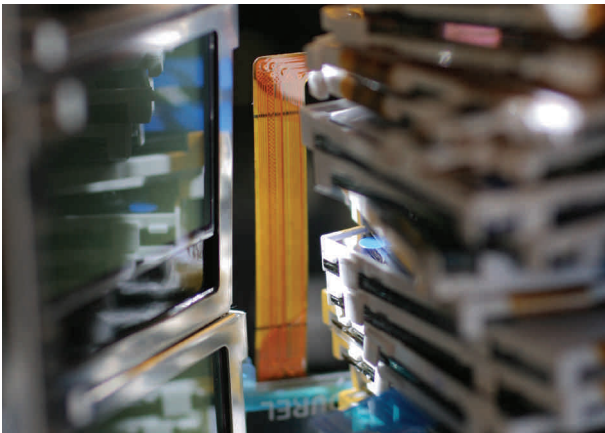


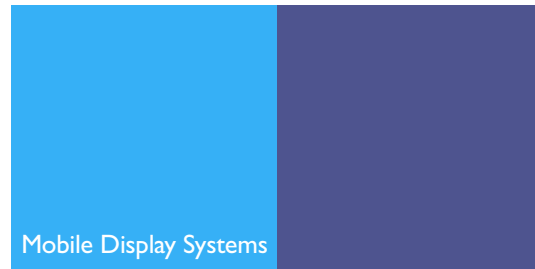
CloseView™ Mobile Displays

Today's multimedia phones need to be thin, lightweight, and easy to carry. They also need to deliver the best possible front-of-screen performance, so images, text, and video look their best.

CloseView™, a new Philips display format for multimedia mobile handsets, delivers exceptional brightness in a dramatically thinner form factor. Using techniques already proven in large-screen LCD panels, CloseView™ displays are more rugged and eliminate the need for a lens, the protective front panel required with conventional mobile displays. The result is a significantly slimmer display that delivers superior front-of-screen performance.



Extra-thin, lens-free mobile displays with exceptional brightness



Principle of the technology

The lens, or protective window, of a standard mobile phone shields the phone's LCD panel from scratches, mechanical impacts, and chemicals. CloseView™ displays use two features - an enhanced front polarizer that is resistant to scratches and chemicals, and a built-in shock absorber that resists impact - to eliminate the lens.

Omitting the lens creates a thinner display area, so handset designers can create a slimmer phone. Or, by using a CloseView™ display in an existing design, they can free up space for added features or a larger battery.

Eliminating the lens also reduces optical distortion and, as a result, improves front-of-screen performance, especially in reflective mode. The added brightness gained by removing the lens can also mean power savings at nominal brightness levels. With normally-black displays, an increased deep-black performance level is also possible.

Advantages

- Thinner, more rugged handset design
- Improved front-of-screen performance
- Greater portability
- Added space in existing designs for extra features
- Vivid colors, higher contrast/brightness
- Better images with less power at nominal brightness levels
- Works with all handset models

PHILIPS

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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