

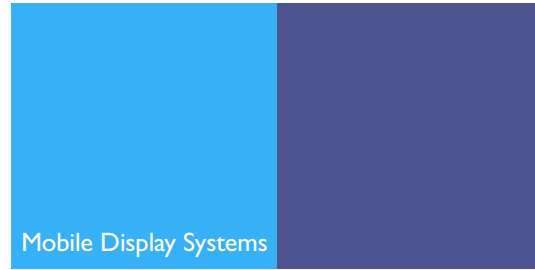
# 16 Million Color Displays

The demand for higher color performance in cellular handsets is largely being driven by consumers, who want the high-quality images, video clips, and games they enjoy at home to travel with them wherever they go. Two trends - higher processing power and increased color performance - are bringing cellular phones closer to the goal of a seamless transition from "home to hand".

Philips, using a patent-pending technique for advanced frame mixing, offers true, 24-bit color for mobile handsets. The technology delivers higher color depth in mobile environments, enabling multimedia capabilities that rival gaming devices and other entertainment appliances.



## True, 24-bit color for mobile handsets



### Principle of the technology

The patent-pending technique for frame mixing improves the quantization (6- to 8-bit) as well as the temporal and spatial sequences to produce a richer palette of colors. Conventional frame mixing techniques typically produce a palette of 16.2M colors, while the advanced Philips technique produces a palette of 16.7M.

The Philips technique for advanced frame mixing provides higher color depth and superior image quality. By receiving 24-bit content and creating 24-bit images, the technique offers a better solution than dithering, which typically uses an 18-bit format.

A highly efficient implementation balances performance with power consumption, delivering extended battery life with low DAC off-set and exceptional accuracy.

### Advantages

- True, 24-bit color compatible with PCs and gaming
- Increased color performance
- Superior multimedia services and applications
- Patent-pending technique for advanced frame mixing
- 16.7M colors
- Low power with low DAC off-set and high accuracy

# PHILIPS

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