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## Press Release

### demmel products

#### New Intelligent Color-TFTs

**Vienna/Munich-Graefelfing, September 24, 2008 - demmel products expands its intelligent iLCD panel portfolio and will introduce two new 7" and 10.2" iLCD panels at their Booth 145 in Hall A3 at the upcoming electronica 2008.**

The innovative iLCD design enables users to store any type of Windows font, still or animated graphics, text templates and macros in the flash memory of the iLCD's controller eliminating the need for the extensive hard and software development and pixel-based programming required of conventional LCDs. iLCD technology makes it extremely easy to design an attractive screen layout and allows developers to equip devices with large displays and touch panels in only a few days even if the application is run on a 50 cent processor.

The fully integrated iLCD controller offers powerful, easy-to-learn high-level commands to, for example, create formatted Windows fonts for text, display still and animated graphics or to draw frames and lines. USB, RS232, I<sup>2</sup>C or SPI interfaces make controlling the touch screen fast and effortless.

The 7" and 10.2" iLCD panels offer resolutions of 800x480 and 1024x600 pixels respectively. Both models are equipped with an LED backlight and designed for a 5 or an optional 3.3 volt power supply. 32 MB of flash memory are available for storing fonts, graphics and macros. The application can be further simplified by using the battery-buffered real time clock, interfaces for a keyboard matrix, a relay and a signalling device as well as additional digital and analog inputs and outputs.

A free Windows-compatible configuration editor is also available making it unnecessary to learn a programming language.

#### About demmel products:

demmel products' Next Generation Intelligent LCD (iLCD) technology enables the user to store all necessary Windows fonts, graphics, text templates and macros in the flash memory of the iLCD's controller. This considerably reduces the development time normally required for the pixel-based programming process of conventional LCDs. iLCD panels can be accessed through legacy control systems or operated by low-cost microcontrollers using high-level commands.

iLCD are used in a wide variety of applications and industries. Customers include globally operating companies such as the Erich NETSCH GmbH & Co. Holding KG, Frog AGV Systems B.V. (HQ) or Re-Age Italia.

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#### JPG Picture (CMYK):

[http://www.demmel.com/download/ilcd/press/ilcd-panels\\_2\\_cmyk.jpg](http://www.demmel.com/download/ilcd/press/ilcd-panels_2_cmyk.jpg)

#### JPG Picture (RGB):

[http://www.demmel.com/download/ilcd/press/ilcd-panels\\_2\\_rgb.jpg](http://www.demmel.com/download/ilcd/press/ilcd-panels_2_rgb.jpg)

#### Word File (Zipped):

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