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Mitsubishi Electric Launches 9-inch QHD Color TFT LCD Module

Tokyo, November 25, 2010 – Mitsubishi Electric Corporation (TOKYO: 6503) announced today it has developed a new 9.0-inch color TFT LCD module in quarter high definition (QHD, 960 × 540) format, which provides half the resolution of full high definition (full HD, 1,920 × 1,080) screens both horizontally and vertically. The QHD format allows smooth conversion from full HD, making it suitable for applications like video monitors for broadcasting. The new module will be launched on December 1, 2010 through the following Mitsubishi Electric sales website: <http://www.mitsubishichips.com/Global/network/index.html>.

With the recent spread of digital television broadcasting, networks are introducing equipment compatible with full HD resolution. There is considerable demand for studio video monitors incorporating TFT LCD modules that are compact but also capable of displaying high resolution videos smoothly and clearly. In addition to its 9.0-inch screen size, Mitsubishi Electric's AA090AA01 features high response speed, super-wide viewing angles and high contrast, thereby meeting the needs of broadcasters.



AA090AA01

Summary of Sale

Product	Model	Resolution	Shipment date	Production
9.0-inch QHD TFT LCD Module	AA090AA01	960 × 540 (16 : 9)	December 1	2,000 pcs / month

Product Features

- 1) **9.0-inch QHD enables smooth conversion from full HD resolution**
 - Vertical and horizontal resolution is half of full HD (aspect ratio 16:9)
 - Smooth conversion prevents the degradation of full HD resolution
 - 9.0-inch size suitable for use in broadcast video monitors

2) **Sharp motion with vivid color display**

- Sharp motion capability with high response speed of less than 8ms¹ for response time and limited after-image
 - 1000 : 1 high contrast (front) and 170-degree (horizontal/vertical) super wide viewing angle
 - 72% color gamut on NTSC standards
- ¹. Average response time of grey image divided in six sections.

3) **Long-life and inverter-free backlight**

- The LED backlight has a operating life of 100,000 hours² with inverter-free white LED backlight unit
 - Built-in LED driver in 9.5mm-slim design
- ². Typical value at room temperature (25 degrees Celsius)

4) **Environmentally conscious construction**

- Fully compliant with the European Restriction of the use of certain Hazardous Substances in electrical and electronic equipment (RoHS) directive
- Completely mercury-free

Specifications

Part Number	AA090AA01
Display size/Resolution	9.0-inch (960 × 540 dots)
Display Area (mm)	198.72 (H) × 111.78 (V)
Number of Dots	960 (H) × 540 (V)
Pixel Pitch (mm)	0.207 (H) × 0.207 (V)
Contrast Ratio	1000 : 1
Luminance (cd/m ²)	400
Viewing Angle (CR>10)(°)	-85 ~+85 (H), -85 ~ +85 (V)
Number of Color	16.77M (8bit/color)
Color Gamut (NTSC) (%)	72
Response Time (grey to grey)(ms)	8
Backlight Unit	LED
Electrical Interface	LVDS 8bit
Module Size (mm)	217.0 (W) × 130.0 (H) × 9.5 (D)
Module Mass (g)	330
Operation Temperature (°C)	-20 ~ +60
Storage Temperature (°C)	-20 ~ +70

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://www.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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