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4.3-inch color display module provides ease-of-use and competitive pricing

New Reach Technology product harnesses cost-effective 4.3-inch LCD to create ready-to-deploy module complete with controller board, LCD, and touch screen.

Fremont, CA April 1, 2008 -- [Reach Technology Inc.](http://www.reachtech.com) (www.reachtech.com), today announced a new 4.3-inch display module that allows customers to take advantage of competitive pricing for a popular LCD size being used by top portable gaming systems, GPS navigation, and other hand-held devices.

Reach Technology's 4.3-inch module comes complete with an SLCD controller board (the SLCD43, developed to match the LCD form factor), LCD, and touch screen. Reach's display module technology and simple-to-use programming tools make GUI interface and integration easy. This helps customers reduce time-to-market and development costs. The company is currently shipping these units in small quantities and will have full production by the beginning of May.



Reach Technology's 4.3" module, front view.

The 4.3-inch LCD is an ideal size for a broad range of control surfaces, from 2U panel mount equipment to portable devices. The slim and solid design offers a wide viewing angle in all directions and a high bright option makes it easy to read outdoors. These displays are used in popular products such as the Garmin GPS which assures wide availability and low cost.

"We offer a low-risk option for embedded engineers to include 4.3-inch color touch control surfaces in their products," said Jonathan More, president for Reach Technology. "Our low-cost development kit contains everything an embedded engineer needs to get a color touch interface up and running in a matter of days."

The 4.3-inch development kits will be offered at a reduced rate at the Embedded Systems Conference in San Jose, California on April 15-17, 2008. Reach Technology will be exhibiting in booth 947. For additional information on all Reach development kits, visit <http://www.reachtech.com/display/slcd-kits.html>.

Module specifications

The display resolution is 480x272 pixels (WQVGA) with a luminance of 350cd/m², contrast ratio of 400:1, and uniform viewing angle of 130 degrees. The module has a low profile depth of 10.5mm, and offers convenient mounting holes. Power is either 5V or 3.3V and both serial and USB interfaces are supplied. For pricing and availability, contact sales by calling (510) 770-1417.

About Reach Technology

Reach Technology helps manufacturers who must add color touch control surfaces to their products lower development costs, reduce risk, and speed time-to-market, while insulating them from changes in LCD availability, technology and format. Find out more at www.reachtech.com.

Contact:

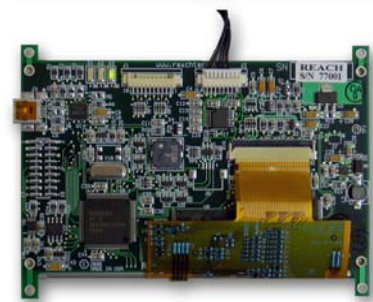
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NOTE TO EDITORS: High resolution photos available at <http://www.reachtech.com/downloads>.



Reach Technology's 4.3" module, rear view.



Reach Technology's 4.3" controller board, SLCD43.