

# BCD

## Power-free Display Solution

User-friendly, All-weather, Easy-to-install and Cost-effective



### Why BCD?

BCD (Bistable Cholesteric Display) is a pioneering technology that allows images to be displayed without the consumption of any power. BCD offers sunlight readability and high contrast coupled with excellent brightness and wide viewing angles. BCD technology displays monochrome patterns in selected colours and offers exceptional overall readability.

We make values visible

## In Replacement of Traditional Paper Signage

Data Modul provides retailers, hoteliers and public transport companies with a complete system solution for signage and information boards. Our BCD (Bistable Cholesteric Display) modules can be integrated, horizontally or vertically, to form resolutions and sizes required. We also provide full user-friendly software that allows PC users to edit the displayed images by entering text and/or downloading data from the Internet. Bluetooth capability provides wireless, instant communications between the PC and the display units.



Applications : Manufacturing / inventory electronic tags, electronic price labels, electronic signage, instruments, measuring devices, transport terminals, clocks, calendars, currency exchange boards, bank signage, theater billboards, hotel notice boards, welcoming message boards



## Innovative System Solution:

Data Modul works together with reputable electronics manufacturers to develop innovative handheld electronic equipment fitted with BCD displays. We have the capability to manufacture custom-made BCD modules to meet our customer's requirements.

As a pioneer of this cutting edge technology, we provide **the world's first BCD system-on-chip (SoC) solution**, which comprises of a BCD driving controller, power booster and a common and segment driver, resulting in an extreme compact, cost effective and user-friendly interface.



## Upgrading from Conventional LCD:

Data Modul provides watch and clock makers and other manufacturers with the total hardware-software solution by combining **high-resolution BCD displays with Texas Instrument's Low Power MCU (Ti MSP430)**. We also offer reference hardware design and source code to shorten development time and time to market.