



FocusLCDs.com

RELIABILITY AND SUPPORT FOR LESS

162 W. Boxelder Place, Suite 1, Chandler, AZ 85225 USA

DISPLAY SOLUTIONS

TFT | VATN | GRAPHIC | CHARACTER
SEGMENT | REPLACEMENT | CUSTOM

Focus On Simplicity



480-503-4295
nopp@FocusLCD.com

USA
BASED SUPPLIER

Company Profile

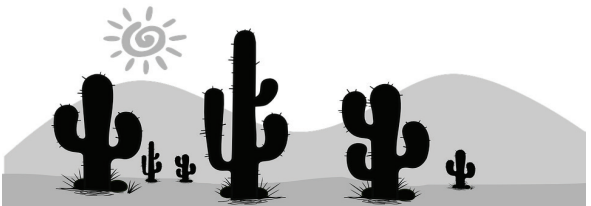
The FocusLCD's Story

Focus Display Solutions, Inc. (also known as Focus LCD's) is a US-based company, headquartered in Chandler, Arizona. The company was started in 2000 with one engineer, one customer, and one LCD. Since then we have grown to supply custom and standard display solutions to a growing customer base of:

- OEM's
- Design Houses
- Distributors

Why make Focus your choice for new product designs?

We are EXPERIENCED, so you don't have to be. Since 2000, all we have focused on are displays, not PCBs, transformers, power supplies or relays. We live, breath and supply only display technology. You'll have LCD Solutions and Answers ASAP.



*When you are courting a nice girl an hour
-Albert Einstein*



TFT Displays

TFT's (thin film transistors) are multi-color modules that display graphics, characters, and video. Your product will stand out with the vibrant and dynamic qualities of a TFT. They are used in cell phones, tablets, cameras and much more.



- Touch panel can be added (capacitive, resistive, pcap)
- Brightness (nits) can be increased
- Customizable FPC cables, LED back-lights, bezels, and touch panels
- Sunlight readable options available**

- In stock for immediate delivery
- Built-in controller for quick integration
- Great for longterm projects
- Multiple interface options available

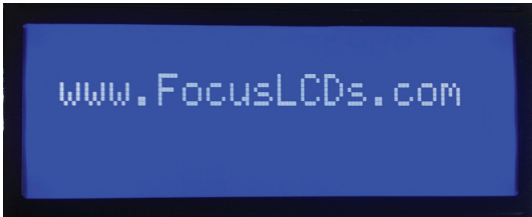
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seems like a second. That's relativity.

Character LCD

Character LCD displays (AKA alpha-numeric) have been in use for many years. They can display any letter (caps and lower case), number, and punctuation mark. Character displays can be manufactured with additional font tables to display in a variety of languages.



Value added benefits:

- Low cost to customize
- Positive and negative mode option
- Excellent for dark and direct sunlight
- Short lead time
- Built-in Controller and character library for quick integration
- Great for low power needs

Available with Custom or Standard options

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*I love sleep. My life has the tendency to
-Ernest Hemingway*



VATN Displays

VATN (Vertical Align Twisted Nematic) is similar to EBT technology. This new type of fluid technology provides a wider viewing angle and brighter backlight than older TN fluids. At this time VATN is available on segment and select character displays.



Value added benefits:

- Bright and attention getting
- Very wide viewing angle
- Low cost to customize
- Heater available
- Touch panel available
- Low MOQs

Available with Custom or Standard options

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fall apart when I'm awake, you know?

FSC Display

Field Sequential Color (FSC) display technology provides a low-cost, custom color LCD solution. Each segment is individually addressed by an integrated RGB Backlight that rotates each segment between 7 colors: Red, Grn, Blue, Cyan, Magenta, Ylw and White. The display is built to the size and interface options of your choice and includes a built-in controller.



Value added benefits:

- FSC offers a contrast ratio of 300:1; higher than TFT and TN technology
- Tooling costs are a fraction of multi-color TFT and OLED's
- MOQs of 500
- Heaters and touch screens can be added.

Available with Custom or Standard options

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*"It's sometimes difficult to determine if quotes
— Abraham Lincoln.*



Graphics

Dot Matrix displays have the ability to generate graphics for applications that require more than alphanumeric characters.



Value added benefits:

- Sunlight Readable available
- Wide temperature range available
- Choice of backlight color
- Positive & Negative display options
- Fully Customizable
- In Stock for immediate delivery

Available with Custom or Standard options

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found on the Internet are genuine or not."

Segment

Segment displays are the lowest cost display technology and require the lowest investment cost for tooling. These displays can be customized to make your application unique. They can display numbers, icons, and a few select characters.



Value added benefits:

- Ultra low power consumption
- Low MOQs
- Short design cycle
- Wide operating temperature

Available with Custom or Standard options

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*Whenever you find yourself on the side of the ma
-Mark Twain*



Replacement

It *is* possible to reverse engineer a discontinued LCD

Replacement displays can be designed and tooled to replace discontinued displays from other manufacturers. We receive a number of requests asking for an exact, drop-in equivalent replacement for a LCD module that has been discontinued, or the previous LCD supplier no longer provides.



Since 2000, we have helped customers replace their discontinued LCD; providing the customer a source of drop-in-equivalent displays for production and/or repairs.

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priority, it is time to pause and reflect.

Custom Designs

A custom LCD is any display that is designed and built according to the customer's requirements. The custom display is owned by the customer and cannot be sold without the customer's permission.

Custom options include:

- Touch panel
- Backlight color
- Heater
- Unique size
- Low power budget
- Addition of interface

**Call us today to discuss
your custom display
480-503-4295**

email: NOPP@FocusLCD.com

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There are basically two types of people. People who accomplish things. The first group is less crowded. -Mark

Why Focus?

Over the years we've handled many unique display requirements including:

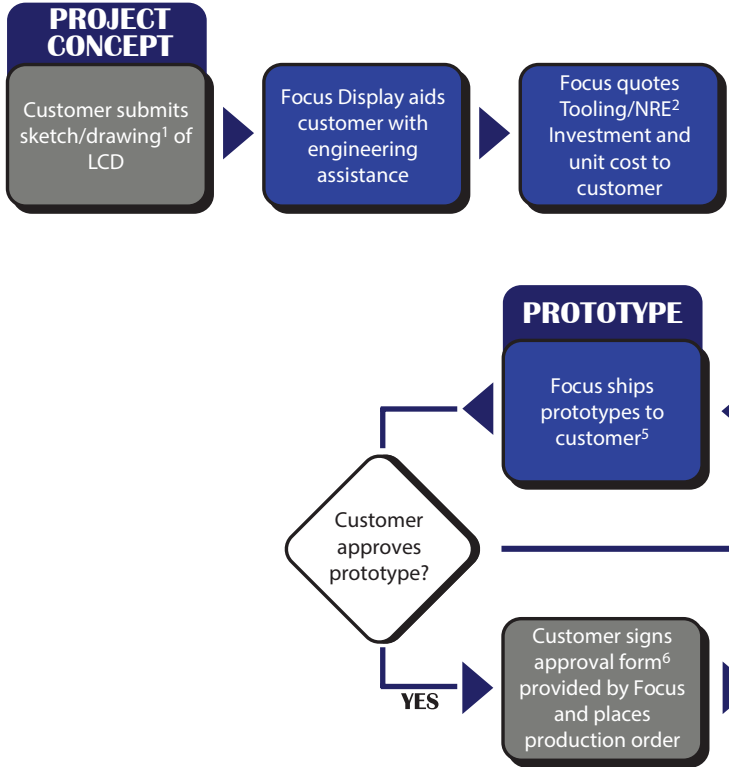
- Low-power budgets
- Extreme temperature ranges
- Sunlight readable designs
- Customized touch screens
- Multiple Interfaces
- Heaters
- Multi-language modules
- High brightness
- Wide viewing angles



Swift Delivery- You'll get your shipment faster. All products from our manufacturing partner are shipped to Chandler, AZ via FedEx Air, not boat.

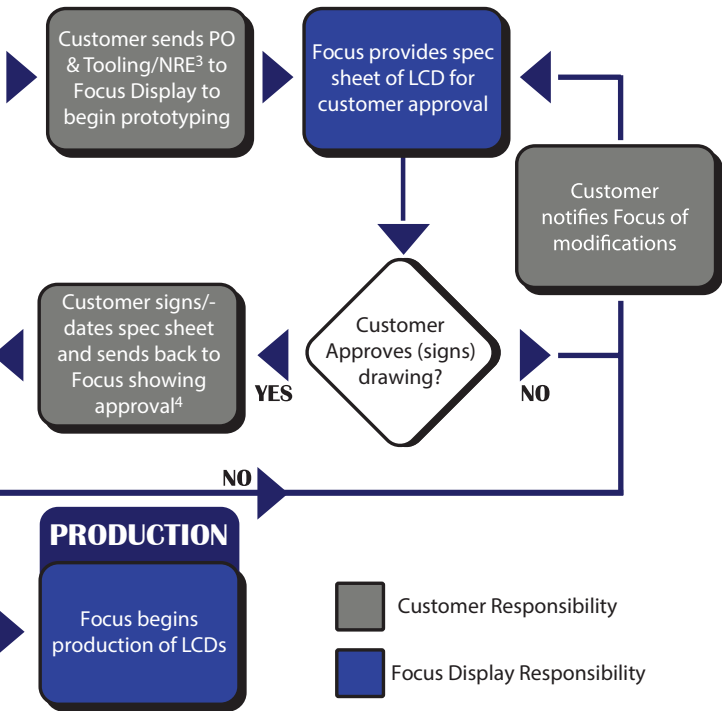
Expedited prototyping- You'll get your prototypes sooner. Counter drawings in days and samples delivered in weeks after approval of drawing.

Custom Design Flow Chart



1. The format of the drawing is not critical. The more details the better.
2. **NRE** stands for Non-recurring Engineering. This is a one-time cost.
3. Tooling/NRE investment funds are to be paid in advance.
4. Counter drawing must be signed off by the customer before production.
5. Lead time is based on a quote from Focus Displays (lead time).
6. Approval Form, also called the Acceptance Sign Off Form, is provided by Focus and signed off by the customer's requirements.
7. Deliver displays to customer.

*However beautiful the strategy, you should
-Winston Churchill*



details and dimension you can provide the better.
one-time investment & does not need to be paid again.
to begin the building of the samples.
before the building of samples can begin.
(lead time is subject to change without notice).
form, notifies Focus Display that the samples meet the

occasionally look at the results.

Support

We find that the key to making a project run smoothly and efficiently is by providing quick and responsive support. We accomplish this by answering your questions ASAP, usually within one business day, if not the same day.

If you have a problem developing our display we have engineers available to help. We also provide tools to help you integrate our displays into your project as quickly as possible.

We have the knowledge, the tools, and the people to help your next project be successful.

Contact us today!

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*It always seems impossible until it's done.
-Nelson Mandela*

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