



A Brighter Solution

FOR IMMEDIATE RELEASE

AMP DISPLAY ADDS NEW PRODUCT LINE OF SMART UART-LCD PANELS TO IT'S STANDARD DISPLAY PRODUCT OFFERING

Time-to Market Cost-efficient TFT system solution for Low end CPU

Rancho Cucamonga, CA-September 1, 2011 - Original equipment manufacturers (OEMs) now have access to one of the widest selections of off-the-shelf display offerings in the marketplace through AMP Display expanded line of standard UART-interface display products. Adding over 20 new color UART LCDs, AMP Display now has one of the largest standard display portfolios across all categories of displays including character, monochrome graphic, and color Active-Matrix TFT displays. This comprehensive selection contains color LCD products that range in size from 1.8" to 10.4" and up to 18.1(diagonal) with the Smart UART- LCD panels.

UART-based Panels make Designs Easier and Speeds Time-to-Market

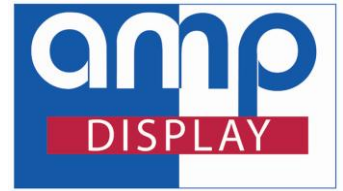
The AMP Display Smart UART panels simplify the active TFT color display interface for OEMs that need to integrate the optimal display solution for their product without incurring the additional cost in time and money required design and prototype development. The AMP Display full standard color product line also complements the existing line of monochrome displays, enabling OEMs to more easily transition their product from an existing monochrome display to a higher information content color display.

Multiple Display Options

AMP Display is customers with more display options than ever before. With this addition to the product offering, standard displays are now speeds the design in a variety of products ranging from medical



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devices, test instrumentation to point-of-sale terminals. Each application requires something a little different, but not all OEMs want or need an expensive, custom-tailored display device with a long lead time. Our wide variety of standard displays not only speeds the OEM's time-to-market, but makes it easy to use, change or upgrade the display as their products and markets evolve.

The full AMP display product line includes STN, FSTN, and TFT technologies, and products are available ranging in size from small to medium display modules (1.1" to 12.1"). AMP Display provides sales and support for the entire display product line and integrates its standard and semi-custom displays into fully assembled modules or complete systems at its manufacturing locations in the China.

About AMP Display

Founded in 1998, AMP Display Inc (ADI) manufactures and distributes industry-standard and custom LCD technology products from character modules, to monochrome graphic and Color TFT modules. ADI offers an unsurpassed line of quality displays, aggressive pricing and a range of support services to the US OEM market. AMP Display products are manufactured in two state-of-the-art plant facilities in Taiwan and China, under a Quality Management System conforming to ISO-9001 and ISO-9002 International Standards. AMP Display Inc. is headquartered in Rancho Cucamonga, California. For more information, contact AMP Display Inc. info@ampdisplay.com

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