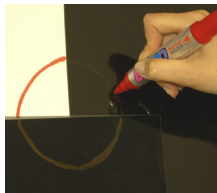


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By: Alex Vochin, Technology Editor



## **LG.Philips Develops Dirt-Resistant LCD Displays**

### *No more smudges, dust or fingerprints*

As probably most (if not all) computer users can confirm, LCD displays have a tendency of getting dirty really quick, if they're not constantly and thoroughly cleaned. And this is exactly the reason why the people over at LG.Philips have developed a dirt-resistant 15.4-inch TFT-LCD panel for notebook computers, which allows for easy removal of dust, smudges, fingerprints and even permanent ink. As some of you might know, TFT-LCD panels usually feature a coating on the surface of the polarizer film, designed to reduce glare and reflections. Because of their chemical properties, some of these coatings have a tendency to hold onto dirt and oil. A computer user's fingers are a ready source of both, and people touch the hinged screens on notebook computers quite often in order to adjust them. Generally, to make LCD panels dirt-resistant, manufacturers must add a second coating to the polarizer film in addition to the glare-reduction coating, but, unfortunately, this is a time consuming process that slows delivery time and adds to the cost of panels (and this is why some companies simply "overlook" it. However, LG.Philips LCD has found a way to eliminate this additional step while also delivering superior dirt resistance. "Our new panel employs a principle similar to that used on non-stick frying pans. Dirt and oil can easily be wiped away", said Byung-Chul Ahn, who heads up development of advanced technology for LG.Philips LCD. "Like millions of other people, we use notebook computers when traveling on business. Fingerprints have always been an especially big annoyance, and if they are not cleaned off immediately they become even harder remove from the screen. That is why we developed this new technology.", Ahn added. The new technology will initially be used on LG.Philips LCD's 15.4-inch widescreen panels for notebook computers and mass production of the product will begin in the first half of 2008. However, the company plans to expand availability of the new technology to notebook panels of all sizes by the end of next year, which means that soon enough things will get a lot "cleaner" in this area as well. We are just a few, but there are many of you, Softpedia users, out there. That's why we thought it would be a good idea to create an email address for you to help us a little in finding gadgets we missed. Interesting links are bound to be posted with recognition going mainly to those who submit. The address is .