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FOR IMMEDIATE RELEASE

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Mitsubishi Electric to Launch Tough Series 10.4-inch XGA TFT-LCD Module

Achieves market-leading vibration resistance and operating temperature range

TOKYO, September 16, 2015 – [Mitsubishi Electric Corporation](http://www.mitsubishielectric.com) (TOKYO: 6503) announced today the coming launch of a new Tough Series 10.4-inch XGA TFT-LCD module for industrial applications such as construction, agricultural vehicles, factory automation and weaving equipment. The module offers 6.8G vibration-resistant acceleration seven times greater than that of conventional modules, as well as an operating temperature range of -40 to 85 degrees Celsius, 1,200cd/m² super-high brightness and high contrast ratios. Sample sales will begin October 1 through Mitsubishi Electric offices worldwide.



Mitsubishi Electric Color Tough Series TFT-LCD module

AT104XH11

The new Tough Series TFT-LCD module meets increasing market demands for resistance to extreme temperatures and strong vibrations for versatile applications and installations.

Product Features

1) High vibration resistance for construction and agricultural applications

- Market-leading 6.8G acceleration vibration resistance, seven times higher than conventional (1.0G acceleration) products, suitable for construction, agricultural vehicles, and factory automation instruments.

2) Durability for extreme outdoor environments

- Market-leading operating temperature range of -40 to 85 degrees Celsius, greater than conventional products offering -30 to 80 degrees Celsius, suitable for outdoor use and vehicle monitors.

3) High brightness and contrast ratio

- High brightness of 1200 cd/m² and high contrast ratio of 700:1 for easy visibility in bright environments.

Sale Schedule

Product	Model	Brightness (cd/m ²)	Shipment
Tough Series 10.4-inch XGA TFT-LCD Module	AT104XH11	1200	October 1, 2015

Specifications

	AT104XH11
Display Size (resolution)	10.4-inch XGA
Display Area (mm)	211.2 (H) × 158.4 (V)
Dots	1024 (H) × 768 (V)
Pixel Pitch (mm)	0.2055 (H) × 0.2055 (V)
Contrast Ratio	700:1
Luminance (cd/m ²)	1,200
View Angles (CR>10)(°)	-80 – +80 (H) -80 – +80 (V)
Colors	262k (6bit/color) / 16.77M (8bit/color)
Color Gamut (NTSC; %)	50
Backlight Unit	LED
Backlight life time (Typ.)(hr)	100,000
Electrical Interface	LVDS 6/8bit
Dimensions (mm)	230 (W) × 180.2 (H) × 11.0 (D)
Operating Temperatures (°C)	-40 – +85
Storage Temperatures (°C)	-40 – +85
Vibration (non-operation)(G(acceleration))	6.8

Tough Series Lineup

Display	Resolution	Model
7.0-inch	WVGA	AT070MJ11
10.4-inch	XGA	AT104XH11

Environmental Awareness

The model is mercury-free and fully compliant with the Restriction of the Use of Certain Hazardous Substances in Electrical and Electronic Equipment (RoHS) directive 2011/65/EU.

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About Mitsubishi Electric Corporation

With over 90 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,323.0 billion yen (US\$ 36.0 billion*) in the fiscal year ended March 31, 2015. For more information visit:

<http://www.MitsubishiElectric.com>

*At an exchange rate of 120 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2015