



Regular LCD screen versus Transreflective LCD screen exposed to direct sunlight.

## MultiQ Transreflective

The MultiQ Transreflective series of screens are designed for use where the screens are exposed to direct sunlight or strong ambient light. The screen can not only show a clear and bright picture, it also improves the brightness and contrast ratio.

The screens are equipped with a new innovative technology that enhances the optical performance of regular LCD screens. Under normal light conditions the backlight of regular LCD screens is sufficient to give a clear, bright picture. However, under strong ambient light the backlight is too weak, and the picture is difficult to read.

The transreflective technology works by utilising the ambient light in the screen environment. The ambient light passes through the LCD panel and gets reflected by the transreflective layer. Under strong ambient light the screen takes even more advantage of the ambient light, and combined with the backlight the screen is brighter than the surrounding environment, giving a clear and bright picture.

The enhancement is totally passive and requires no active electronics, generates no extra heat and doesn't lead to increased energy consumption.

Not only does the technology make it possible to have a clear picture on the screen in direct sunlight, it also improves the brightness, contrast ratio and colour saturation in normal use.

MultiQ offers transreflective screens in sizes 26 to 42 inches.

