

## **New 3.5-inch LCD Module for Handheld Products Shines...Even at 100 Nits**

*Sharp Progressive Super View (PSV) brings high viewability with low power requirements*

**CAMAS, Wash. – April 16, 2014** – Today, Sharp Microelectronics of the Americas (SMA) announced a new 3.5-inch (diagonal) TFT LCD module (LQ035Q3DY01) featuring Sharp's proprietary Progressive Super View (PSV) technology. PSV enables viewability in direct sunlight with brightness settings as low as 100 nits. This saves power and also decreases heat from the backlight, thus simplifying the design process. The display has exceptional image performance in both high and low ambient conditions, and is free of both parallax and metallic appearance.

PSV works by eliminating surface and internal reflections in the LCD to make the blacks more black – thus creating higher contrast in high ambient light conditions. Additionally, internal reflection from the metal layers inside the LCD enhances the brightness of the LCD when white or a color other than black is shown.

### **Industrial Strength LCDs...Backed By Sharp**

Sharp offers a full line of Industrial Strength LCDs for traditional IA applications, including Advertising, ATM, Automotive, Climate Control, Factory Automation, Gaming/Lottery, Fitness/Sports, Home Automation, In-Flight Entertainment, Industrial Controls, Kiosks, Medical Devices, Multimedia, Point of Sale (POS) Terminals, Transportation, Test and Measurement, Wearable Technology, White Goods, and many others. Contact your Sharp Representative or Distributor to learn more about these rugged, high-performance LCDs, with offerings ranging from 1.5-inch – 23.5-inch diagonal.

Customers benefit from Sharp's strong warranties, as well as full-service support from U.S.-based field sales and applications engineering teams. New Sharp IA panels are backed by long product life cycles, and supported with extensive documentation, including Specifications, Incoming Inspection Reports, Reliability Data, and a UL Parts List. Our Resources page at [www.SharpLEDLCD.com](http://www.SharpLEDLCD.com) also features instructional videos, "The Switch" podcast, technical papers, and other assets to aid in the design process.

### **Availability and Pricing**

Product samples and pricing may be obtained through any Sharp Representative or Distributor. Sharp displays are RoHS\* compliant, upholding the company's commitment to reducing the environmental impact of manufacturing. One-piece sample pricing for the following, select Sharp LCDs is as follows:

<b>Size (Diagonal)</b>	<b>Part Number</b>	<b>Sample Pricing</b>
3.5-inch	LQ035Q3DY01	\$50

### **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. 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. All measurements are diagonal. All Specification values quoted are Typical values. IGZO: (InGaZnO), an oxide comprising indium (In), gallium (Ga), and zinc (Zn). LED: Light Emitting Diode. OLED: Organic Light-Emitting Diode. CCFL: Cold Cathode Fluorescent Lamp. LCD: Liquid Crystal Display. OEM: Original Equipment Manufacturer. Sharp is a registered trademark of Sharp Corporation.

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