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## Press Release

### demmel products gmbh

#### New high-resolution user interface for the industry: 5.0" iLCD panel with 800 x 480 px

Vienna/Munich, February 25, 2014 - demmel products presents the first high-resolution intelligent touch display for industrial applications at the embedded world 2014. The new DPP-HT50 provides a resolution of 800 x 480 pixels with a size of just 5.0".

The iLCD product line ranging from 2.8" to 10.2" has just been extended. Today, at the embedded world 2014, demmel products presents its new 5.0" iLCD touch panel DPP-HT50. With a resolution of 800 x 480 pixel, an enormous luminance of 500cd/m<sup>2</sup> and the fast DPC3090 processor, it allows for high-quality visualisations in the industry and in durable goods.

demmel product's "Next Generation Intelligent LCD" (iLCD) technology enables the user to store all graphics, animations, fonts, text templates and macros in the flash memory of the iLCD. These and other useful features make display design fast and inexpensive to address the needs of any application requirement.

Graphical elements can be designed with image processing software and used on the iLCD panel. High-end screen designs can also be created with the built-in and recently enhanced screen design commands. With these, objects like buttons or bars can be drawn, filled and given a 3D-appearance with freely definable tiling patterns and color gradients. Furthermore, assigned display areas may be changed in brightness and contrast.

The iLCD technology reduces overall development time and costs drastically by eliminating the pixel-based programming required for conventional LCDs.

The integrated iLCD controller offers powerful and easy to learn high-level commands. Formatting text messages with Windows fonts, displaying static and animated graphics, drawing frames and lines and controlling the touch screen can all be done quickly and simply via Ethernet, USB, RS232, I<sup>2</sup>C or SPI interfaces.

With the free and easy-to-use Windows-based Integrated Development Environment (IDE) iLCD Manager XE, designing applications for touch screen iLCD panels has never been easier. Thanks to features like Parameter Completion and Syntax Checking/Highlighting, no programming skills are required to design state of the art graphical interfaces. Well-structured sample and demo projects encourage hands-on access to the powerful command set and can be customized and adopted for any user application.

#### About demmel products gmbh:

demmel products' Next Generation Intelligent LCD (iLCD) technology enables the user to store all necessary Windows fonts, graphics, text templates and macros in the flash memory of the iLCD's controller. This considerably reduces the development time normally required for the pixel-based programming process of conventional LCDs. iLCD panels can be accessed through legacy control systems or operated by low-cost microcontrollers using high-level commands.

iLCDs are used in a wide variety of applications and industries. Customers include globally operating companies such as the Erich NETSCH GmbH & Co. Holding KG, Schwer & Kopka GmbH or Rofin-Baasel Lasertech GmbH & Co. KG.



#### PNG image (RGB):

[http://www.demmel.com/download/ilcd/press/DPP-HT50\\_RGB\\_300dpi.png](http://www.demmel.com/download/ilcd/press/DPP-HT50_RGB_300dpi.png)

#### TIF image (CMYK):

[http://www.demmel.com/download/ilcd/press/DPP-HT50\\_CMYK\\_300dpi.tif](http://www.demmel.com/download/ilcd/press/DPP-HT50_CMYK_300dpi.tif)

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