

**Product Announcement****FOR IMMEDIATE ANNOUNCEMENT****Sharp Introduces the LS037V7DW03, a New 3.7-inch Portrait-mode, Highly Integrated, Transflective CG-Silicon LCD****Normally Black Panel Features Wide Viewing Angle, High Contrast**

The LS037V7DW03 is now entering production. This is Sharp's first transflective Normally Black panel, featuring Chip-on-Glass technology for high integration, a wide symmetric viewing angle of 160°, and a contrast ratio of 200:1 in transmissive mode.

The LS037V7DW03 also incorporates transflective technology for excellent viewability in any ambient light condition, multiple resolution levels, and multiple color modes.

**Features of the LS037V7DW03:**

LCD Type	Portrait-mode VGA/QVGA (switchable)
Screen size	3.7-inch (9.4 mm)
Panel Mode	Transflective
Pixel Format	480 (H) × 640 (V)
Pixel Pitch (mm)	0.039 × 0.117
Active Area (mm)	56.16 (H) × 74.88 (V)
Aspect Ratio	4:3
Outline Dimension (mm)	89.2 (H) × 65.0 (W) × 3.6 (D)
Display Mode	Normally black
Number of Colors	262,144 / 8 (switchable)
Brightness	200 nits
Viewing Angle	160° H/160° V (transmissive) 80° H/80° V (reflective)
Contrast Ratio	200:1 transmissive, 2:1 reflective
Response Time	35 ms transmissive, 20 ms reflective

This panel meets all RoHS\* compliance requirements.

The specification for this panel is available from your local Sharp Representative, and is available on our Sharp public website ([www.sharpsma.com](http://www.sharpsma.com)).

Please contact Sri Peruvemba at [PeruvembaS@sharpsec.com](mailto:PeruvembaS@sharpsec.com) with any questions you may have regarding this exciting new addition to the Sharp product line.

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Sharp Microelectronics of the Americas, in Camas, Washington, is the microelectronics sales and marketing division of Sharp Electronics Corporation, a wholly owned subsidiary of Sharp Corporation. Sharp Corporation is a worldwide developer of innovative technologies that are leading the next generation of electronic products for consumer and business markets. Sharp Microelectronics of the Americas offers forward-thinking LCD, Optoelectronics, Memory, Imager, and RF/IR components. Sharp Microelectronics of the Americas offers these products along with packaging and integration skills that help design engineers throughout North and South America bring their aspirations to market. Sharp Microelectronics of the Americas is dedicated to improving people's lives through the use of advanced technology and a commitment to quality, value, and design. For more information, visit [www.sharpsma.com](http://www.sharpsma.com).

\* The Restriction of Hazardous substances in Electrical and Electronic Equipment (RoHS) Directive (2002/95/EC). This directive took effect July 1, 2006.