

For Immediate Release

New ezLCD Smart Touch TFT LCD Aims to Replace Character Modules

Costa Mesa, Calif., - September 1, 2011 – EarthLCD has introduced the all new **ezLCD-301** to its lineup of Smart, All-In-One, “ezLCD” Touch Module products. The new model, described as “The Character Module Killer” is a third generation, low cost version of its popular “ezLCD” product line, featuring a new 2.6 inch, 400 x 240 resolution, 65K Color TFT LCD with touchscreen and a completely redesigned controlling electronics module to make it a viable alternative for character modules or STN (Super Twisted Nematic) type color or monochrome passive matrix displays. EarthLCD plans to make it available, in volume (quantity 10,000), for less than \$50.00 each.

The **ezLCD-301** incorporates a color TFT LCD display with 400 x 240 resolution, 65,535 colors, 180 Nit LED backlight and integrated four wire resistive touchscreen, with a controller system consisting of a 16-Bit microcontroller, 4 MByte on board Flash Memory for storing fonts, bitmaps, and macros, and boasts USB 2.0 and RS232/TTL interfaces. The **ezLCD-301** operates at a +3.3V supply voltage and draws less than 80ma, with a -20 to 70c operating temperature. It is RoHS compliant, and has a mechanical outline of 2.69 x 1.61 inches, allowing it to be designed into 1U high(1.75 inch) rack-mount product applications.

“EarthLCD's 8 years of experience in smart LCD's has yielded the easiest to implement ezLCD yet.” said Rich Obermeyer, EarthLCD VP of Engineering. “The ability to just copy macro's, fonts, and bitmaps to the **ezLCD-301** flashdrive from a PC and execute commands using a serial terminal program allows for rapid development under Windows 7 and XP, Linux, and OSX operating systems.” “Security features allow the code and bitmaps to be locked for final product implementation. While designed for embedded systems in the medical, industrial, and instrumentation fields the **ezLCD-301** also lends itself to being the console for PC based internet storage, networking, and internet appliances.”

“We designed this product for the industrial embedded marketplace, but we have garnered a lot of interest from both the educational marketplace and the “maker” culture because it is the easiest, fastest, and most cost effective way to implement a color LCD with touchscreen into virtually any application” said Randy Schafer, EarthLCD CEO. “EarthSEMP (Simple Embedded Macro Programming Language) and GUI Widgets allow a customer to build a user interface prototype within a few days!”

The ezLCD-301-EDK has also been introduced and will provide a comprehensive, easy to use development platform for those interested in designing the **ezLCD-301** into an existing or new product application. The EDK includes the **ezLCD-301** Module, a plug in I/O board, USB interface cables, and operating instructions. The plug in I/O board features RS-232 and RS-485 interfaces and gives the user the ability to measure temperature, current, and voltage with no additional components. It also allows single wire, I2C and SPI peripheral interfacing. “With the EarthSEMP macro language and built in I/O it can replace panel meters, simple HMI, operator panels and temperature controllers” said Schafer. The company also plans to market accessories like a DF11 interface cable, an RS-232 adapter and the EDK board. Retail price for the ezLCD-301-EDK is \$99.00 each.

Founded in 1984, EarthLCD, a division of Earth Computer Technologies, Inc. specializes in designing and manufacturing cost effective LCD products for industrial and OEM applications worldwide. The company's mantra of “ We Make LCD's Work” has successfully earned them recognition as the supplier of choice for LCD connectivity. EarthLCD is a leading “Assembled in the USA.” manufacturer of “ezLCD” Smart All-In-One Touch Modules for Embedded Systems, Consumer and Industrial Grade LCD Touchscreen Monitors and Kits, and Custom LCD Engineering Solutions. For further information, contact EarthLCD, 3184-J Airway Avenue, Costa Mesa, CA 92626; Tel: (949) 248-2333, Fax: (949) 248-2392 or visit www.earthlcd.com or www.ezlcd.com.