

# Transparent displays for new markets and applications

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Thanks to flexible sizes from 12" to 55" and various formats, transparent displays open up a wide range of possible applications. DATA MODUL is now adding a new transparent 48" display in stretched format to its portfolio, thereby expanding the range of applications for transparent displays.

Proven applications in laptops and shop windows are now being transferred to new markets. The transparent stretched panels are ideal for white goods such as fridges, vending machines and ovens. These displays can also be perfectly integrated in the smart building sector – for example in lifts, on escalators, as room dividers or at reception.

Thanks to an increased transmission of 47%, the displays can be used like window panes, allowing content to remain visible without obscuring the view of what is behind it. This allows additional information to be displayed while the goods in the fridge or vending machine remain in view. Information on ingredients, promotional prices or recipes can be displayed without restricting the view. Attractive advertising content on previously unused space also offers potential for increasing sales figures and brand presence.

The transparent display offers a resolution of 1920x540, a pixel pitch of 611.2 µm, a contrast of 100,000 and a 10-bit colour depth that displays over a billion colours. This ensures detailed and vivid displays. With a weight of just 1.7 kg and a thickness of 1.4 mm, the display can be easily integrated into a wide range of environments and applications. Customers benefit from DATA MODUL's wide-ranging expertise in the field of bonding technologies.

Further information can be found at [www.data-modul.com](http://www.data-modul.com)

## About DATA MODUL

As a passionate enabler, DATA MODUL AG does everything in its power to turn customers' visions into reality. With a comprehensive understanding of hardware, software and services as a harmonious unit, the focus is on developing customised display solutions that precisely meet the specific needs and objectives of the customer. The outstanding core competence of DATA MODUL AG lies in customising, whereby the company not only provides products, but rather tailor-made solutions with a clear market focus. With over 50 years of experience, DATA MODUL AG represents financial stability, innovative strength and international growth. Its presence at more than 20 locations worldwide and a total area of around 40,000 square metres for production, logistics and administration enables the company to respond flexibly to global challenges.

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