



## PRESS RELEASE

### **AndersDX Offers High-Quality, Cost-Effective Extra Wide Viewing Angle Displays**

*Specially created for non-consumer applications that benefit from wide viewing angles and high contrast, the new line of Extra Wide Viewing Angle Displays from andersDX cost-effectively delivers the usability and quality of high-end consumer device displays.*

LONDON, UK – APRIL XX, 2012 – andersDX, user interface technology specialists, today announced the availability of its new line of **Extra Wide Viewing Angle TFT Displays**. With quality rivalling the latest consumer device displays, these displays bring a new level of cost-effective performance to industrial, medical and other non-consumer devices.

Ranging in size from 3.5" to 10.1", the newest line of TFT display modules from andersDX offer outstanding optical performance in portrait, landscape, or rotating mode. This enables them to cost-effectively benefit a wide variety of handheld or fixed applications that demand wide angle viewing.

Unlike traditional TN cell technology-based displays, andersDX **Extra Wide Viewing Angle TFT Displays** leverage both MVA and IPS manufacturing techniques and boast all round viewing angles from 80/80/80/80 up to an impressive 89/89/89/89. The display modules suffer no colour inversion even when viewed from very wide angles, and offer high contrast ratios, ranging from 400:1 for models with touch up to 900:1 on models without touch.

The full range of andersDX **Extra Wide Viewing Angle TFT Displays** consists of a 3.5" 480 x 800 (WVGA), a 4.3" 480 x 272 (WQVGA), a 4.3" 480 x 800 (WVGA) all with optional 4 wire resistive touchscreen plus p-cap touchscreen for the WVGA , and a 7.0" 800 x 480 (WVGA) display with optional p-cap 5 touch screen – all with viewing angles of 80/80/80/80. Additionally, a 7.0" 1024 x 600 (WSVGA) with viewing angles of 85/85/85/85 and a 10.1" 1280 x 800 (WXGA) with viewing angles of 89/89/89/89 are available. All displays, touch and non-touch, are offered with optional customised coverlens.



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“We continue to add products based on genuine usage cases that measurably enhance our customers’ devices,” said Rob Anders, CEO of andersDX. “Our new **Extra Wide Viewing Angle Displays** are an outstanding fit for a growing niche - offering great optical performance, affordable pricing, and the quality that device manufacturers need to meet user expectations,” he concluded.

### **About andersDX**

andersDX, a division of Anders Electronics plc, is a User Interface Technology specialist, dedicated to optimising the user experience of non-consumer devices.

Leveraging core competencies in Display, Embedded Computing and Input Technologies, together with GUI Design & Implementation and Industrial Design, andersDX helps customers differentiate their product offerings through innovative display interface solutions which are easy and enjoyable to use.

With over 55 years of experience exceeding the expectations of blue chip customers across a wide range of sectors, unparalleled technological expertise, and an ingrained "people first" service orientation – andersDX customers benefit from a global sales and engineering infrastructure in Europe, North America, and the Middle East, coupled with a fulfilment and logistics presence in the Far East, ensuring that Anders is available when our clients need us – in their language and time zone.

For further information, please visit [www.andersdx.com](http://www.andersdx.com)