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## **Samsung Announced the Most Advanced Digital Camera LCD**

### *The future of digital camera displays*

Samsung Electronics announced yesterday that it has developed the first three-inch LCD panel with VGA (640 x 480 pixels) resolution that directly meets industry interface standards for digital still cameras. Digital camera makers use an interface known as ITU-R601, an international standard for cathode ray tube (CRT) TVs that operates at 30Hz. This standard is incompatible with LCDs, which normally run at 60Hz. Samsung says that manufacturers have had to reconcile the difference either by compressing the images or by manipulating the signal. However, such approaches will only work with LCDs having a resolution of qVGA(320 x 240 pixels) or less. Samsung's new LCD operates on 30Hz, allowing VGA images to be obtained from a digital camera without having to create another interface. The three-inch VGA LCD also incorporates a dot inversion scheme that lowers power consumption while substantially reducing the image flickering that has prevented such an approach in the past. Power consumption is further reduced because the 30Hz source driver requires less power than the 60Hz type, helping to better differentiate mobile display-based products. "Our new LCD panel will make viewing of digital pictures distinctly more impressive on camera screens, personal multi-media players and other products requiring high-image resolution and low-power consumption," Executive Vice President Yun Jin-hyuk of Samsung Electronics said. Samsung will exhibit its new device at IMID 2006, which opens in Daegu, Korea on August 23. The Korean company will begin commercially producing the new VGA-resolution LCD panel in the first half of 2007.