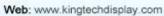




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# **SPECIFICATION**

## PV03501TYD54C

☐ Preliminary Specification
☐ Final Specification

Made By:	Approved By:
Checked By:	
Approved By:	Date:
Quality:	
Date:	Note:
Note:	





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## **Records of Revision**

DATE	REF.PAGE PARAGRAPH DRAWING No.	REVISED No.	SUMMARY	REMARK
2015-10-14		V01	First Issue	

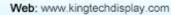






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# 1. General Specification

Item	Contents	Unit
LCD TYPE	TFT/TRANSMISSIVE	
MODULE SIZE (W*H*T)	76.90*63.90*3.27	MM
ACTIVE SIZE (W*H)	70.08*52.56	MM
PIXEL PITCH (W*H)	0.219*0.219	MM
NUMBER OF DOTS	320*240	
DIVER IC	HX8238D	
INTERFACE TYPE	24BIT RGB+SPI	
TOP POLARIZER TYPE	ANTI-GLARE	
RECOMMEND VIEWING DIRECTION	12	O'CLOCK
GRAY SCALE INVERSION DIRECTION	6	O'CLOCK
COLORS	16.7M	
BACKLIGHT TYPE	6-DIES WHITE LED	
TOUCH PANEL TYPE	WITHOUT	





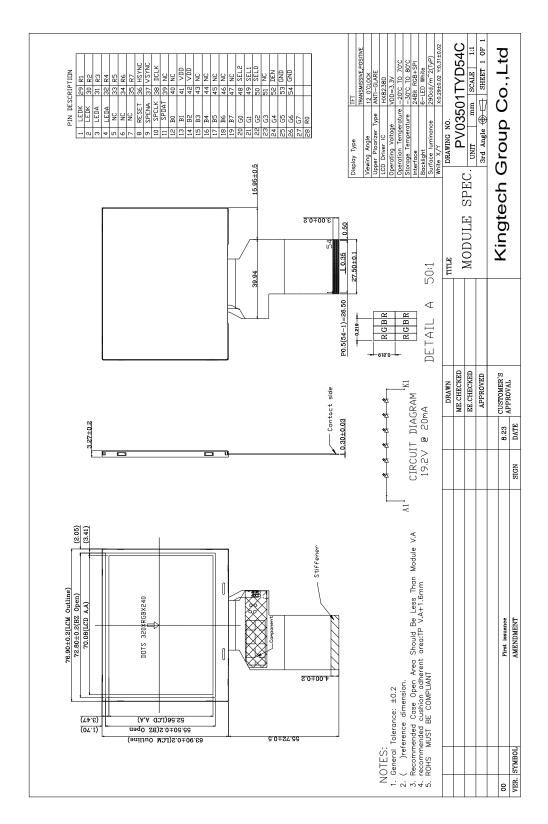
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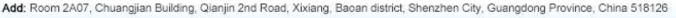
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# 2. Mechanical Drawing







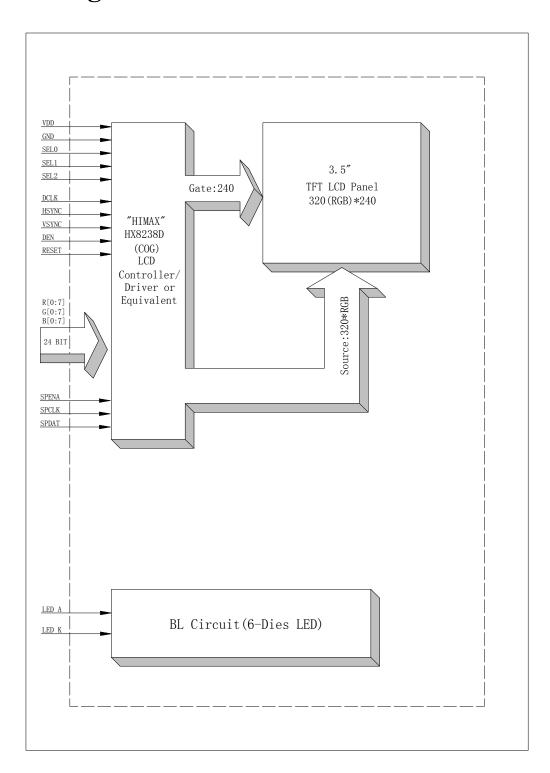
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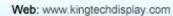
# 3. Block Diagram





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## 4. Interface Pin Function

Pin No.	Symbol	Description				
1	LEDK	Cathode of LED backlight				
2	LEDK	Cathode of LED backlight				
3	LEDA	Anode of LED backlight				
4	LEDA	Anode of LED backlight				
5	NC	No connect				
6	NC	No connect				
7	NC	No connect				
8	RESET	RESET PIN				
9	SPENA	Chip select of serial interface				
10	SPCLK	Clock pin of serial interface				
11	SPDAT	Data input pin of serial interface				
12~19	B0~B7	Blue data bus				
20~27	G0~G7	Green data bus				
28~35	R0~R7	Red data bus				
36	HSYNC	Horizontal sync signal; negative polarity				
37	VSYNC	Vertical sync signal; negative polarity				
38	DCLK	Clock signal; latching data at the falling edge				
39	NC	Touch panel control PIN: XL				
40	NC	Touch panel control PIN: YU				
41	VCC	Power supply				
42	VCC	Power supply				
43	NC	No connect				
44	NC	No connect				
45	NC	No connect				
46	NC	No connect				
47	NC	No connect				
48	SEL2					
49	SEL1	Interface mode select(note)				
50	SEL0					
51	NC	No connect				
52	DEN	Display enable pin from controller				
53	GND	Power ground				
54	GND	Power ground				

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#### Note:

- 1. The mode control (SEL2) not use ,it can't control CCIR601 interface , If not use CCIR601 ,it can floating.
- 2. For digital RGB input data format, both SYNC mode and DE+SYNC mode are supported. If DE signal is fixed low, SYNC mode is used. Otherwise, DE+SYNC mode is used. Suggest used SYNC mode!!Suggest the DE signal usually pull low.
- 3. IF select serial RGB or CCIR601/656 input mode is selected, only DX0-DX7 used, and the other short to GND, Only selected serial RGB、CCIR601/656 interface, DX BUS will enable, Digital input mode DX0 is LSB and DX7 is MSB.

#### Interface select table

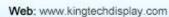
SEL2	SEL1	SEL0	Interface Mode			
0	0	0	Parallel-RGB Data format interface			
0	U	U	(only support stripe type color filter)			
0	0	1	Serial-RGB data format			
0	1	0	CCIR 656 data format (640RGB)			
0	1	1	CCIR 656 data format (720RGB)			
1	0	0	YUV mode A data format(Cr-Y-Cb-Y)			
1	0	1	YUV mode A data format(Cr-Y-Cb-Y)			
1	1	0	YUV mode B data format(Cb-Y-Cr-Y)			
1	1	1	YUV mode B data format(Cb-Y-Cr-Y)			



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# 5. Absolute Maximum Ratings

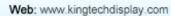
Parameter	Symbol	Min	Max	Unit
Supply voltage for analog	VDD	-0.3	4.5	V
Supply voltage for logic	VDD	-0.3	4.5	V
Supply current (One LED)	I <sub>LED</sub>		30	mA
Operating temperature	Тор	-20	+70	°C
Storage temperature	T <sub>ST</sub>	-30	+80	°C

Note: The absolute maximum rating values of this product are not allowed to be exceeded at any times. Should a module be used with any of the absolute maximum ratings exceeded, the characteristics of the module may not be recovered, or in an extreme case, the module may be permanently destroyed.



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## 6. Electrical Characteristics

#### **6.1 Input Power**

Item	Symbol	Min	Тур.	Max	Unit	Applicable terminal
Supply Voltage for Analog	VDD	3.0	3.3	3.6	V	
Supply Voltage for Logic	VDD	3.0	3.3	3.6	V	
Input Voltage	$V_{\rm IL}$	GND	-	0.3VCC	V	
input voitage	$V_{ m IH}$	0.7 VCC	=	VCC	V	
Input leakage Current	$I_{LKG}$	-1		1	μΑ	

## **6.2 Backlight Driving Conditions**

Itarra	Cross had		Value	II-a:4	Remar		
Item	Symbol	Min.	Typ.	Max.	Unit	k	
Voltage for LED Backlight	V <sub>F</sub>	-	19.2	-	V	I <sub>L</sub> =40mA	
Current for LED Backlight	IL		20	30	mA		
Power Consumption	P		0.384		W		
LED Life Time		30,000	50,000		Hr	Note	

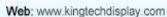
**Note**: Brightness to be decreased to 50% of the initial value at ambient temperature TA=25°C







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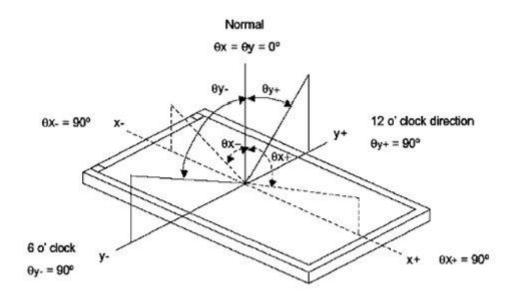


# 7. Optical Characteristics

ICE	ITEM		COMPLETIONS	SPEC	IFICAT	ΓΙΟΝS	TINITE	NOTE	
ITEN	<b>/1</b>	SYMBOL	CONDITIONS	MIN	TYP.	MAX	UNIT	NOTE	
Lumina	nce	L	I <sub>L</sub> =20mA		290		Cd/m <sup>2</sup>		
Contrast l	Ratio	CR	θ=0°	200	300				
р. т.		Ton	25℃		15	30	<b>122</b> G		
Response	Response Time		23 C		35	50	ms		
	Red	XR							
	Reu	YR							
CIE Color	Green	XG							
		YG	Viewing normal						
Coordinate	Blue	Хв	angle						
		Yв							
	White	Xw			0.29				
	vv iiite	Yw			0.31				
	Цог	$ heta_{\scriptscriptstyle X+}$			45				
Viewing Hor.		$ heta_{\scriptscriptstyle X-}$	CR≥10		45		Degree		
Angle	Ver.	$ heta_{\scriptscriptstyle{Y+}}$	CK>10		15		Degree		
	V C1.	$ heta_{\scriptscriptstyle Y-}$			35				
Uniformity	Un			80			%		



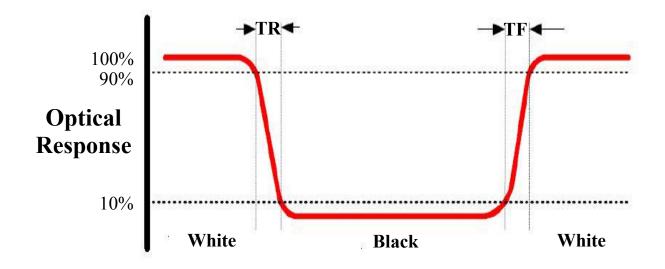
#### Note 1: Definition of Viewing Angle $\theta x$ and $\theta y$ :



#### **Note 2: Definition of contrast ratio CR:**

 $CR = \frac{Luminance of white state}{Luminance of black state}$ 

**Note 3: Definition of Response Time (Tr,Tf)** 



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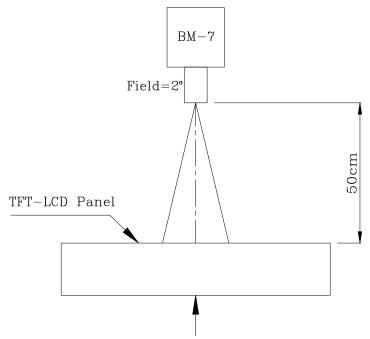




#### **Note 4: Definition of Luminance**

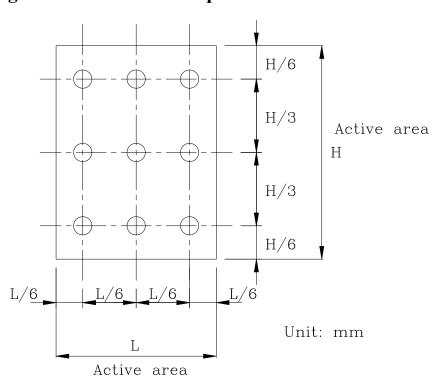
#### **1** The Brightness Test Equipment Setup

Field=2° (As measuring "black" image, field=2° is the best testing condition)



The center of the screen

## **2** The Brightness Test Point Setup







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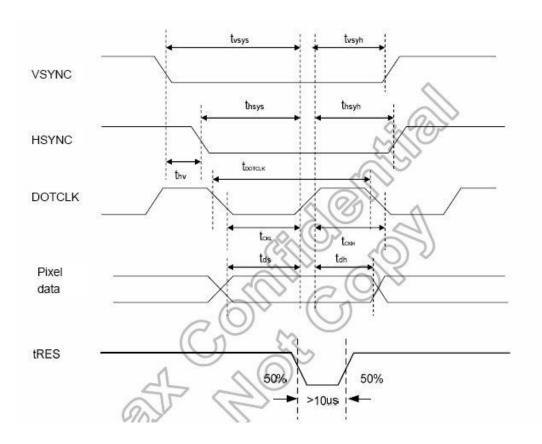
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# 8. Timing Characteristics

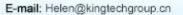
## 8.1 Pixel Timing Diagram



Characteristics	Symbol	hol Min.		Тур.		Max.		Unit		
Characteristics	Symbol	24 bit	8 bit	24 bit	8 bit	24 bit	8 bit	Onit		
DOTCLK Frequency	fDOTCLK	-	-	6.5	19.5	10	30	MHz		
DOTCLK Period	tDOTCLK	100	33.3	154	51.3	945X	-	ns		
Vertical Sync Setup Time	tvsys	20	10	120	12	928		ns		
Vertical Sync Hold Time	tvsyh	20	10	50	89 <del>5</del> 8	100	-	ns		
Horizontal Sync Setup Time	thsys	20	10	*	848	( <del>-</del> )	-	ns		
Horizontal Sync Hold Time	thsyh	20	10	20	323	125	2	ns		
Phase difference of Sync Signal Falling Edge	thv	1		1		5		24	10	tDOTCLK
DOTCLK Low Period	tCKL	50	15	*:	30 <del>0</del> 3	-	#	ns		
DOTCLK High Period	tCKH	50	15	49	849	848		ns		
Data Setup Time	tds	12	10	25	929	920	2	ns		
Data hold Time	tdh	12	10	53.	1173	152	=	ns		
Reset pulse width	tRES	1	0	1		-		μS		

Note: External clock source must be provided to DOTCLK pin of HX8238-D. The driver will not operate if absent of the clocking signal.





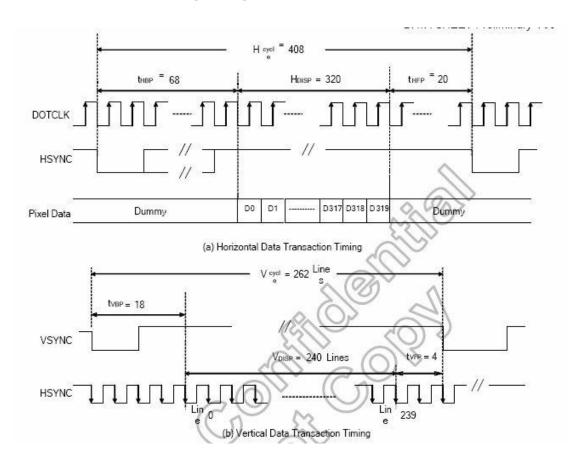
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## 8.2 SYNC mode Timing Diagram



Characteristics		Cumbal	Min.		Тур.		Max.		Unit
Characteris	sucs	Symbol	24 bit	8 bit	24 bit	8 bit	24 bit	8 bit	Unit
DOTCLK Frequen	icy_	fDOTCLK	150	2	6.5	19.5	10	30	MHz
DOTCLK Period		tDOTCLK )	100	33.3	154	51.3	200	0.20	ns
Horizontal Frequency (Line)		/\fh\	-		14.9		22.35		KHz
Vertical Frequency (Refresh)		(V)	646		60		90		Hz
Horizontal Back Porch		tHBP		-	68	204		555	tDOTCLK
Horizontal Front Porch		tHFP	1973		20	60	1000		tDOTCLK
Horizontal Data Start Point		tHBP	7/27	23	68	204	120	727	tDOTCLK
Horizontal Blanking Period		tHBP + tHFP	180	22	88	264	- 8	940	tDOTCLK
Horizontal Display Area		HDISP	N=3	90	320	960	720	394	tDOTCLK
Horizontal Cycle		Hcycle	1.00	-	408	1224	450	1350	tDOTCLK
Vertical Back Pord	ch	tVBP	-		18		3		Lines
Vertical Front Por	ch	tVFP	19 <u>2</u> 0		4		627		Lines
Vertical Data Stan	t Point	tVBP	723		18		141		Lines
Vertical Blanking I	Period	tVBP + tVFP	9 <del>4</del>	3	22		1949		Lines
Madiaal Bisaless	NTSC	24	-		240 280(PALM=0)				
Vertical Display	PAL	VDISP					28		Lines
Area	PAL	70		288(PALM			3		
Vertical Cycle	NTSC	Vausla	35	3	26	52	2	E0.	Linco
Vertical Cycle	PAL	Vcycle	-50		31	3	350		Lines



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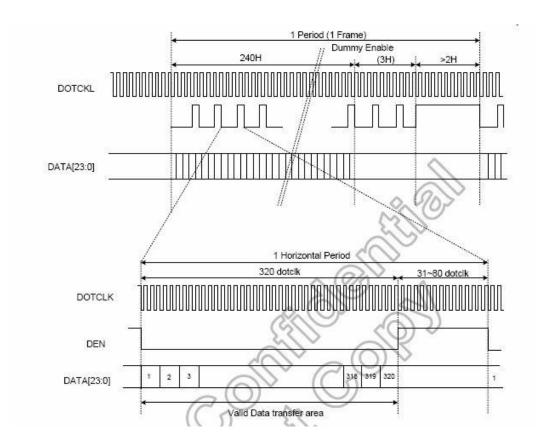
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#### 8.3 DE mode Timing Diagram



Characteristics	Symbol	Min.		Тур.		Max.		Unit
Characteristics	Symbol	24-bit	8-bit	24- bit	8-bit	24-bit	8-bit	Onit
DOTCLK Frequency	fDOTCLK	- /	2//	6.5	19.5	10	30	MHz
DOTCLK Period	tDOTCLK	100	33.3	154	51.3	85-8		ns
Horizontal Blanking Period	tHBP + tHFP	52	146	88	264	180	960	tDOTCLK
Horizontal Display Area	HDISP		5 -	320	960	7627	(20)	tDOTCLK
Horizontal Cycle	Hcycle	372	1106	408	1224	500	1920	tDOTCLK
Vertical Blanking Period	tVBP + tVFP	V 2		% S		4	7	Lines
Vertical Display Area	VDISP	-		24	10		- X	Lines
Vertical Cycle	Vcycle	24	2	% 		28	37	Lines

Note: The above parallel RGB interface timing sequence is for reference only. For the other interface timing sequence, please refer to the driver IC (HX8238D) data sheet.



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## 9. Standard Specification for Reliability

## 9.1 Standard Specification for Reliability of LCD Module

No.	Item	Description
01	High temperature operation	The sample should be allowed to stand at 70°C for 120 hours under driving condition and then returning it to normal temperature condition, and allowing it stand for 2 hours.
02	Low temperature operation	The sample should be allowed to stand at -20°C for 120 hours under driving condition and then returning it to normal temperature condition, and allowing it stand for 2 hours.
03	High temperature storage	The sample should be allowed to stand at 80°C for 240 hours under no-load condition, and then returning it to normal temperature condition and allowing it stand for 2 hours.
04	Low temperature storage	The sample should be allowed to stand at -30°C for 240 hours under no-load condition, then returning it to normal temperature condition, and allowing it stand for 2 hours.
05	Moisture storage	The sample should be allowed to stand at 60°C, 90%RH MAX for 240 hours under no-load condition, then taking it out and drying it at normal temperature for 2 hours.
06	Thermal shock storage	The sample should be allowed to stand the following 10 cycles: -30°C for 30 minutes → normal temperature for 5 minutes → +80°C for 30 minutes → normal temperature for 5 minutes, as one cycle.
07	Packing vibration	Frequency range: 10Hz ~ 55Hz Amplitude of vibration: 1.5mm Sweep time: 12 min X, Y, Z 2 hours for each direction.
08	Packing drop test	According to ASTM-D-5327.
00	Electrical	Air: $\pm 4KV 150 pF/330\Omega 5$ times
09	Static Discharge	Contact: ±2KV 150pF/330Ω 5 time

<sup>\*</sup>Sample size for each test item is 3~5pcs



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## 9.2 Testing Conditions and Inspection Criteria

For the final test, the testing sample must be stored at room temperature for 24 hours. After the tests listed in Table 9.2, standard specifications for reliability will be executed in order to ensure stability.

No.	Item	Test Model	In section Criteria
01	Current Consumption	Refer To Specification	The current consumption should conform to the product specification.
02	Contrast	Refer To Specification	After the tests have been executed, the contrast must be larger than half of its initial value prior to the tests.
03	Appearance	Visual inspection	Defect free.

#### **9.3 MTBF**

exposed to direct sun light.
------------------------------

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## 10. Specification of Quality Assurance

This standard of Quality Assurance confirms to the quality of LCD module products supplied by Kingtech.

## 10.1 Quality Test

Before delivering, the supplier should conduct the following tests to confirm the quality of products.

- Electrical-Optical Characteristics: According to the individual specification to test the product.
- Appearance Characteristics: According to the individual specification to test the product.
- Reliability Characteristics: According to the definition of reliability on the specification for testing products.

#### **10.2 Delivery Test**

Before delivering, the supplier should conduct the delivery test.

- Test method: According to MIL-STD105E.General Inspection Level II take a single time.
- The defects classify of AQL as following:

Major defect: AQL = 0.65 Minor defect: AQL = 2.5 Total defects: AQL = 2.5

### 10.3 Non-conforming Analysis & Deal with Manners

#### 10.3.1 Non-conforming Analysis

- Purchaser should provide the data detail of non-conforming sample and the non-conforming.
- After receiving the data detail from purchaser, the analysis of non-conforming should be finished within two weeks.
- If the analysis can't be finished on time, supplier must notice purchaser 3 days in advance.

### 10.3.2 Disposition of non-conforming

- If any product defect be found during assembling, supplier must change the good for every defect after confirmation.
- Both supplier and customer should analyze the reason and discuss the disposition of non-conforming when the reason of nonconforming is not sure.



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## 10.4 Agreement items

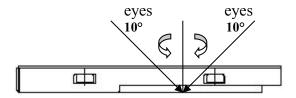
Both parties should negotiate together when the following problems happen.

- There is any problem of standard of quality assurance, and both sides should agree that it must be modified.
- There is any argument item which does not record in the standard of quality assurance.
- Any other special problem.

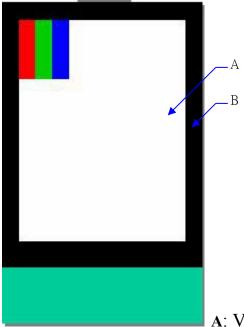
## 10.5 Standard of the Product Appearance Test

#### 10.5.1 Manner of appearance test

- The test must be under 20W × 2 or 40W fluorescent light, and the distance of view must be at 30±5cm.
- When test the model of transmissive product must add the reflective plate.
- The test direction is base on around 10° of vertical line.
- Temperature: 25±5 °C Humidity: 60±10%RH



• Definition of area:



A: Viewing area B: Outside viewing area



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#### 10.5.2 Basic principle

- When the standard cannot be described, AQL will be applied.
- The sample of the lowest acceptable quality level must be negotiated by both supplier and customer when any dispute happened.
- New item must be added on time when it is necessary.



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## 10.6 Inspection Specification

NO.	Item	Criterion						
01	Electrical Testing	1.1 Missing vertical, how 1.2 Missing character, during 1.3 Display malfunction 1.4 No function or no di 1.5 Current consumption 1.6 LCD viewing angle 1.7 Mixed product types 1.8 Flicker	lot or icon. isplay. n exceeds p defect.	-		0.65		
02	Black or White spots or Bright spots or Color spots on LCD (Display only)	Five spots.	2.2 Densely spaced: No more than three spots within 3mm.					
	LCD and Touch Panel black	3.1 Round type: As follo $\Phi = (X+Y)/2$ * Densely spaced: No		Size(mm) $\Phi \le 0.10$ $0.10 < \Phi \le 0.20$ $0.20 < \Phi \le 0.25$ $0.25 < \Phi \le 0.30$ $0.30 < \Phi$	Acceptable Q'ty Accept no dense  2  2  1  0  o spots within 3mm.	2.5		
03	spots, white spots, contaminati on (non – display)	3.2 Line type: (As follows)	Length(mm) L≦3.0 L≦2.5		Acceptable Q'ty  Accept no dense	2.5		



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NO.	Item	C	Criterion					
		If bubbles are visible, judge using black spot	Size $\Phi(mm)$ $\Phi \leq 0.20$	Acceptable Q'ty Accept no				
04	Polarizer	specifications, not easy	0.00 . 1 < 0.50	dense	2.5			
0.	bubbles	to find, must check in specify direction	$0.20 < \Phi \le 0.50$	3	2.5			
		specify direction	$0.50 < \Phi \le 1.00$ $1.00 < \Phi$	0				
				Total Q'ty 3				
05	Scratches	Follow NO.3 -2 Line Type.	10001 & 13					
06	Chipped glass	L: Electrode pad length 6.1 General glass chip: 6.1.1 Chip on panel surface and $z = 1/2t$ Z: Chip thickness $z = 1/2t$ Not ove $z = 1/2t$ Z: Chip thickness $z = 1/2t$ Not exist of the surface and $z = 1/2t$ Z: Chip thickness $z = 1/2t$ Z: Chip thickness $z = 1/2t$ Not ove $z = 1/2t$ Not ove $z = 1/2t$ Not ove	ness a: LCD side length of a crack between panels $x = x$ and $x $	length 1/8a 1/8a each chip  length 1/8a 1/8a 1/8a	2.5			





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NO.	Item	Criterion	AQL
08	Cracked glass	The LCD with extensive crack is not acceptable.	2.5
09	Backlight elements	<ul> <li>9.1 Illumination source flickers when lit.</li> <li>9.2 Spots or scratches that appear when lit must be judged. Using LCD spot, lines and contamination standards.</li> <li>9.3 Backlight doesn't light or color is wrong.</li> </ul>	2.5 2.5 0.65
10	Bezel	Bezel must comply with product specifications.	2.5
11	PCB、COB	<ul> <li>11.1 COB seal may not have pinholes larger than 0.2mm or contamination.</li> <li>11.2 COB seal surface may not have pinholes through to the IC.</li> <li>11.3 The height of the COB should not exceed the height indicated in the assembly diagram.</li> <li>11.4 There may not be more than 2mm of sealant outside the seal area on PCB. And there should be no more than three places.</li> <li>11.5 Parts on PCB must be the same as on the production characteristic chart, There should be no wrong parts, missing parts or excess parts.</li> <li>11.6 The jumper on the PCB should conform to the product characteristic chart.</li> </ul>	2.5 2.5 2.5 2.5 0.65
12	FPC	12.1 FPC terminal damage ≤ 1/2 FPC terminal width and can not affect the function, we judge accept. 12.2 FPC alignment hole damage ≤ 1/2 alignment area and can not affect the function, we judge accept.	2.5 2.5
13	Soldering	<ul><li>13.1 No cold solder joints, missing solder connections, oxidation or icicle.</li><li>13.2 No short circuits in components on PCB or FPC.</li></ul>	2.5 0.65

# GTECH Kingtech Group Co., Ltd. --- Lcd Touchscreen Expert

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NO.	Item		Criterion					
		Symbols: x: Chip length y: Chip k: Seal width t: Glass L: Electrode pad length 7.2 Protrusion over termin 7.2.1 Chip on electrode pa	thickness a: LCD	thickness side length				
		y: Chip width	x: Chip length	z: Chip thickness				
		y≦0.5mm	x ≤ 1/8a	$0 \le z \le t$				
07	Glass crack	Non-conductive portion:						
		y: Chip width	x: Chip length	z: Chip thickness				
		y≦L	x ≤ 1/8a	0< z≤t				
			X = 170a	0 \ Z = t				



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NO.	Item		Criterion		AQL
14	Touch Panel Chipped glass	k: Seal width t: 'L' L: Electrode pad leng 14.1 General glass cl 14.1.1 Chip on panel  z: Chip thickness  Z≦t  O Unit: mm	y: Chip width  ≤ 1/2 k and not over viewing area	x: Chip length $x \le 1/8a$	2.5
		z: Chip thickness	y: Chip width	x: Chip length	
		z≦t	≤ 1/2 k and not over viewing area	x ≤ 1/8a	
		<ul><li>⊙ Unit: mm</li><li>⊙ If there are 2 or m</li></ul>	nore chips, x is the total	length of each chip	







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NO.	Item	Criterion			
15	Touch Panel(Fish eye、dent and bubble on film)	$\begin{array}{ c c c }\hline SIZE(mm) & Acceptable Q'ty\\ \hline \Phi \leq 0.2 & Accept no dense\\ \hline 0.2 < D \leq 0.4 & 5\\ \hline 0.4 < D \leq 0.5 & 2\\ \hline 0.5 < D & 0\\ \hline \end{array}$	2.5		
16	Touch Panel Newton ring	Newton ring dimension $\leq 1/2$ touch panel area and not affect font and line distortion ( $\leq 2.5\%$ ), it is acceptable.	2.5		
17	Touch Panel Linearity	Less than 2.5% is acceptable.	2.5		
18	LCD Ripple	Touch the touch panel, cannot see the LCD ripple. Pen: R 1.0mm silicon rubber. Operation Force: 80g	2.5		
19	General appearance	<ul> <li>19.1 Pin type must match type in specification sheet.</li> <li>19.2 LCD pin loose or missing pins.</li> <li>19.3 Product packaging must the same as specified on packaging specification sheet.</li> <li>19.4 Product dimension and structure must conform to product specification sheet.</li> </ul>	0.65 0.65 0.65 0.65		

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## 11. Handling Precaution

#### 11.1 Handling of LCM

- Avoid external shock.
- Don't apply excessive force on the surface.
- Liquid in LCD is hazardous substance, do not lick or swallow. When the liquid is attaching to your hand, skin, cloth, etc., wash it thoroughly and immediately.
- Don't operate it above the absolute maximum rating.
- Don't disassemble the LCM.
- The operators should wear protections whenever he/she comes into contact with the module. Never touch any of the conductive parts such as the LSI pads, the copper leads on the PCB and the interface terminals with any parts of the human body.
- The modules should be kept in antistatic bags or other containers resistant to static for storage.
- The module is coated with a film to protect the display surface, be careful when peeling off this protective film since static electricity may be generated.

### 11.2 Storage

- Store it in an ambient temperature of 25±10°C, and in a relative humidity of 50±10%RH. Don't expose to sunlight or fluorescent light.
- Store it in a clean environment, free from dust, active gas, and solvent.
- Store it in anti-static electricity container.
- Store it without any physical load.

### 11.3 Soldering

- Use only soldering irons with proper grounding and no leakage.
- Iron: no higher than 280±10°C and less than 3 sec during hand soldering.
- Rewiring: no more than 2 times.

## 12. Packing Method

----TBD