AZUMO

2.7”
Competitive Analysis

Native Display Specs

The EldimEX Contrast (Model # XL88) was used as test equipment for this comparison of a front light versus a backlight on Sharp's 2.7" Transflective display (LS027B7DH01A).

Competitor Lighting:

Backlight Unit (BLU) Two Way Satellite Messenger

Azumo Lighting:

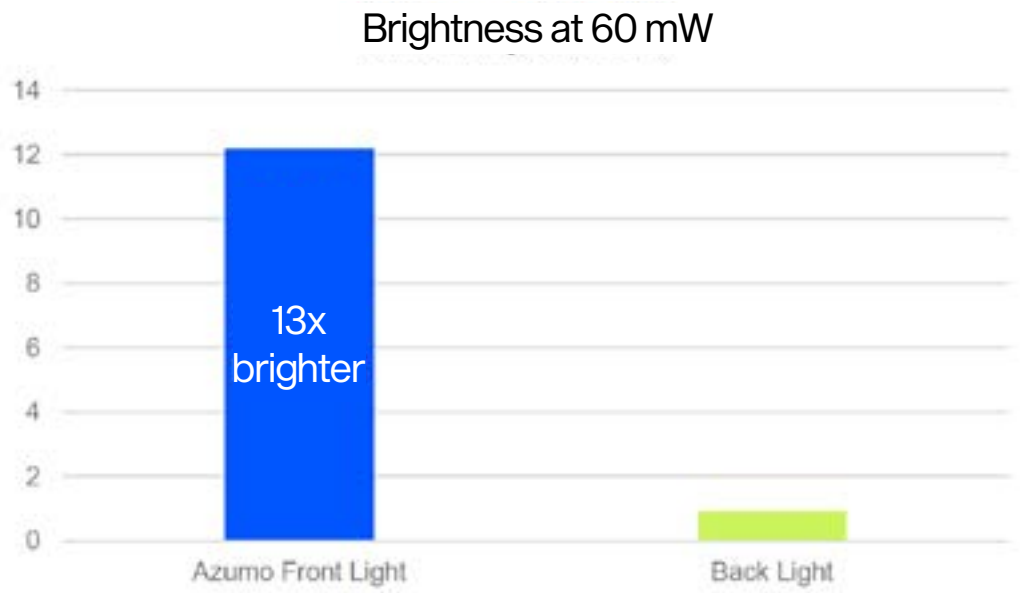
LCD 2.0 Front Light Panel (FLP) - 11103 series_T7

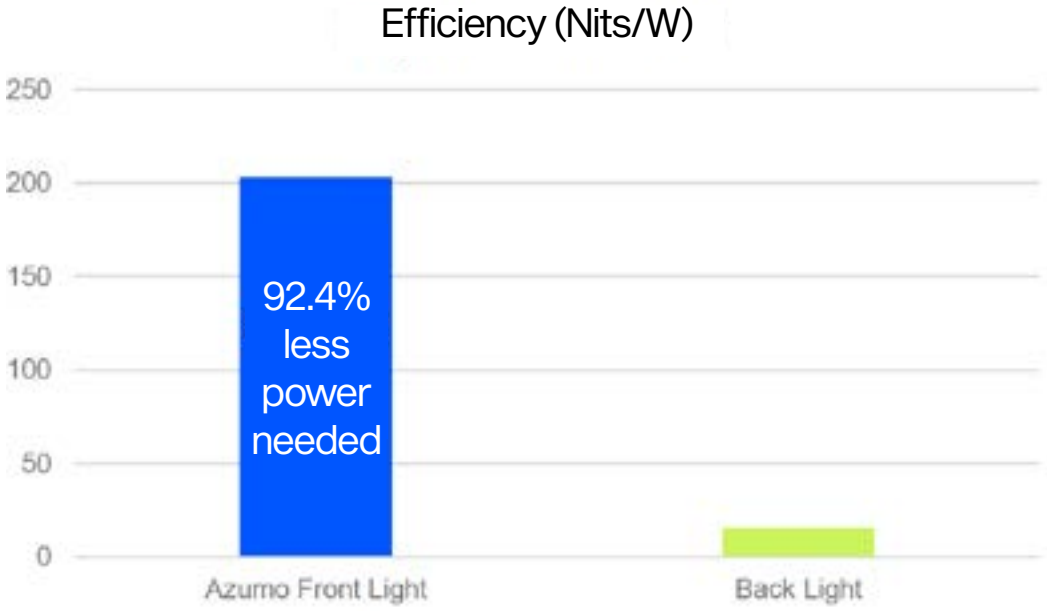
Find specifications of the native display below:

Display Type	2.7" Transflective
LCD Structure	Memory in Pixel (MIP)
Color	Monochrome
Resolution	400 x 240 pixels
Contrast Ratio	14
Reflectance	17.5%
Transmittance	0.25%

Brightness & Power

	Azumo Front Light (FLP)	Backlight
Brightness at 60 mW	12.18 Nits	0.92 Nits
Brightness Efficiency	203 [Nits/Watt]	15.33 [Nits/Watt]





Product Dimensions

Azumo Front Light (-03)

Azumo Front Light (-06)

	Azumo Front Light (FLP) (-06)	Azumo Front Light (FLP) (-03)	Backlight
Height	64.4	62.8	62.9
Width	42.8	42.8	45.2
Thickness of Glass	2.08	1.91	2.7
% BLU Thickness	78%	71%	-

LCD 2.0 is about 70% thickness of the BLU.

Conclusion: Test Results

The LCD 2.0 Difference

13x brighter

Brightness: When tested the 2.7” with Azumo’s Front Light produced 12 Nits, while a Backlight only reached 0.92 Nits brightness at 60 mW. This proves Azumo’s Front Light to be a 13x brighter soltuion.

92% less power needed

Efficiency: The 2.7” consumed 92.4% less power with Azumo’s Front Light at equivalent brightness, while a Backlight drained a significant amount of battery.

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