

# IPS Panel?

## • Vivid & Clear image

IPS panel offers a vivid and clear picture due to the fast & stable response time of liquid crystal

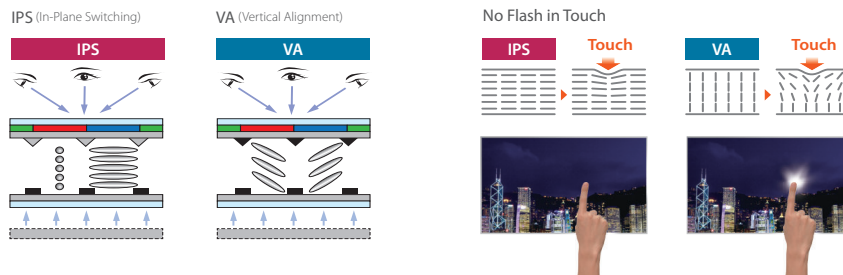
## • No color change or distortion from any angle

The discrepancy is normally more than two times in terms of color shift and IPS panels are 20 times better than normal panels in comparative changes and gamma shift.



*"..iPad is thin and lighter than any other net books, and It's got gorgeous 9.7inch IPS display, super high quality display, and you get a great angle of view as well"*  
 - Steve Jobs (CEO, Apple)

## • Structure Comparison

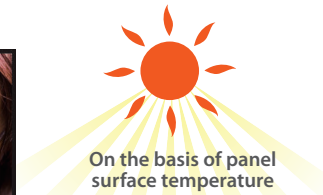
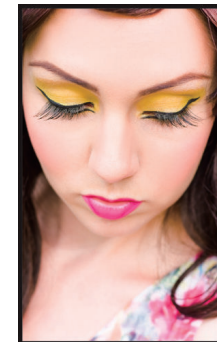


# Benefit of IPS Panel?

## • Less Blackening Defect than VA Panel

Liquid crystal loses its own characteristics over the critical point of temperature. IPS panel improves it by increasing the critical point up to 110°C.

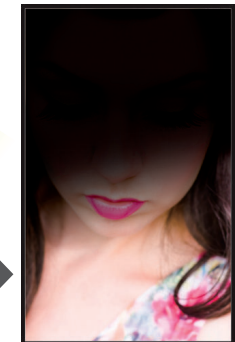
### IPS PD Panels



Up to 110°C(230°F), blackening defect does not happen

Over 75°C(167°F), blackening defect starts

### Other's Panels



## • Local Dimming Control

In contrast of lamp backlight, LED backlight supports local dimming control. Local dimming increase the contrast ratio and decrease the power consumption.

LED(Edge or Direct Type) Backlight  
 You can control each block of backlight.

