:

- Smartphones and Tablets
- Laptops and Monitors
- Digital Cameras and Camcorders
- Vehicle devices
- Household appliances
- Industrial & Medical Control Devices

TFT LCD // Summary

Rough price range:

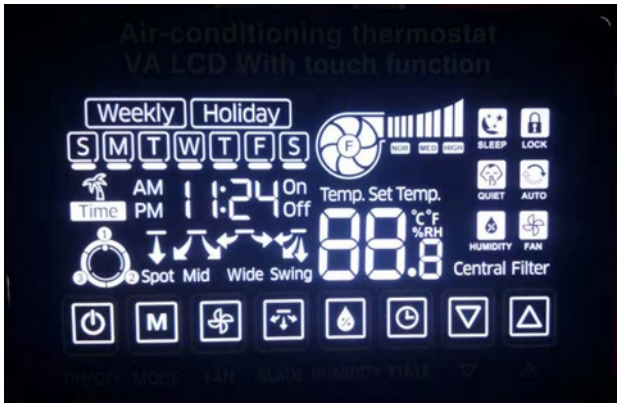
- 1-5 inches: 1,5-10 Euro
- 7-10 inches: 12-30 Euro
- > 11 inches: >30 Euro

MONO LCD

MONO LCD (Monochrome Liquid Crystal Display)

- Available with or without backlight
- Supports numeric, character, dot-matrix, and custom symbol displays.
- Can be integrated with touch functionality





MONO LCD

MONO LCD (Monochrome Liquid Crystal Display)

Advantages:

- Low power consumption: Since it only displays single color, the power consumption is generally very low.
- Cost-effective
- Simple design: It is usually cheaper to produce and has a simple design.
- Highly readable: Works well in environments with lots of ambient light.

MONO LCD

MONO LCD (Monochrome Liquid Crystal Display)

Disadvantages:

- Limited colors
- Lower resolution compared to other display types
- Not suitable for multimedia: Can't display complex visuals like images, videos, or color-rich content.

MONO LCD

Applications:

- Digital clocks & calculators
- Medical Devices
- Point of Sale (POS) Systems
- Car Control Boards
- Home Appliances
- Industrial Equipment



Monochrome LCDs are perfect for applications that don't require color and prioritize low power consumption, simplicity, and cost.

LED Display

LED (Light-Emitting Diode Display)

- flexible customization in size and resolution
- Can be integrated with touch functionality



LED Display

Advantages:

- Energy Efficiency
- Brightness and Clarity
- Long Lifespan
- Thin and Lightweight
- Color Accuracy and Contrast
- Response Time



Disadvantages:

- Cost: Although the cost of LED displays has decreased over time, they can still be more expensive upfront compared to older technologies like LCD

LED Display

Possible Applications:

- Television and Home Entertainment
- Digital Billboards & Signage: such as Advertising
- Retail and Commercial Displays: such as Point-of-Sale Displays, Storefront Displays.
- Public Transportation & Information Displays.
- Automotive Displays
- Medical and Scientific Applications
- Smart Devices
- Industrial and Applications

OLED Display

OLED Display (Organic Light-Emitting Diode Display)

- Standard product from 0,49 inches to 2,42 inches
- Can be integrated with touch functionality



OLED Display

Advantages:

- Superior contrast ratio: Since OLED displays are self-emissive (each pixel emits its own light), they can achieve true blacks, which gives exceptional contrast.
- Thinner, lighter and more flexible: OLED displays can be made thinner and even flexible, which makes them ideal for modern, sleek designs and foldable devices.
- Energy-efficient with dark themes: OLEDs use less power when displaying darker content since black pixels are completely turned off.
- Wide viewing angles: Consistently high image quality from virtually any angle.

OLED Display

Disadvantages:

- Cost: OLED displays are generally more expensive to produce, so devices with OLED screens tend to be pricier.
- Burn-in: Static images left on the screen for extended periods can cause permanent damage or burn-in.
- Lifespan: OLEDs can degrade over time, especially blue OLEDs, which have a shorter lifespan than red or green OLEDs.

OLED Display

Possible Applications:

- Smartphones and Tablets (High-End Models)
- Wearables
- Virtual Reality (VR) and Augmented Reality (AR) Headsets: OLED's fast response times, high contrast, and high pixel density make it ideal for immersive VR and AR experiences.
- High-End Monitors: OLED displays are increasingly used in professional monitors for photography, video editing, and graphic design due to their excellent color accuracy and contrast.
- Automotive Displays: OLED is used in high-end automotive displays like dashboards, infotainment systems, and head-up displays (HUDs).

E-Paper/E-Ink Display

Electronic Paper/Ink Display

- Low Energy consumption.
- Standard product from 1,54 inches to 6 inches
- Can be integrated with touch functionality



E-Paper/E-Ink Display

Advantages:

- Ultra-low power consumption: E-paper only uses power when the image is changed. Once the content is displayed, it requires no power to maintain the image.
- Very readable under direct sunlight: E-paper displays are reflective and have high contrast, making them excellent for reading outdoors, even in direct sunlight.
- Thin and flexible
- No backlight required: It reflects ambient light, so it doesn't strain the eyes like other displays, making it ideal for reading over long periods.

E-Paper/E-Ink Display

Disadvantages:

- Slow refresh rate
- Limited colors and resolution
- Not ideal for dynamic content
- No backlight, requires ambient light

E-Paper/E-Ink Display

Possible Applications:

- E-Readers
- Electronic Shelf Labels (ESL)
- Smart Labels and Tags
- Signage and Advertising
- Digital Notebooks



Display with touch panel and coverlens

- We can add Touch Panel to all our Displays.
- We can add Protection-glass (Coverlens) to all our Displays.

Display Common Interface

The system motherboard provides signal and power for TFT-LCDs through various interface types.

- MCU (Microcontroller Unit) Interface
- SPI (Serial Peripheral Interface)
- MIPI (Mobile Industry Processor Interface)
- RGB Interface
- LVDS (Low Voltage Differential Signaling) Interface
- I²C (Inter-Integrated Circuit) Interface
- 8080/6800 Parallel Interface
- RS232/RS485/UART Interface
- HDMI, DVI, DisplayPort *(*For High-Resolution LED Screens)
- eDP (Embedded DisplayPort)

Display summary comparison

	TFT LCD	MONO LCD	LED	OLED	E-paper
Color	Full color	Monochrome	Full color	Full color	Limited
Power consumption	Moderate	Low	Low to moderate	Low for dark content	Extremely low
Contrast	Good	Moderate	Very high	Excellent („true blacks“)	Moderate
Brightness	High	Moderate	High	High	Moderate
Cost	Moderate	Low	Moderate to high	High	Moderate
Durability	High	Moderate to High	High	High, but susceptible to burn-in with static content	High

Standard Product list

To obtain our standard product list please contact our

Responsible product manager :

Yolanda Liu-Wildner (Product Manager Input systems & Displays)
y.liu-wildner@knitter.de // +49 (0)8106 / 36 21 21

Thank you very much for your attention!