



New On-Cell Touch Technology



Kyocera's "On-Cell Touch" (OCT) technology will have the Projected Capacitive (PCAP) touch sensor layer built into the LCD structure. With this integrated structure, the touch functionality is embedded within the display itself rather than a separate touch screen component on top of the display.

By adding a fractional amount of thickness to the LCD module Kyocera eliminates a full touch screen panel over the display surface, resulting in a thin and lightweight structure. Additionally, by eliminating a touch substrate layer, it eliminates interior optical reflections and improves visibility.

The touch controller is mounted on the display Printed Circuit Board (PCB), allowing the touch controller to be packaged with the LCD circuit inside the display shield case. This greatly reduces the impact of external analog signal noise to the touch controller.

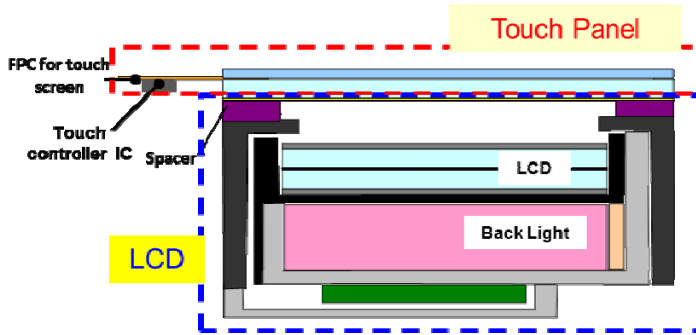


Fig. 1 Typical touch panel attachment

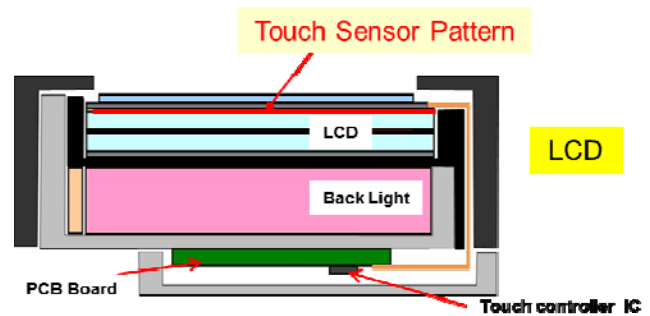


Fig. 2: On-Cell Touch Technology

On-Cell Touch technology also reduces the cost and simplifies the supply chain by eliminating the need for a separate PCAP sensor and assembly and test requirements of current solutions.

We are able to offer a total solution to our customers by combining a best-in-class TFT LCD with the most advanced PCAP touch technology.

Products:

Size	Display feature	Other features
7.0" WVGA	500nits, AWV, LVDS, CCC	On-Cell Touch
7.0" WVGA	500nits, AWV, LVDS, CCC	On-Cell Touch, Optically bonded cover glass
12.1" WXGA	500nits, AWV, LVDS, CCC	On-Cell Touch, Optically bonded cover Glass
12.1" WXGA	1500nits, AWV, LVDS, CCC	On-Cell Touch, Optically bonded cover Glass

Key: AWV: Advance Wide View
 CCC: Constant Current Circuit (Built-in LED Driver)
 LVDS: Low Voltage Differential Signal

Features:

- Thin and lightweight structure
- Eliminates interior reflections
- Excellent visibility
- Simple integration
- Super noise resistance

For complete technical specifications, product information call 734-416-8500 or visit our website at www.kyocera-display.com