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## **Mitsubishi Electric Announces Launch of 12.1-inch Color TFT-LCD Module for Industrial Use**

**Tokyo, June 22, 2010** – Mitsubishi Electric Corporation (TOKYO: 6503) announced today the launch of its 12.1-inch, wide-XGA color TFT-LCD module with a white light emitting diode (LED). This model is for industrial use and delivers high brightness, long backlight life, and a built-in LED driver in a slim and lightweight LCD module design. Sale of the module begins on October 1, 2010 through the following Mitsubishi Electric sales website: <http://www.mitsubishichips.com/Global/network/index.html>.



AA121TD01

### **Product Features**

**1) Market-leading long-life backlight with high brightness**

- At a temperature of 25 degrees Celsius, the LED backlight has a typical operating life of 80,000 hours
- 700 cd/m<sup>2</sup> high brightness for better visibility in bright environments
- High-voltage inverter not required

**2) Built-in LED driver**

- An LED driver is built into the module to achieve a more compact design and lower product cost

3) **Slim design of less than 10 mm, with lightweight construction**

- Improved backlight structure design reduces thickness to 9.7 mm, which is 16% thinner than the previous model\*

- Module is 620 grams lighter than the previous model\*, reducing weight by 14%

\*Mitsubishi Electric's standard AA121TB01 model

**Other Features**

1) **Market-leading wide operation temperature range**

The module boasts a market-leading wide operation temperature range from -30 degrees Celsius to 80 degrees Celsius, in order to support use in harsh, outdoor environments.

2) **Replaceable with current CCFL model**

The outline dimensions and mounting position are the same as those of the company's current CCFL LCD module.

3) **Environmentally conscious construction**

The TFT-LCD module is fully compliant with the European Restriction of the use of certain Hazardous Substances in electrical and electronic equipment (RoHS) directive, and is completely mercury-free.

**Summary of Sale**

Model	Model name	Luminance (cd/m <sup>2</sup> )	Shipment date	Production per month
12.1-inch Wide-XGA TFT-LCD Module	AA121TD01	700	October 1st	2,000 pcs

**Aim of Sale**

In recent years, TFT-LCD modules have come to be widely used in a variety of environments and applications. In particular, there is growing demand for displays that show a large amount of information on one screen in kiosk applications such as ticket sales, photo printing and digital signage. Demand has increased for mercury-free, longer life LED backlights that do not require a high-voltage inverter with safety and noise-reduction measures as an alternative solution to the cold cathode fluorescent lamp (CCFL) backlight.

Mitsubishi Electric offers 18 types of LCD modules with varying sizes and resolutions, of which 17 models have been released with LED-type backlights. Mitsubishi Electric plans to soon develop a 17.0-inch SXGA module with LED backlight to complete its LED backlight product offering.

## **Specifications**

Part Number	AA121TD01
Display Size/Resolution	12.1-inch (1280 × 800 dots)
Display Area (mm)	261.12(H)×163.2(V)
Number of Dots	1280 (H) × 800 (V)
Pixel Pitch (mm)	0.204 (H) × 0.204 (V)
Contrast Ratio	700 : 1
Luminance (cd/m <sup>2</sup> )	700
Viewing Angle (CR > 10)(°)	-80 ~ +80 (H) -60 ~ +80 (V)
Optimum Viewing Angle (Contrast Ratio)	6 o'clock
Number of Colors	262K (6bit/color) 16.77M (8bit/color)
Backlight Unit	LED
Electrical Interface	LVDS 6/8bit
Module Size (mm)	283.0 (W) × 185.1 (H) × 9.7 (D)
Operation Temperature (°C)	-30 ~ +80
Storage Temperature (°C)	-30 ~ +80

## **About Mitsubishi Electric**

With over 85 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. The company recorded consolidated group sales of 3,353.2 billion yen (US\$ 36.1 billion\*) in the fiscal year ended March 31, 2010. For more information visit <http://global.mitsubishielectric.com>

\*At an exchange rate of 93 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2010

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