Display Elektronik GmbH

DATA SHEET

TFT MODULE

DEM 480272J VMH-PW-N

4,3" TFT

Product Specification

Ver.: 2

Revision History

Revision	Date	Detail	Remarks
0	03.04.2015	Initial Release	-
		Modify Weight	P4
1	10.04.2015	Modify Backlight Characteristic	P5
		Modify Outline Drawing	P24
2	28.05.2015	Add Weight	P4
2	26.05.2015	Modify Chromacity Transmissive	P6

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1. General Description

The specification is a transmissive type color active matrix liquid crystal display (LCD) which uses amorphous thin film transistor (TFT) as switching devices. This product is composed of a TFT-LCD panel, driver Ics and a backlight unit.

2. Module Parameter

Features	Details	Unit
Display Size (Diagonal)	4.3"	-
LCD Type	MVA TFT	-
Display Mode	Transmissive / Normally White	-
Resolution	480 x RGB x 272	Pixels
View Direction	FULL VIEW	Best Image
Module Outline	105.50 x 67.20 x 2.90 (Note1)	mm
Active Area	95.04(H) x 53.86	mm
Pixel Pitch	0.198 x 0.198	mm
Pixel Arrangement	Stripe	-
Polarizer Surface Treatment	Anti-Glare	-
Display Colors	16 Million	-
Interface	24-Bit RGB interface	-
Driver IC	OTA5180A	-
With or Without Touch Panel	Without	-
Operating Temperature	-20°C to +70°C	°C
Storage Temperature	-30°C to +80°C	°C
Weight	44	g

Note 1: Exclusive hooks, posts, FFC/FPC tail etc.

3. Absolute Maximum Ratings

Vss=0V, Ta=25°C

Item	Symbol	Min.	Max.	Unit
Supply Voltage	V _{DD}	-0.3	4.5	V
Storage Temperature	T _{STG}	-30	+80	°C
Operating Temperature	T _{OP}	-20	+70	°C

Note 1: If Ta below 50°C, the maximal humidity is 90%RH, if Ta over 50°C, absolute humidity should be less than 60%RH.

Note 2: The response time will be extremely slow when the operating temperature is around -10 $^{\circ}$ C, and the back ground will become darker at high temperature operating.

4. DC Characteristics

Item	Symbol	Min.	Тур.	Max.	Unit	
Digital Interface Supply Voltage	V_{DD}	3.0	3.3	3.6	V	
Logic Low Input Voltage	V _{IL}	GND	-	$0.3*V_{DD}$	V	
Logic High Input Voltage	ViH	0.7*V _{DD}	-	V_{DD}	V	
Logic Low Output Voltage	V_{OL}	GND	-	GND+0.4	V	
Logic High Output Voltage		Vон	V _{DD} -0.4	-	V_{DD}	V
Current Consumption All Black	Logic Analog	I _{CC+} I _{IN}	-	25	60	mA

5. Backlight Characteristic

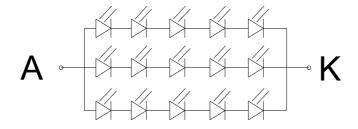
5.1. Backlight Characteristics

Item	Symbol	Condition	Min.	Тур.	Max.	Unit	
Forward Voltage	VF	Ta=25°C, I _F =20mA/LED	14.5	16.0	16.5	V	
Forward Current	lF	IF Ta=25°C, V _F =3.2V/LED		60	-	mA	
Power Dissipation	PD		-	960	-	mW	
Uniformity	Avg		-	80	-	%	
LED Lifetime (25°C)	-		-	30,000	-	Hrs	
Drive method		Constant Current					
LED Configuration	15 \	White LEDs (5LEDs in one	string ar	nd 3 groups	s in paral	lel)	

Note: LED life time defined as follows: The final brightness is at 50% of original brightness.

The environmental conducted under ambient air flow, at Ta=25 \pm 2°C, 60%RH \pm 5%, I_F=20mA

5.2. Backlighting Circuit



6. Optical Characteristics

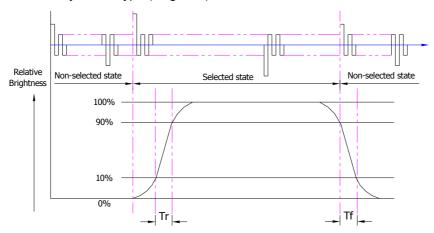
6.1. Optical Characteristics

Ta=25°C, V_{DD} =3.3V

	Item		Cumah al	Condition	S	Specification			
	item	1	Symbol	Condition	Min.	Тур.	Max.	Unit	
	Luminan	ce on							
	$TFT(I_f \texttt{=} 20r$	mA/LED)	Lv	Normally	330	420	-	cd/m²	
ode	Contrast Ratio	(See 6.3)	CR	viewing angle $\theta x = \phi y = 0^{\circ}$	250	350	-		
(Transmissive Mode)	·	Response Time (See 6.2)		σx – ψτ –υ	-	30	45	ms	
niss		Red	XR		0.542	0.592	0.642		
nsu		Red	YR		0.297	0.347	0.397		
Tra	Observation that the	Green	XG		0.277	0.327	0.377		
) uo	Chromaticity	Green	YG		0.578	0.628	0.678		
10 1	Transmissive (See 6.5)	Blue	Хв		0.101	0.151	0.201		
Backlight	(366 0.3)	Dide	Yв		0.078	0.128	0.178		
ac k		White	Xw		0.247	0.297	0.347		
m		VVIIILE	Yw		0.302	0.352	0.402		
		Horizontol	θх+		60	75	-		
	Viewing Angle	Horizontal	θх-	Center CR≥10	60	75	-	Deg.	
	(See 6.4)	Vertical	φY+	Center CR210	60	75	-	Deg.	
		VEHILLAI	φY-		60	75	-		
	NTSC Ratio	(Gamut)			-	50	-	%	

6.2. Definition of Response Time

6.2.1. Normally Black Type (Negative)



Tr is the time it takes to change form non-selected stage with relative luminance 10% to selected state with relative luminance 90%;

Tf is the time it takes to change from selected state with relative luminance 90% to non-selected state with relative luminance 10%.

Note: Measuring machine: LCD-5100

Relative Brightness Non-selected state 100% 90%

6.2.2. Normally White Type (Positive)

10%

0%

Tr is the time it takes to change form non-selected stage with relative luminance 90% to selected state with relative luminance 10%;

__ Tf

Tf is the time it takes to change from selected state with relative luminance 10% to non-selected state with relative luminance 90%;

Note: Measuring machine: LCD-5100 or EQUI

Tr

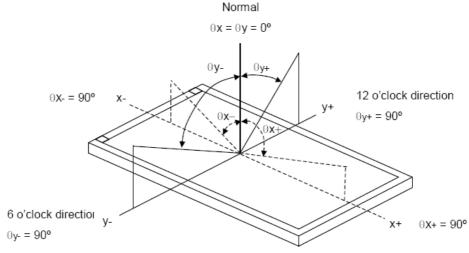
6.3. Definition of Contrast Ratio

Contrast is measured perpendicular to display surface in reflective and transmissive mode. The measurement condition is:

Measuring Equipment	Eldim or Equivalent		
Measuring Point Diameter	3mm//1mm		
Measuring Point Location	Active Area centre point		
Toot pottorn	A: All Pixels white		
Test pattern	B: All Pixel black		
Contrast setting	Maximum		

Definitions: CR (Contrast) = Luminance of White Pixel / Luminance of Black Pixel

6.4. Definition of Viewing Angles

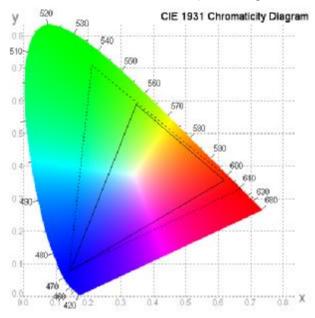


Measuring machine: LCD-5100 or EQUI

6.5. Definition of Color Appearance

R,G,B and W are defined by (x, y) on the IE chromaticity diagram NTSC=area of RGB triangle/area of NTSC triangleX100%

Measuring picture: Red, Green, Blue and White (Measuring machine: BM-7)

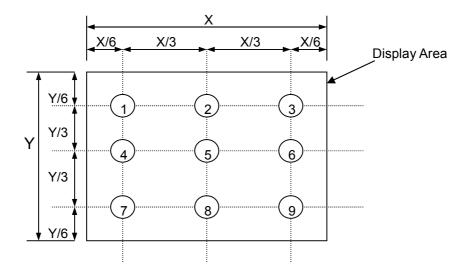


6.6. Definition of Surface Luminance, Uniformity and Transmittance

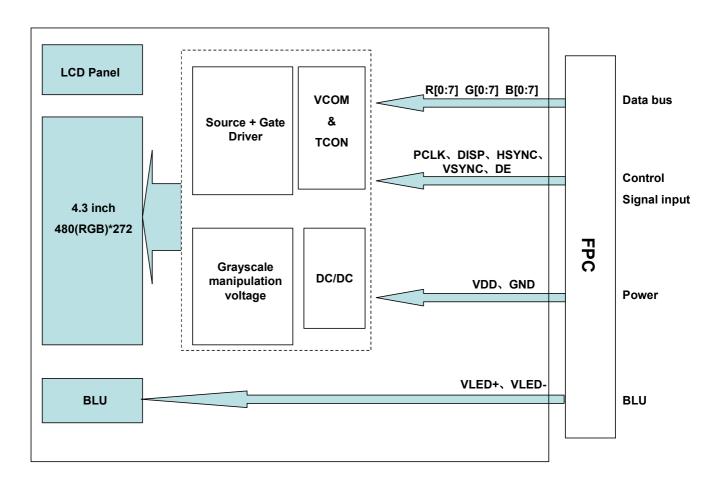
Using the transmissive mode measurement approach, measure the white screen luminance of the display panel and backlight.

- 6.6.1. Surface Luminance: L_V = average (L_{P1} : L_{P9})
- 6.6.2. Uniformity = Minimal $(L_{P1}:L_{P9})$ / Maximal $(L_{P1}:L_{P9})$ * 100%
- 6.6.3. Transmittance = L_V on LCD / L_V on Backlight * 100%

Note: Measuring machine: BM-7



7. Block Diagram and Power Supply



8. Interface Pins Definition

No.	Symbol	Function	Remark
1	VLED-	Backlight Cathode	
2	VLED+	Backlight Anode	
3	GND	Ground	
4	VDD	Power source	
5	R0	Red data signal	
6	R1	Red data signal	
7	R2	Red data signal	
8	R3	Red data signal	
9	R4	Red data signal	
10	R5	Red data signal	
11	R6	Red data signal	
12	R7	Red data signal	
13	G0	Green data signal	
14	G1	Green data signal	
15	G2	Green data signal	
16	G3	Green data signal	
17	G4	Green data signal	
18	G5	Green data signal	
19	G6	Green data signal	
20	G7	Green data signal	
21	B0	Blue data signal	
22	B1	Blue data signal	
23	B2	Blue data signal	
24	B3	Blue data signal	
25	B4	Blue data signal	
26	B5	Blue data signal	
27	B6	Blue data signal	
28	B7	Blue data signal	
29	GND	Ground	
30	PCLK	Clock signal to sample each data	
31	DISP	Display on/off signal. DISP="H" Display on; DISP="L" Display off	
32	HSYNC	Horizontal synchronizing signal	
33	VSYNC	Vertical synchronizing signal	
34	DE	Input data enable control.	
35	NC	No connection	
36	GND	Ground	
37	NC(XR)	No connection	
38	NC(YD)	No connection	
39	NC(XL)	No connection	
40	NC(YU)	No connection	

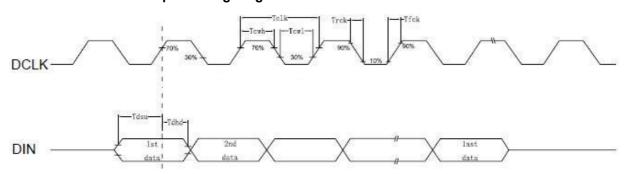
9. AC Characteristics

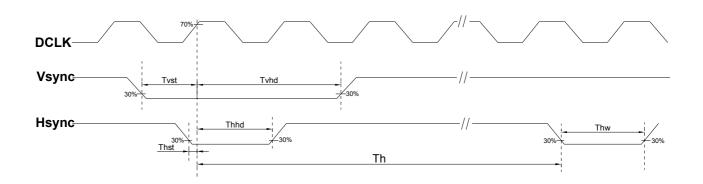
VDDIO=1.8V, V	DD = 3.3V	AVDD = 6V	AGND = 0V.	To = -20°C	to 80°C
---------------	-----------	-----------	------------	------------	---------

Item	Symbol	Min.	Тур.	Max.	Unit	Conditions
CLK pulse duty	Tow	40	50	60	%	
Hsync width	Thw	1.0	- 4	- W	DCLK	
Hsync period	Th	55	60	65	us	
Vsync setup time	Tvst	12	. *		ns	
Vsync hold time	Tvhd	12	· ·	- E	ns	
Hsync setup time	Thst	12			ns	
Hsync hold time	Thhd	12	9	9	ns	
Data set-up time	Tdsu	12			ns	
Data hold time	Tdhd	12	25	¥5	ns	
DE set-up time	Tdesu	12	*	*	ns	
DE hold time	Tdehd	12	- 4	¥.	ns	
SD output stable time	Tst	-	10	12	us	
GD output rise and fall time	Tgst	- 4	500	1000	ns	

10. AC Timing Diagram

10.1.1 Clock and Data Input Timing Diagram





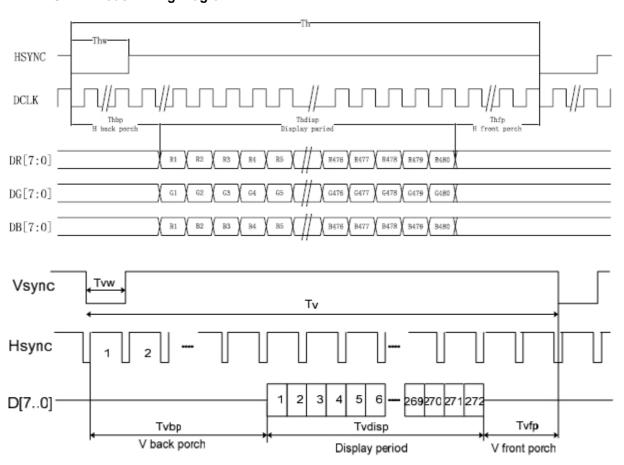
11. INPUT DATA FORMAT

11.1 Parallel RGB Data Format

11.1.1 Parallel RGB Input Timing Table

Item		System	Min.	Тур.	Max.	Unit	
DCLK Fr	requency	Fclk	-	10.7	-	MHz	
Hsync	Period Time	Th	-	531	-	DCLK	
	Display Period	Thdisp	-	480	-	DCLK	
	Back Porch	Thbp	-	43	-	DCLK	By H_BLANKING setting
	Front Porch	Thfp	-	8	-	DCLK	
	Pulse Width	Thw	-	2	-	DCLK	
Vsync	Period Time	Tv	-	288	-	Н	
	Display Period	Tvdisp	-	272	-	Н	
	Back Porch	Tvbp	-	12	-	Н	By V_BLANKING setting
	Front Porch	Tvfp	-	4	-	Н	
	Pulse Width	Tvw	-	10	-	Н	

11.1.2 SYNC Mode Timing Diagram



12. Quality Assurance

12.1 Purpose

This standard for Quality Assurance assures the quality of LCD module products supplied to customer.

12.2 Standard for Quality Test

12.2.1 Sampling Plan:

GB2828.1-2012

Single sampling, general inspection level II.

12.2.2 Sampling Criteria:

Visual inspection: AQL 1.5% Electrical functional: AQL 0.65%.

12.2.3 Reliability Test:

Detailed requirement refer to Reliability Test Specification.

12.3 Nonconforming Analysis & Disposition

12.3.1 Nonconforming analysis:

- 12.3.1.1 Customer should provide overall information of non-conforming sample for their complaints.
- 12.3.1.2 After receipt of detailed information from customer, the analysis of nonconforming parts usually should be finished in one week.
- 12.3.1.3 If cannot finish the analysis on time, customer will be notified with the progress status.

12.3.2 Disposition of nonconforming:

- 12.3.2.1 Non-conforming product over PPM level will be replaced.
- 12.3.2.2 The cause of non-conformance will be analyzed. Corrective action will be discussed and implemented.

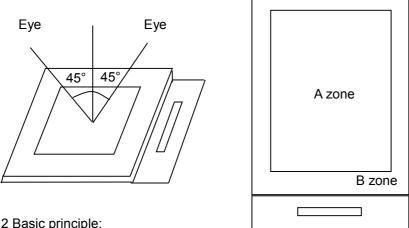
12.4 Agreement Items

Shall negotiate with customer if the following situation occurs:

- 12.4.1 There is any discrepancy in standard of quality assurance.
- 12.4.2 Additional requirement to be added in product specification.
- 12.4.3 Any other special problem.

Standard of the Product Visual Inspection 12.5

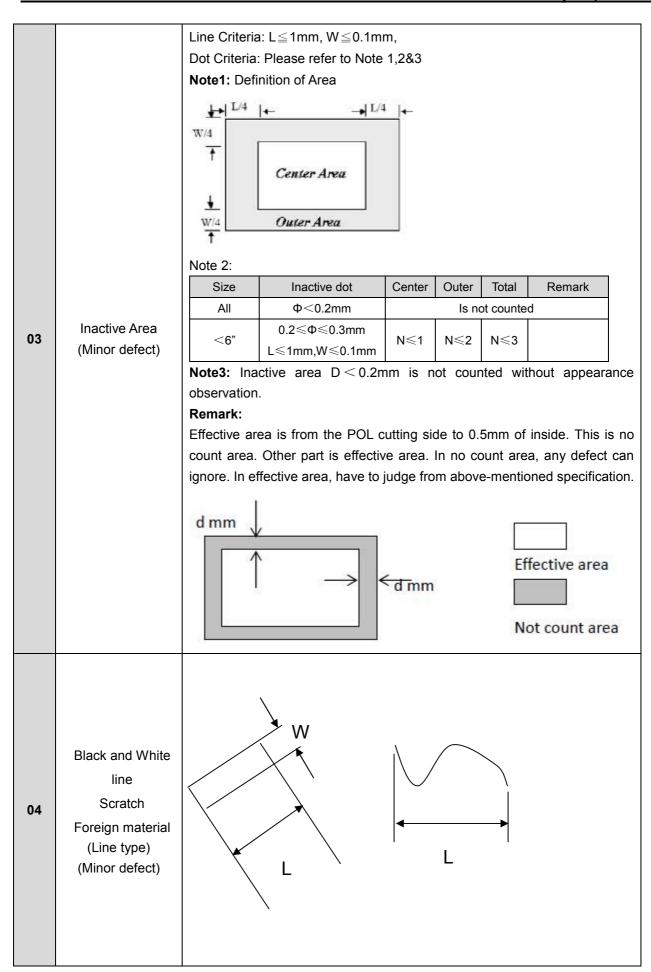
- 12.5.1 Appearance inspection:
 - 12.5.1.1 The inspection must be under illumination about 1000 1500 lx, and the distance of view must be at 30cm ± 2cm.
 - 12.5.1.2 The viewing angle should be 45° from the vertical line without reflection light or follows customer's viewing angle specifications.
 - 12.5.1.3 Definition of area: A Zone: Active Area, B Zone: Viewing Area,



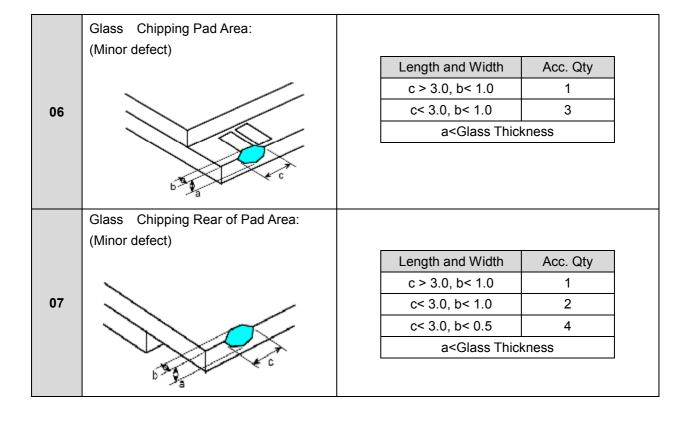
- 12.5.2 Basic principle:
 - 12.5.2.1 A set of sample to indicate the limit of acceptable quality level must be discussed by both us and customer when there is any dispute happened.
 - 12.5.2.2 New item must be added on time when it is necessary.

12.6 **Inspection Specification**

No.	Item	Criteria (Unit: mm)			
01	Black / White spot Foreign material (Round type) Pinholes Stain	a	Area Size φ≤0.10 0.10<φ≤0.15 0.15<φ≤0.25	Acc. Q Ignore 2	
	Particles inside cell. (Minor defect)	φ= (a + b) /2 Distance between 2 defect	0.25<φ Total	2 no include 3mm apart.	φ ≤ 0.10
02	Electrical Defect	Bright dot Dark dot Total dot	Display Area N≤2 N≤4 N≤4	Total N≤2 N≤4 N≤4	Note1
UZ	(Minor defect)	Mura	Not visible throug filters.	h 5% ND	lote 2
		Remark: 1. Bright dot caused by s	cratch and foreign o	bject accords t	o item 1.



			Length	Width	Acc. Qty	
			1	W ≤ 0.03	Ignore	
			L ≦ 2.5	$0.03 < W \le 0.05$	3	
			L ≦ 2.5	$0.05 < W \le 0.10$	2	
			1	0.1 < W	0	
				Total	3	
				2 defects should more that e back of the display are a	-	art. Scratches not
05	Glass Crack (Minor defect)	Crac	k is potential to	enlarge, any type is not a	ıllowed.	



	Class Chinning Everyt Bed Area			
	Glass Chipping Except Pad Area: (Minor defect)			
	(will delect)	Length and Width	Acc. Qty	
08	_	c > 3.0, b< 1.0	1	
		c< 3.0, b< 1.0	2	
		c< 3.0, b< 0.5	4	
	b)	a <glass td="" thick<=""><td></td></glass>		
		G 0.000 1.1101		
	a A			
	Glass Corner Chipping:			
	(Minor defect)			
		Length and Width	Acc. Qty	
		c < 3.0, b< 3.0	Ignore	
09		a <glass td="" thick<=""><td>ness</td></glass>	ness	
	at to			
	0. 5			
	Glass Burr:	1 4	A Ot -	
	(Minor defect)	Length	Acc. Qty	
		F < 1.0	Ignore	
10				
	F	Glass burr don't affect ass	semble and module	
	←	dimension.		
11	FPC Defect:			
	(Minor defect)	11.1 Dent, pinhole width a <w 3.<="" td=""></w>		
		(w: circuitry width.)		
	$W \rightarrow \bigvee$	11.2 Open circuit is unacceptable.		
		11.3 No oxidation, contamination	on and distortion.	
	a→ ←			

		Diameter	Acc. Qty		
	Dubble D-1	φ≤0.20	Ignore		
12	Bubble on Polarizer	0.20 <φ≤0.30	4		
	(Minor defect)	0.30 <φ≤0.50	1		
		0.50 < φ	None		
		Diameter	Acc. Qty		
		φ≤0.20	Ignore		
13	Dent on Polarizer	0.20 <φ≤0.30	4		
	(Minor defect)	0.30 <φ≤0.50	1		
		0.50 < φ	None		
		3.00 Y			
14	Bezel	14.1 No rust, distortion on the Bezel.			
		14.2 No visible fingerprints, stains or oth	er contamination.		
		D: Diameter W: width L: length			
		15.1 Spot: D<0.25 is acceptable 0.25 _≤ D≤0.4			
		2dots are acceptable and the distance between defects should more			
		than 10 mm. D>0.4 is unacceptable			
45	Touch Danel	'			
15	Touch Panel	15.2 Dent: D>0.40 is unacceptable			
		15.3 Scratch: W≤0.03, L≤10 is acceptable,			
		0.03 <w≤0.10, acceptable<="" is="" l≤10="" td=""></w≤0.10,>			
		Distance between 2 defects should more than 10 mm.			
		W>0.10 is unac	ceptable.		
		16.1 No distortion or contamination on F	CB terminals.		
	PCB	16.2 All components on PCB must same as documented on the			
16		BOM/component layout.			
		16.3 Follow IPC-A-600F.			
17	Soldering	Follow IPC-A-610C standard			
	Electrical Defect	The below defects must be rejected.			
18		18.1 Missing vertical / horizontal segment,			
		18.2 Abnormal Display.			
		18.3 No function or no display.			
	(Major defect)	18.4 Current exceeds product specifications.			
	(Major doloot)	18.5 LCD viewing angle defect.			
		18.6 No Backlight.			
		18.7 Dark Backlight.			
		18.8 Touch Panel no function.			

Remark: LCD Panel Broken shall be rejected. Defect out of LCD viewing area is acceptable.

12.7 Classification of Defects

- 12.7.1 Visual defects (Except no / wrong label) are treated as minor defect and electrical defect is major.
- 12.7.2 Two minor defects are equal to one major in lot sampling inspection.

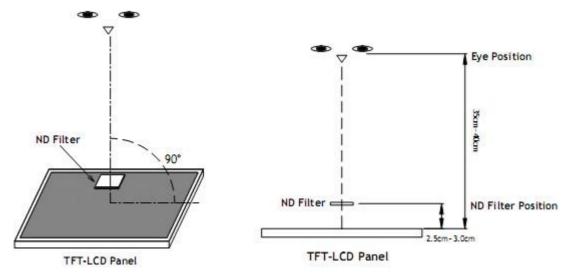
12.8 Identification/marking criteria

Any unit with illegible / wrong /double or no marking/ label shall be rejected.

12.9 Packaging

- 12.9.1 There should be no damage of the outside carton box, each packaging box should have one identical label.
- 12.9.2 Modules inside package box should have compliant mark.
- 12.9.3 All direct package materials shall offer ESD protection

Note1: Bright dot is defined as the defective area of the dot is larger than 50% of one sub-pixel area.



Bright dot: The bright dot size defect at black display pattern. It can be recognized by 2% transparency of filter when the distance between eyes and panel is $350 \text{mm} \pm 50 \text{mm}$.

Dark dot: Cyan, Magenta or Yellow dot size defect at white display pattern. It can be recognized by 5% transparency of filter when the distance between eyes and panel is $350 \text{mm} \pm 50 \text{mm}$.

Note2: Mura on display which appears darker / brighter against background brightness on parts of display area

13. Reliability Specification

No	Item	Condition	Quantity	Criteria
1	High Temperature Operating	70°C, 96Hrs	2	GB/T2423.2 -2008
2	Low Temperature Operating	-20°C, 96Hrs	2	GB/T2423.1 -2008
3	High Humidity	50°C, 90%RH, 96Hrs	2	GB/T2423.3 -2006
4	High Temperature Storage	80°C, 96Hrs	2	GB/T2423.2 -2008
5	Low Temperature Storage	-30°C, 96Hrs	2	GB/T2423.1 -2008
6	Thermal Cycling Test	-20°C, 60min~70°C, 60min, 20 cycles.	2	GB/T2423.22 -2012
7	Packing Vibration	Frequency range:10Hz~50Hz Acceleration of gravity:5G X, Y, Z 30 min for each direction.	2	GB/T5170.14 -2009
8	Electrical Static Discharge	Air: \pm 8KV 150pF/330 Ω 5 times	2	GB/T17626.2
	Liectifical Static Discharge	Contact: \pm 4KV 150pF/330 Ω 5 times	2	-2006
9	Drop Test (Packaged)	Height:80 cm,1 corner, 3 edges, 6 surfaces.	2	GB/T2423.8 -1995

Note1. No defection cosmetic and operational function allowable.

Note2. Total current Consumption should be below double of initial value.

14. Precautions and Warranty

14.1 Safety

14.1.1 The liquid crystal in the LCD is poisonous. Do not put it in your mouth. If the liquid crystal touches your skin or clothes, wash it off immediately using soap and water.

14.1.2 Since the liquid crystal cells are made of glass, do not apply strong impact on them. Handle with care.

14.2 Handling

14.2.1 Reverse and use within ratings in order to keep performance and prevent damage.

14.2.2 Do not wipe the polarizer with dry cloth, as it might cause scratch. If the surface of the LCD needs to be cleaned, wipe it swiftly with cotton or other soft cloth soaked with petroleum IPA, do not use other chemicals.

14.3 Storage

14.3.1 Do not store the LCD module beyond the specified temperature ranges.

14.4 Metal Pin (Apply to Products with Metal Pins)

14.4.1 Pins of LCD and Backlight

14.4.1.1 Solder tip can touch and press on the tip of Pin LEAD during the soldering

14.4.1.2 Recommended Soldering Conditions

Solder Type: Sn96.3~94-Ag3.3~4.3-Cu0.4~1.1

Maximum Solder Temperature: 370 ℃

Maximum Solder Time: 3s at the maximum temperature

Recommended Soldering Temp: 350±20 ℃

Typical Soldering Time: ≤3s

14.4.1.3 Solder Wetting



Solder Pin Lead
Not Recommended

14.4.2 Pins of EL

14.4.2.1 Solder tip can touch and press on the tip of EL leads during soldering.

14.4.2.2 No Solder Paste on the soldering pad on the motherboard is recommended.

14.4.2.3 Recommended Soldering Conditions

Solder type: Nippon Alimit Leadfree SR-34, size 0.5mm

Recommended Solder Temperature: 270~290 ℃

Typical Soldering Time: ≤2s

Minimum solder distance from EL lamp (body):2.0mm

14.4.2.4 No horizontal press on the EL leads during soldering.

14.4.2.5 180° bend EL leads three times is not allowed.

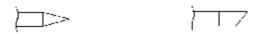
14.4.2.6 Solder Wetting



Recommended

Not Recommended

14.4.2.7 The type of the solder iron:



Recommended

Not Recommended

14.4.2.8 Solder Pad



14.5 Operation

14.5.1 Do not drive LCD with DC voltage

14.5.2 Response time will increase below lower temperature

14.5.3 Display may change color with different temperature

14.5.4 Mechanical disturbance during operation, such as pressing on the display area, may cause the segments to appear "fractured".

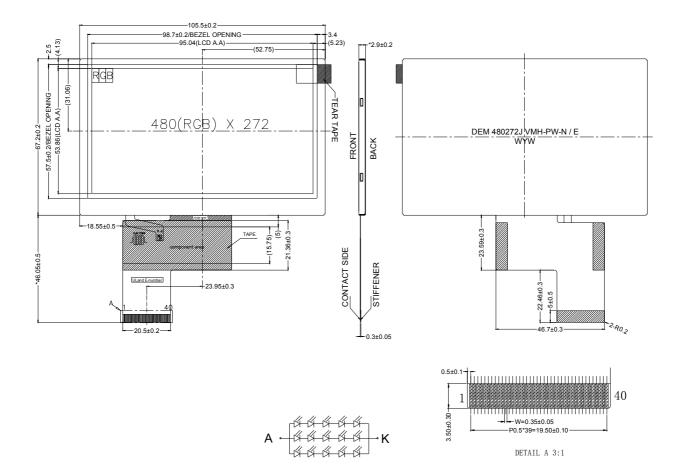
14.6 Static Electricity

- 14.6.1 CMOS LSIs are equipped in this unit, so care must be taken to avoid the electro-static charge, by ground human body, etc.
- 14.6.2 The normal static prevention measures should be observed for work clothes and benches.
- 14.6.3 The module should be kept into anti-static bags or other containers resistant to static for storage.

14.7 Limited Warranty

- 14.7.1 Our warranty liability is limited to repair and/or replacement. We will not be responsible for any consequential loss.
- 14.7.2 If possible, we suggest customer to use up all modules in six months. If the module storage time over twelve months, we suggest that recheck it before the module be used.
- 14.7.3 After the product shipped, any product quality issues must be feedback within three months, otherwise, we will not be responsible for the subsequent or consequential events.

15. Outline Drawing



NOTES:

- 1. Display Size: 4,3" TFT
- Display Size: 4,3" IFI
 Viewing Direction: Full Viewing
 Display Mode: MVA, Transmissive / Normal White, Anti-Glare
 Operation Temperature: -20°C to +70°C
 Storage Temperature: -30°C to +80°C
 Driver IC: OTA5180A

- 7. Power Supply Voltage: 3.3Volt (typ.) 8. Backlight: White(15 LEDs), 16Volt/60mA (typ.)
- 9. Luminance: 420cd/m2 (typ.) 10. LED Lifetime: 30000hrs (typ.)
- 11. ROHS must be complied
- 12. Unspecification tolerance are ±0.2mm

	Pin assignment		
PIN SYMBOL			
1	VLED-		
2	VLED+		
3	GND		
4	VDD		
5	R0		
6	R1		
7	R2		
8	R3		
9	R4		
10	R5		
11	R6		
12	R7		
13	G0		
14	G1		
15	G2		
16	G3		
17	G4		
18	G5		
19	G6		
20	G7		
21	B0		
22	B1		
23	B2		
24	B3		
25	84		
26	B5		
	B6		
	B7		
	GND		
	PCLK		
	DISP		
32	HSYNC		
33	VSYNC		
34	DE		
35	NC		
36	GND		
	NC(XR)		
38	NC(YD)		
	NC(XL)		
40	NC(YU)		