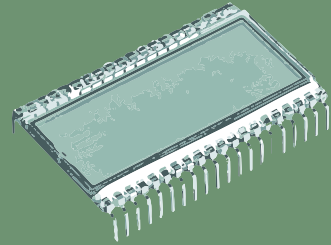


# HINTS & TIPS



## LCD ILLUMINATION METHODS

	REFLECTIVE	TRANSMISSIVE	TRANSFLECTIVE
TECHNOLOGY	Display is illuminated by reflection of external light from rear of display.	Display is illuminated from behind the LCD and viewed from the opposite side to illumination.	Display is illuminated by combination of REFLECTIVE and TRANSMISSIVE methods.
ADVANTAGE	Performs well under direct sunlight. Low power consumption.	Excellent performance indoors or under conditions of reduced light.	Good performance under all lighting conditions.
DISADVANTAGES	Reduced performance under fluorescent light.	Not readable under direct sunlight. High power consumption.	Higher cost.
APPLICATIONS	Calculators, digital watches, printer control panels, office equipment.	Vending machines, industrial controls, security displays.	LCD displays, laptops, PCs, PDAs, Sat Nav.

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