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## **“Always-on” Color Memory LCD is Ideal Graphic Display for Wearable Products**

*Pioneering Sharp technology delivers ultra-low power coupled with high resolution*

**CAMAS, Wash. – May 5, 2015** – Sharp Microelectronics of the Americas (SMA) has unveiled its 1.33-inch (diagonal) Color Memory LCD graphics display. The 8-color LCD module has ultra-low power consumption, enabling longer time between recharges for small-display products with a battery. It also enables designers to meet the growing demand for “always-on” devices – e.g., products such as smartwatches that show a full array of data at a glance without need to “fire-up” the device. For details, visit [www.SharpMemoryLCD.com](http://www.SharpMemoryLCD.com).

The high-resolution display (LS013B7DH06) delivers smooth graphics and simple video capability, thus showcasing richer content than many cholesteric, electrophoretic, and other bi-stable, “e-ink” type display solutions – all with lower energy requirements. Transmissivity allows addition of a backlight for visibility in low ambient light. The LCD will be on show at Display Week 2015 in San Jose, CA (June 2 – 4).

### **Memory LCD Technology**

Sharp helped pioneer LCDs for the wearable market, introducing its first Memory LCD monochrome graphic displays in 2009. Memory LCDs feature embedded 1-bit memory in each pixel, which results in minimal power usage from the display's single supply, even while updating images. A lightweight, thin two-glass design, plus an integrated driver and simple I/F connectivity ease the design process.

### **Sharp's Memory LCD Suite**

In addition to the Color Memory LCD, Sharp's Monochrome graphic display Memory LCD line-up includes the following sizes (all sizes diagonal): 0.99-inch, 1.17-inch, 1.26-inch, 1.28-inch, 2.7-inch, and 4.4-inch. Customers benefit from support from U.S.-based service and support in every region.

### **Availability and Pricing**

Product samples may be obtained through any [Sharp Representative or Distributor](#). One-piece sample pricing is \$15.00.

### **About Sharp Microelectronics of the Americas**

Sharp Microelectronics of the Americas (SMA) drives innovative LCD, optoelectronics, imager, and RF 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. [www.SHARPsma.com](http://www.SHARPsma.com).

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