

Press Release

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Tianma Introducing Wide Range of Automotive Display Technologies at Display Week 2024

Chino, CA, May 10, 2024 – [Tianma](#), a leading global manufacturer of flat panel displays, will be featuring an expanded portfolio of display technologies for the automotive market at Display Week 2024, May 14-16, San Jose, CA. Highlighted OLED and Micro-LED products will include: 13" Dynamic Flexible OLED; 13" Slidable OLED; and 8.07" Octagon Micro-LED. Zonal-dimming technologies for automotive will include the 11" ACRUS with pixel-level dimming and 15.6" LTPS QD Mini-LED products. Tianma is also introducing a new 12.3" LTPS Mini-LED InvisiVue Display.

13" Dynamic Flexible OLED

With the **13" Dynamic Flexible OLED**, Tianma has successfully completed the technical development of the first dynamic bending OLED screen for vehicles in China, using flexible OLED screen technology and Corning Living Hinge technology. The surface curvature of the screen has a minimum bending radius of R200mm with a dynamic flex capacity of over 200,000 bends, while still meeting the mechanical strength requirements for in-vehicle regulations. In operation, this display can be adjusted according to the needs of both drivers and passengers.

13" Slidable OLED

Tianma's **13" Slidable OLED** display has an external bending radius of 4.5mm and a sliding distance greater than 70mm. The product adopted TPOT (Touch panel on thin-film encapsulation) technology, which facilitates the creation of even thinner and lighter overall device designs. Designed for automotive applications such as car dashboards, center consoles, and passenger entertainment systems, its main advantage is saving valuable space in the cabin. Once the screen is fully extended, the overall display area can be more than twice that of its contracted state.

8.07" Octagon Micro-LED

The **8.07" Micro-LED** display by Tianma boasts a transmittance rate exceeding 55% at 167PPI, positioning it as a leader in the industry. This display incorporates a cutting-edge

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pixel design and a sophisticated TFT stacking process. It successfully navigates the complexities of deep hole etching, culminating in exceptionally fine image quality with high levels of transparency. Furthermore, it introduces an innovative driving scheme known as “emit backward shift,” which significantly enhances brightness and uniformity.

11" ACRUS

ACRUS, Tianma’s proprietary Automotive Local Dimming Technology, delivers unparalleled optical performance with its ability to produce ultra-high contrast, authentic black tones, and enhanced color vibrancy. TM ACRUS provides front-of-screen performance that is comparable to OLED, but in a more durable yet economical package. This is made possible through Tianma’s 2nd-gen advanced pixel-level light dimming feature, exhibiting a 30% improvement in transmittance.

15.6" LTPS QD Mini-LED

Tianma Quantum Dot (QD) Mini-LED automotive displays are at the forefront of display technology, offering a new level of visual experience in the automotive industry. And this 15.6" LTPS QD Mini-LED is first to market for automotive use. These displays combine the high dynamic range and power-saving capabilities of Mini-LED with the vibrant color enhancement of Quantum Dot technology.

12.3" LTPS High Transmittance, InvisiVue, Textured, Mini-LED

This display features a high-transmittance decorative layer that looks and feels like brushed-metal in the non-operating state, while the active area of the display is invisible to the user. When the display is turned on, only the image content emerges through the 50% transmissive decorative layer. The combination of Mini-LED backlight and high-transmittance decorative layer yields a high-quality image for improved visual perception and user experience.

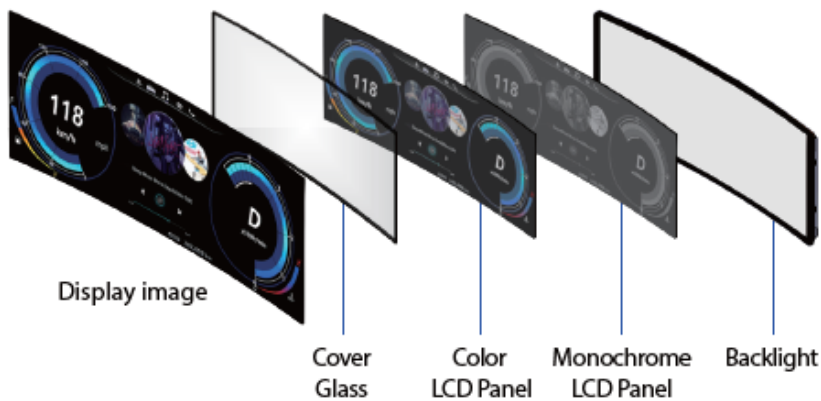
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Tianma, a leading global manufacturer of flat panel displays, will be featuring a wide range of automotive display technologies Display Week 2024. Shown here are: 13" Dynamic Flexible OLED, 13" Slidable OLED, and 8.07" Octagon Micro-LED.

Photo: Tianma America, Inc.



11" ACRUS with pixel-level dimming - *Photo: Tianma America, Inc.*

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15.6" LTPS QD Mini-LED - Photo: Tianma America, Inc.

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About Tianma America, Inc.

Tianma America (TMA) is the leading provider of small- to medium-size display solutions to the Americas market utilizing advanced technologies and manufacturing resources of the Tianma Group Companies, which includes Tianma Micro-electronics (Shenzhen and Shanghai) and Tianma Japan, Ltd. (formerly known as NLT Technologies Ltd.), as well as manufacturing locations in Chengdu, Wuhan, Xiamen, Shenzhen and Shanghai China. Tianma America technologies can be found in smartphones, tablet PCs, industrial and medical instrumentation, wearables, home automation, household appliances, office equipment, and automotive and rear seat entertainment devices. Additional applications include test and measurement systems, instrumentation equipment, point-of-sale and ATM systems, gaming systems, global positioning systems, radio-frequency identification devices and barcode scanners.

Tianma America's technology portfolio comprises TFT, LTPS, Oxide-TFT, AM-OLED, flexible, transparent, 3D, PCAP and In-cell/On-cell integrated touch. With a network of best-in-class distributors and value-added partners, Tianma America provides complete display module solutions for a broad base of customers and applications.

The content in this press release, including, but not limited to, product prices and specifications, is based on the information as of the date indicated on the document, but may be subject to change without prior notice.

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