

2-D/3-D Wide-VGA Mobile Displays

As users demand more content in mobile devices, advancement to 3-D technology is an exciting development path. Philips' leading-edge 3-D display capabilities creates a big impact by adding an extra dimension that offers consumers a natural 3-D image for photo, video or games - without compromising on brightness.

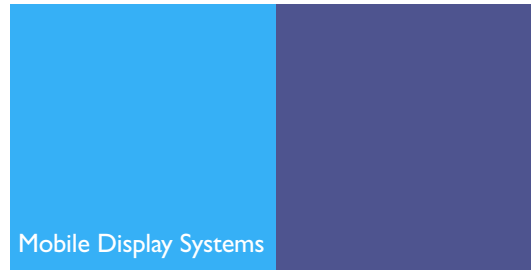


Apparent displacement of foreground objects relative to background creates 3-D impression

Advantages

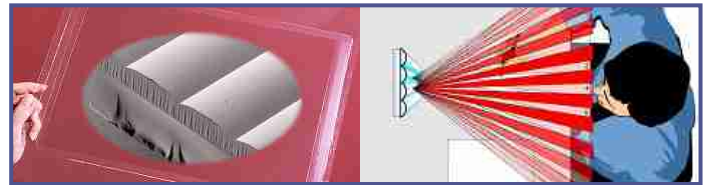
- Natural 3-D experience at full brightness and contrast
- Low power since no optical barriers are used which is ideal for battery powered devices
- Wide viewing cone allows maximum mobility and offers look around capability
- Backwards compatible with 2-D content due to unique switching technology

3-D mobile displays significantly enhances graphics, video and gaming experiences



Principle of the technology

Philips patented slanted lenticular technology allows the display of natural 3-D images at full brightness. An overlay of small cylindrical lenses focuses the light from different pixels when viewing from different directions to create a multiview 3-D display. This causes the two eyes of the user to see different images that, with the appropriate pixel information, provide a natural 3-D impression.



Close-up of the lenticular (left), man in front of a monitor with different view-cones (right)

Philips' 3-D display offers a unique patented slanted lenticular lens technology that can toggle between 2-D and 3-D on any type of flat display module (transmissive LCD, reflective LCD or emissive display). Philips' 3-D autostereoscopic display technology can be enjoyed by multiple viewers without restrictions on viewing position or the need for glasses with special lens to experience the natural 3-D effect.

PHILIPS

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Maturity level

- Technology demonstration based on 4.1-inch Wide-VGA display available now
- Engineering samples in Q2 2005

Applications

- 3-D pictures, wallpapers, logos
- 3-D games
- 3-D user interface
- 3-D navigation

CONTACT INFORMATION

Philips Mobile Display Systems

2/F, Philips Electronics Building

5 Science Park East Avenue

Hong Kong Science Park

Shatin, The New Territories

HONG KONG

Tel : (852) 2666 2888

Fax : (852) 2664 4183

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