

ISD Interactive Social Display Application Demonstrator

*Engineering
Prototyping
Series production*



Key Highlights

- Automotive White Mini LED Display PCBA
- 6 mm Pixel Pitch, width 4.5 mm
- High Brightness for Outdoor Visibility
- Dynamic Animation Capability
- Modular & Scalable Design
- Flexible Mechanical Integration
- Energy-Efficient Solution
- Designed for Automotive Exterior Lighting



Item	Specification
Active Area	180 × 90 mm (8" Diag.)
Pixel Pitch	6 mm
Resolution	30 × 15 Pixels
LED Array	450 White Mini LEDs
Average Luminance Output	32,000+ Nits (Minimum)
Light Intensity (HV-0 Point)	>500cd (sufficient for DRL)

Remark: Values represent high luminance mode with ALL LEDS ON DC-100

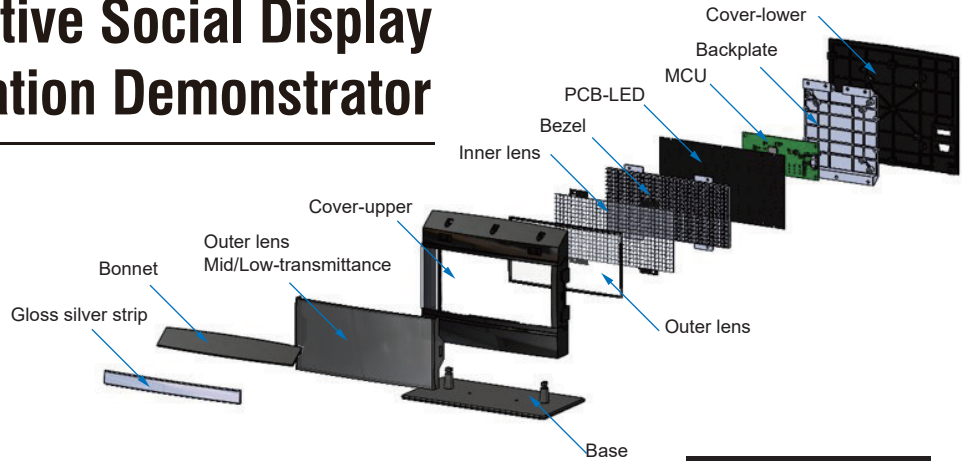
Application Examples

- Interactive Social Display (ISD)
- Front Grille Display
- Welcome Lighting
- Charging Status Indicator
- Dynamic Safety Warning
- Vehicle-to-Pedestrian (V2P) Communication
- Exterior Information Display
- Brand Signature Lighting

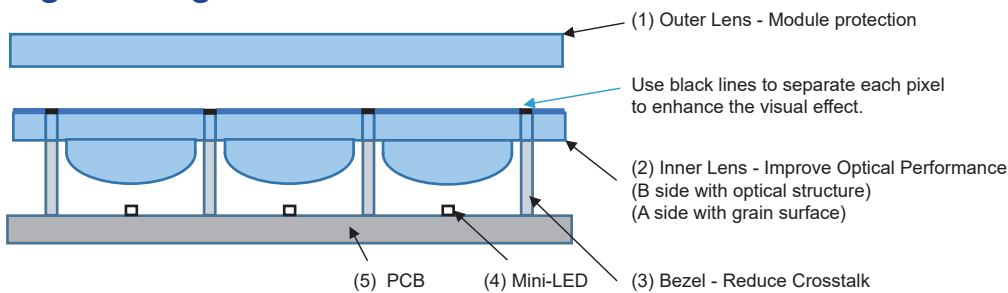


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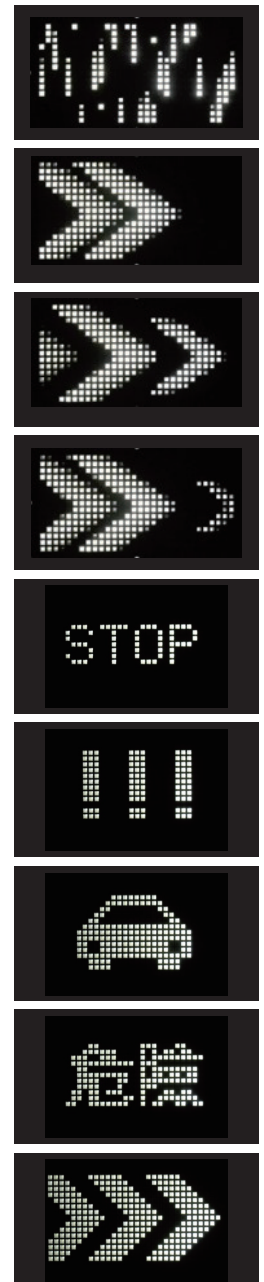
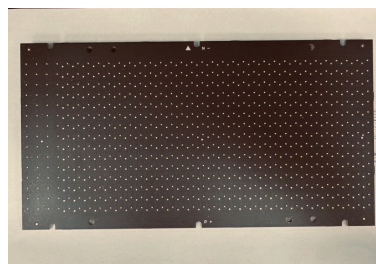
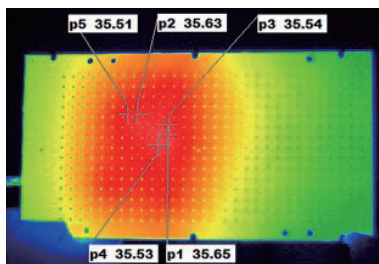
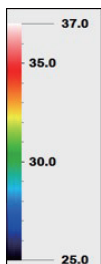


Engineering



Prototyping – Performance verified

Item	Target	Measurement	Result
Average Luminance	>23000 nit	48694	Pass
Pixel Luminance	>40000 nit	115930	Pass
Contrast Ratio	1st Neighbor Pixel >70:1	151:1	Pass
	2nd Neighbor Pixel >800:1	963:1	
	Line Contrast >150:1	440:1	
Light Intensity (HV Point)	>500cd	849 cd	Pass



Series production - EMS

Small component assembly
Automotive quality PCBA
High precision SMT
Long PCB mounting capability

