

**Product Announcement**

FOR IMMEDIATE ANNOUNCEMENT

**Sharp Introduces Two New LCD Modules for Portable Applications**

**Modules Feature High Brightness, High Contrast, and LED Backlights**

The LS028B7UX01 and LQ035Q3DG01 are now entering production. Both modules feature high brightness and high contrast, along with LED backlighting for ruggedness.

The LS028B7UX01 is a transfective portrait-mode display, also featuring a wide viewing angle, high integration, and a CPU-bus interface.

**Features of the LS028B7UX01:**

LCD Type	Portrait-mode
Screen size	2.75-inch (6.98 cm)
Panel Mode	Transflective
Pixel Format	240 (H) × 400 (V)
Pixel Pitch (mm)	0.050 (H) × 0.150 (V)
Active Area (mm)	36.0 (H) × 60.0 (V)
Aspect Ratio	3:5
Outline Dimension (mm)	41.8 (W) × 70.5 (H) × 2.3 (D)
Display Mode	Normally white
Number of Colors	262,144 (6-bit)
Brightness	300 nits, 2.5% reflectivity
Viewing Angle	160° H/160° V (Transmissive) 100° H/100° V (Reflective)
Contrast Ratio	400:1 transmissive, 13:1 reflective
Storage Temperature Range	-30°C to +70°C
Operating Temperature Range	-10°C to +60°C

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The LQ035Q3DG01 is a transmissive landscape-mode display, featuring high contrast and high brightness, with extended operating temperature range.

**Features of the LQ035Q3DG01:**

LCD Type	Landscape-mode QVGA
Screen size	3.5-inch (8.8 cm)
Panel Mode	Transmissive
Pixel Format	320 (H) × 240 (V)
Pixel Pitch (mm)	0.2205 (H) × 0.2205 (V)
Active Area (mm)	70.56 (H) × 52.92 (V)
Aspect Ratio	4:3
Outline Dimension (mm)	76.9 (W) × 63.9 (H) × 3.5 (D)
Display Mode	Normally white
Number of Colors	262,144 (6-bit)
Brightness	450 nits
Viewing Angle	140° H/125° V
Contrast Ratio	500:1
Storage Temperature Range	-30°C to +80°C
Operating Temperature Range	-20°C to +70°C

These panels meet all RoHS\* compliance requirements.

The specifications for these panels are available from your local Sharp Representative, and are available on our Sharp public website ([www.sharpsma.com](http://www.sharpsma.com)).

Please contact Emily Skoglund at [SkoglundE@sharpsec.com](mailto:SkoglundE@sharpsec.com) with any questions you may have regarding these exciting new additions to the Sharp product line.

**About Sharp Microelectronics of the Americas**

Sharp Microelectronics of the Americas (SMA) drives innovative LCD, optoelectronics, memory, imager, and RF/IR components to market. The world's leading manufacturers of consumer and business technologies look to SMA for the products, expertise, and worldwide support they need to make their visions a reality.

SMA, in Camas, Washington, is the microelectronics sales and marketing division of Sharp Electronics Corporation, a wholly owned subsidiary of Sharp Corporation.

For more information, visit us at [www.SHARPsma.com](http://www.SHARPsma.com).

\* The Restriction of Hazardous Substances in Electrical and Electronic Equipment (RoHS) Directive (2002/95/EC). This directive took effect July 1, 2006.