



ADKOM™

ADKOMunity VII, November 2019

For some time positive news from Hong Kong has not been commonplace. But we have got ONE! It represents an enjoyable development in the usual professional import of your goods to Europe.

Part II of this newsletter provides interesting details about the topic “restriction of viewing angle” with ABN displays and how VA- and Multi domain ABN Displays counteract this technological instance.



ADKOM quality- and logistics center moves to new premises

In order to obtain more space and flexibility for transportation worldwide and the entire logistics of your goods ADKOM Elektronik Hong Kong moved to new rooms end of October. For four years, in which the branch has been existing, it developed more and more into an extremely important not wanting to miss component of the ADKOM quality management and customers' service.

ADKOM™ Elektronik GmbH

Postfach 1133 | Oberhäuser Str. 12 | D-73098 Rechberghausen | Germany

Tel. +49 (0)7161 9589-0 | Fax +49 (0)7161 9589-99

info@adkom.de | ADKOM.DE

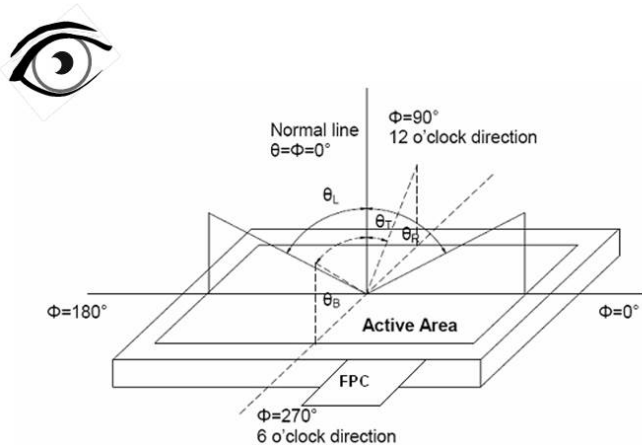
So it isn't astonishing, that the duties as well as the inventory turnover have been growing at this place. The immediate presence to manufacturers in China and Taiwan offers great advantages. On the one hand we are able to achieve high flexibility and price attractiveness for our customers and on the other hand, as far as special requests are concerned, a more direct and customer-focused scope.

For quality control and optimizing our committed Chinese colleagues are at your disposal – also at the new premises.



The way of looking at things is vitally important!

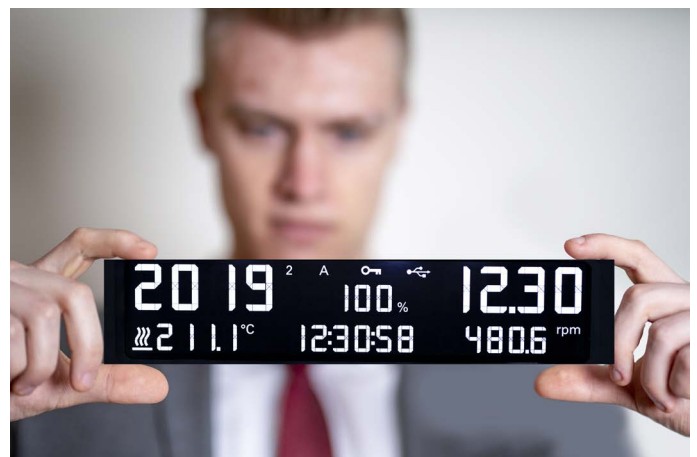
LC-Displays can by treatment (rubbing), according to their application, be produced for optimal contrast in reference to various viewing angles.



Vertically viewed (normal line) each display provides good readability. Beyond this vertical line this legibility plummets. Secondary to the "normal line" a viewing direction is always specified. Analog to a clock face following viewing directions are classified: 12:00, 3:00, 6:00 and 9:00.

The aforementioned applies in particular to ABN or VA technology, which generate a modern image in negative mode. The so-called Advanced Black Nematic

(ABN) or Vertical Alignment (VA) technology are – due to technical limitations – also afflicted with restrictions. To maintain the effect of the deep black background and the excellent contrast it is necessary to define the optimal viewing direction for your application in order to counteract the damping of the background. Therefore, due to the functionality of ABN displays [we provided an essay for you.](#)



ADKOM™ Elektronik GmbH

Postfach 1133 | Oberhäuser Str. 12 | D-73098 Rechberghausen | Germany
 Tel. +49 (0)7161 9589-0 | Fax +49 (0)7161 9589-99
 info@adkom.de | ADKOM.DE

Is an optimal viewing angle not clearly assignable, as your product is universally installed in viewing angle and -height, there is a corrective in terms of Multi Domain ABN (also referred to as MVA). The segmentation of the Indium-Tin-Oxide glass coating allows a view from all sides. The so-called blind spot does not appear. Thus the Multi Domain is a genuine alternative for a modern display.

If you have got any questions, please [contact us](#). We gladly support you.

NEW - You can find us at the embedded world 2020 at Hall 3, [Booth 3-357](#)



ADKOM™ Elektronik GmbH

Postfach 1133 | Oberhäuser Str. 12 | D-73098 Rechberghausen | Germany

Tel. +49 (0)7161 9589-0 | Fax +49 (0)7161 9589-99

info@adkom.de | ADKOM.DE