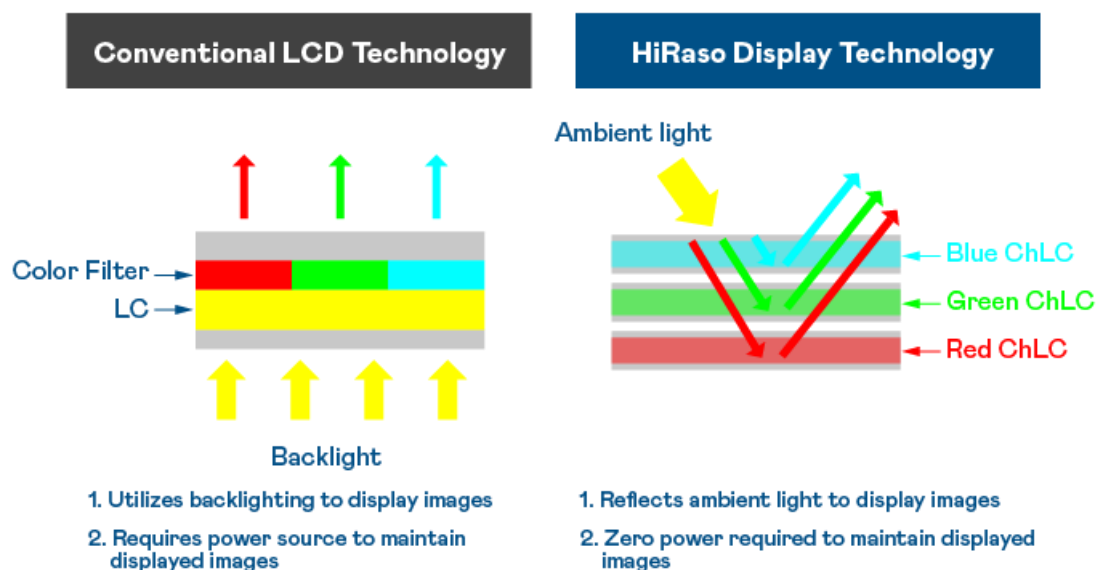


Technology

HiRaso Display Technology**Engineered for Maximum Outdoor Power Savings**

HiRaso Display Technology is an innovative e-paper solution built on Cholesteric Liquid Crystal Display (ChLCD). Its unique reflective and bistable properties enable efficient image display and static visuals with significantly reduced power consumption. Designed for applications requiring continuous static displays, HiRaso also offers a broader operating temperature range compared to electrophoretic display and conventional LCD technologies, making it ideal for long-term outdoor use.

Super Low Power Consumption

- HiRaso Display Technology reduces power consumption by up to 90% compared to conventional LCD display technologies operating under similar conditions. Its reflective property leverages ambient light as the primary light source, eliminating the need for power-intensive backlighting. Additionally, its bistable nature ensures that power is only consumed when updating images, enabling static visuals to remain displayed without any power consumption. This makes it highly suitable for applications where content updates are infrequent or static displays are required for extended periods.

Eye-friendly Outdoor Visibility

Conventional LCD Technology



HiRaso Display Technology



- Unlike traditional LCDs that rely on backlighting and can cause eye strain, HiRaso Display Technology reflects ambient light to present clear and paper-like visuals, offering an eye-friendly experience. HiRaso excels in outdoor environments by providing exceptional image quality, ensuring clarity and comfort, where conventional LCDs frequently encounter image distortion and visibility challenges under bright sunlight.

Born for Extreme Temperatures

Conventional LCD Technology



HiRaso Display Technology



- HiRaso Display Technology incorporates advanced wide-temperature materials to ensure reliable performance across a range of -30°C to 85°C . It delivers consistent image quality even in harsh conditions, overcoming challenges faced by electrophoretic display and conventional LCD technologies, such as dark spots or reduced contrast after prolonged exposure to extreme temperatures.