

\\PRESS Release

SCREENS UNLIMITED: MITSUBISHI ELECTRIC INSTALLS THE WORLD'S FIRST OLED SCREEN IN LARGE DISPLAY FORMAT

Technology breakthrough enables flexible applications in size and shape

London, 29 September 2010

The first screen of its kind, the Diamond Vision OLED, measuring 8.8 sqm (3.84 m (w) by 2.3 m (h)) with a depth of just 9.9cm, has been installed at the material Research Center recently opened by the chemical and pharmaceutical company Merck KGaA in Darmstadt, Germany.

The new technology is a pioneering step forward, using organic light emitting diodes (OLED) as a light source, which due to its structure and composition is fully scalable and can be arranged into flexible forms and shapes.

The "Diamond Vision OLED" screen is located in the lobby of Merck's new research centre. Merck KGaA is one of the leading producers of organic base materials for innovative OLED technology and will use the screen as an information system for presentations and events. It has a resolution of 1,280 x 768 Pixel and weighs around 480kg.

"OLED is literally growing in size and format and has the potential to become the technology of choice for the digital signage industry in the near future. It is a significant achievement that we have been able to develop this pioneering technology with our Japanese colleagues", explains Lars Dörholt, Deputy

Division Manager, Visual Information Systems at Mitsubishi Electric Europe's German branch.

'Diamond Vision OLED' by Mitsubishi Electric is designed for indoor use and with its newly developed picture management technology, delivers seamless and vivid images. The screens deliver a wide viewing angle of approximately ± 80 degrees vertically and horizontally, while generating a maximum brightness of 1.200 cd/m^2 . Achieving double the contrast of comparable LED products, Mitsubishi Electric's OLED-Displays are particularly well suited for use in bright environments such as shopping malls, stations or airports.

The new screen image is composed of square modules with a standard size of 38.4 cm (128 x 128 Pixel by module). Due to the modular nature of the product there are virtually no limits in terms of size, scalability, form or design. As a result, displays no longer have to be flat, but can now cover uneven or curved/convex surfaces. Each module weighs only 8 kilograms and the minimum viewing distance could be reduced to 2 meters. With a depth of only 9.9 cm the OLED displays are particularly well suited for the installation in halls or waiting areas.

With its new large screen technology capabilities, developed in cooperation with Tohoku Pioneer Corporation, Mitsubishi Electric is targeting new areas of application that could never have been achieved with conventional products due to limitations in size, format, amount of light or other restricting factors.

About Mitsubishi Electric

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