

Tannas Electronic Displays

Newsletter on Developments in LCD Resizing

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Welcome to Hot, Rainy Orlando

Tannas Electronic Displays (TED), which develops and licenses LCD resizing technology, will be holding forth at Booth #5488 next week at InfoComm, June 12-14, at the Orange County Convention Center in Orlando, Florida.

The National Weather Service is predicting that the weather will be hot with a chance of rain, but you can expect a friendly welcome at Booth #5488, where we will be happy to discuss how we resize LCDs to custom sizes, and how that enables opportunities for those who design digital signage, deploy it, or advertise on it.

Our licensee LiteMax will be exhibiting one of their SpanPixel bar-type signs in the booth, and other licensees will have literature describing their products, services, and activities. And, you will be able to see wide (or tall) signs all over the show floor that are based on resized displays made by TED licensees.

TED continues to improve resizing and sealing technology, to patent the new developments, and to support its existing and future licensees. In addition, TED itself does panel resizing in prototype, design-sample, and proof-of-concept quantities. As a customer's production rises to pilot-line and high-volume quantities, we help the customer make a smooth transition to one of our licensees. Some customers have chosen to become licensees themselves, and produce resized displays for their own internal use.

TED will be speaking with existing and prospective licensees and customers during InfoComm 2013. Please email Larry Tannas at l.tannas@tannas.com or Ken Werner at kwerner@nutmegconsultants.com for an appointment. The potential for resized LCDs is tremendous and growing. See the opportunities for yourself in Booth #5488.

Resized Digital Signs at SID 2013

Manufacturers of large display panels don't make much – or any – money on panels for television, so the rapidly growing market for digital signage is a bright spot.

SID Display Week, which was held May 19-24 in Vancouver, B.C., is a display technology show that is not known for a focus on digital signage. Still, the signage industry has the energy and resources to fund interesting variations on display technology, and some of them could be seen at SID. Not surprisingly, some of those creative efforts involved LCD resizing.

BiSearch International (BSI) showed resized, convex signs at the Digital Signage Expo held in Las Vegas last February, and they added a concave sign for SID, which was resized to 40 inches diagonal and 1880x1056 pixels (see photo right.)



Figure 1. BSI showed this concave and resized display at SID 2013. (Photo: Ken Werner)

The resized convex signs were originally designed as game-toppers for casinos, but have been enthusiastically received by beverage companies. At SID, the concave sign was shown in a game application.

The signs are resized under the Tannas patents. Except for the resizing, the curved signs are absolutely standard LCDs. The 20-inch convex sign was resized and curved by Tovis Co., Ltd (Incheon, Korea). Tovis warms the LCD gently before bending. We assume the concave sign was also fabricated by Tovis.

Bi-Search also showed a transparent 47-inch LCD sign. Such displays are no longer novelties, but BSI's colors appeared quite saturated and true, and the clear parts of the display appeared quite transparent. That is probably the result of a very brightly lit box behind the display since saturated colors and transparency are conflicting qualities for transparent LCDs. The transparent BSI

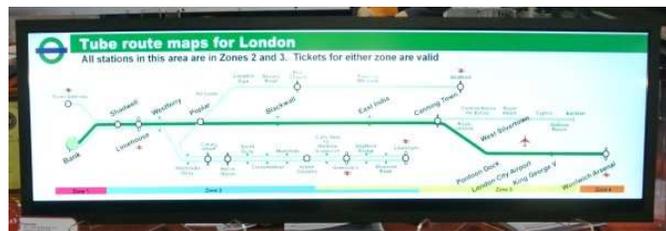


Figure 2. LiteMax SpanPixel sign for a transit application based on an LCD resized to 1920x538 pixels. (Photo: Ken Werner)

signs were of standard size, but Tannas licensees are resizing transparent LCDs for commercial refrigerator doors and other applications.

LiteMax (New Taipei City, Taiwan and Fremont, California) was showing a variety of displays in its SpanPixel line, which are based on resized LCDs. The resized units on display included a 38-inch-diagonal, 1920x502 (16:4.2) with 2000 nits luminance and local area dimming; a 49.5-inch, 1920x538 (16:4.5); an 8-inch (16:5); and a 10.5-inch.

Prominently located on the LiteMax display counter was the framed license certificate from TED, naming LiteMax the exclusive Taiwan licensee for manufacturing re-sized LCDs.

And that brings us to TED itself, which was showing what had been a Coby 40-inch TV set just two weeks before the SID show. At SID, the functioning resized display sat in the original Coby bezel, clearly indicating how much of the original display had been removed. Tannas also

announced that GSD (Gumi-city, Korea) had just become TED's eighth new licensee in the last 12 months for digital signage and commercial displays.

Three Continents Are Not Enough

Eight companies on three continents have licensed Tannas Electronic Displays' technology for resizing LCDs, allowing customers to put their messages in places where they could never fit before.

But we are certainly not done yet. We are in the midst of active conversations with other potential licensees and we expect to make additional announcements soon. And we are seeking new licensees to support additional applications and markets, including the two continents we don't directly serve – yet.

Our current licensees for digital signage and commercial displays are **ANNAX** (Anzeigesysteme GmbH, Munich, Germany), **BMG MIS** (Ulm, Germany), **GSD** (Gumi-city, Korea), **LITEMAX Electronics** (Shin-dian City, Taiwan), **MRI** (Atlanta, Georgia), **STI** (Anseong City, Korea), **TOVIS** (Incheon, Korea), and **VitroLight** (Shanghai, China).

If you would like to explore the benefits of becoming a TED licensee, please email Larry Tannas at l.tannas@tannas.com or Ken Werner at kwerner@nutmegconsultants.com, or simply drop by Booth #5488 at InfoComm. 

