



PRODUCT SPECIFICATION

- Tentative Specification
- Preliminary Specification
- Approval Specification

SUPPLIER	Kingtech Group Co., Ltd
Modle No.	PV31500S0751A

ITEM	BUYER SIGNATURE	DATE
_____	_____	_____
_____	_____	_____
_____	_____	_____

ITEM	SUPPLIER SIGNATURE	DATE
Prepared	_____	_____
Reviewed	_____	_____
Approved	_____	_____



Record of Revisions

Rev.	Date	Sub-Model	Description of change
00			N/A



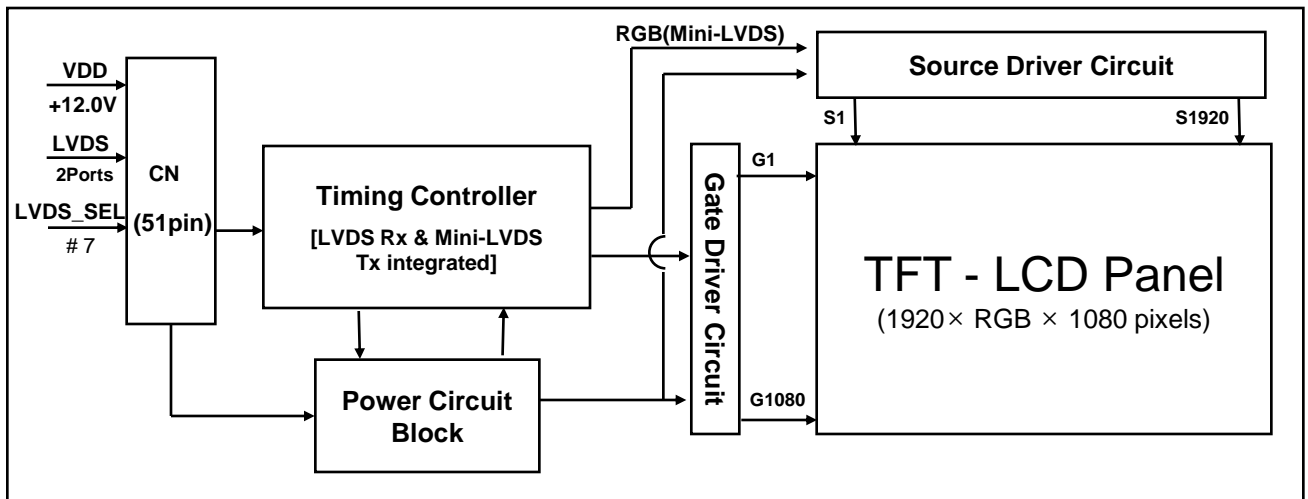
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1.1 Introduction

THIS is a color active matrix TFT LCD open cell using amorphous silicon TFT's (Thin Film Transistors) as an active switching devices. This open cell has a 31.51 inch diagonally measured active area with FHD resolutions (1920 horizontal by 1080 vertical pixel array). Each pixel is divided into RED, GREEN, BLUE dots which are arranged in vertical stripe and this open cell can display 16.7M colors. The TFT-LCD panel used for this open cell is adapted for a low reflection and higher color type.



1.2 Features

- LVDS interface with 2 pixel / clock
- High-speed response
- Low color shift image quality
- 8-bit color depth, display 16.7M colors
- High luminance and contrast ratio, low reflection and wide viewing angle
- DE (Data Enable) only mode
- ADSDS technology is applied for high display quality
- RoHS compliant
- High TNI 105°C



1.3 Application

- Commercial Digital Display
- Display Terminals for Control System
- Landscape and Portrait Display

Remark : This product only supports dynamic screen.

1.4 General Specification

<Table 1. General Specifications>

Parameter	Specification	Unit	Remarks
Active area	698.4 (H) × 392.85 (V)	mm	
Number of pixels	1920(H) × 1080 (V)	pixels	
Pixel pitch	121.25(H) × 363.75(V)	μm	
Pixel arrangement	RGB Vertical stripe		
Display colors	16.7M	colors	
Display mode	Normally Black		
Module Size	725.2(H)*422.7*(V)*14.4(D)	mm	Detail refer to drawing
Weight	TBD	g	
Surface Treatment	Haze 1%		
Back-light	Down side, 1-LED Lighting Bar type		



2.0 ABSOLUTE MAXIMUM RATINGS

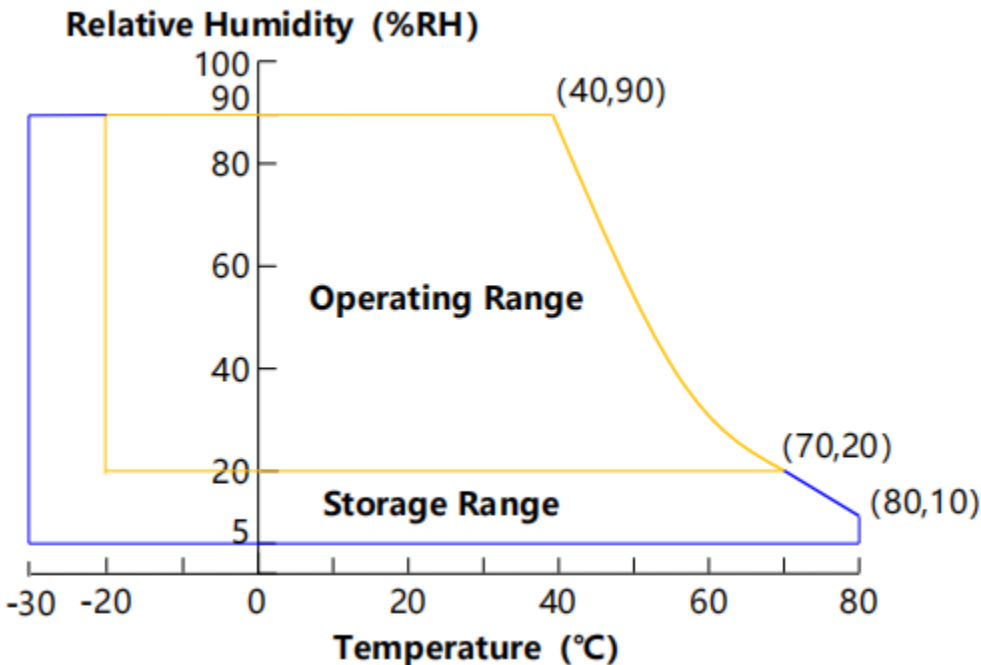
The followings are maximum values which, if exceed, may cause faulty operation or damage to the unit. The operational and non-operational maximum voltage and current values are listed in Table 2.

< Table 2. Open Cell Electrical Specifications >

[VSS=GND=0V]

Parameter	Symbol	Min.	Max.	Unit	Remark
Power Supply Voltage	VDD	VSS-0.3	13.5	V	Ta = 25 °C
Operating Temperature	T _{OP}	-20	+70	°C	Note 1
	T _{SUR}	-20	+70	°C	
Storage Temperature	T _{ST}	-20	+70	°C	
Operating Ambient Humidity	Hop	10	80	%RH	
Storage Humidity	Hst	10	80	%RH	

Note 1 : Temperature and relative humidity range are shown in the figure below.
Wet bulb temperature should be 40 °C max. and no condensation of water.





3.0 ELECTRICAL SPECIFICATIONS

3.1 TFT LCD Open Cell

< Table 3. Open Cell Electrical Specifications >

[Ta =25 ± 2 °C]

Parameter		Symbol	Values			Unit	Remark
			Min	Typ	Max		
Power Supply Input Voltage		VDD	10.8	12	13.2	Vdc	
Power Supply Ripple Voltage		VRP			300	mV	
Power Supply Current		IDD	-	333	630	mA	Note 1
Power Consumption		PDD		4.0	7.6	Watt	
Rush current		IRUSH	-	-	3.0	A	Note 2
LVDS Interface	Differential Input High Threshold Voltage	VLVTH	+100		+300	mV	
	Differential Input Low Threshold Voltage	VLVTL	-300		-100	mV	
	Common Input Voltage	VLVC	1.0	1.2	1.4	V	
CMOS Interface	Input High Threshold Voltage	VIH	2.7	-	3.3	V	
	Input Low Threshold Voltage	VIL	0	-	0.6	V	

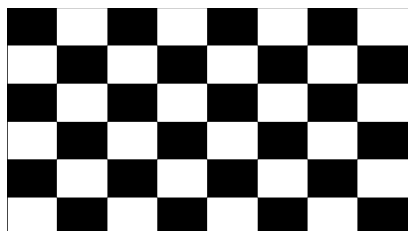
Note 1 : The supply voltage is measured and specified at the interface connector of LCM.

The current draw and power consumption specified is for VDD=12.0V,
Frame rate $f_v=60\text{Hz}$ and Clock frequency = 75.4MHz.

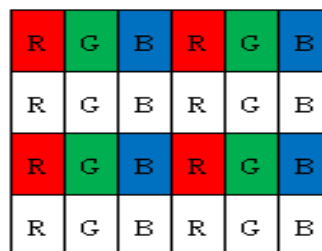
Test Pattern of power supply current

a) Typ : Mosaic 8 x 6 Pattern(L0/L255)

Pattern(L0/L255)



b) Max : H- Stripe



Note 2 : The duration of rush current is about 2ms and rising time of Power Input is 1ms(min)



3.2 Backlight Unit

The following shows the block diagram of the 31.5 inch Backlight Unit. And it includes 80 pcs LED in the LED light bar. (10 strings and 8pcs LED of one string).

LED LIGHTBAR UNIT CHARACTERISTICS

Parameter	Symbol	Value			Unit	Note
		Min.	Typ.	Max.		
Lightbar input Voltage	V	50.4	57.6	61.2	V _{RMS}	
Lightbar input current	I _L		680		mA	
Power consume	W		39.17		W	
Lightbar Life Time	L _{BL}	20000		-	Hrs	



4.0 OPTICAL SPECIFICATION

4.1 Overview

The test of Optical specifications shall be measured in a dark room (ambient luminance ≤ 1 lux and temperature = $25 \pm 2^\circ\text{C}$) with the equipment of Luminance meter system (Goniometer system and TOPCONE PR730) and test unit shall be located at an approximate distance 50cm from the LCD surface at a viewing angle of θ and Φ equal to 0° . We refer to $\theta_{\phi=0}$ ($=\theta_3$) as the 3 o'clock direction (the "right"), $\theta_{\phi=90}$ ($=\theta_{12}$) as the 12 o'clock direction ("upward"), $\theta_{\phi=180}$ ($=\theta_9$) as the 9 o'clock direction ("left") and $\theta_{\phi=270}$ ($=\theta_6$) as the 6 o'clock direction ("bottom"). While scanning θ and/or Φ , the center of the measuring spot on the Display surface shall stay fixed. The measurement shall be executed after 30 minutes warm-up period. VDD shall be 5.0V +/-10% at 25°C . Optimum viewing angle direction is 6 o'clock.

4.2 Optical Specifications

[VDD = 5.0V, Frame rate = 60Hz, Clock = 74.3MHz, $I_{BL} = 280\text{mA}$, $T_a = 25 \pm 2^\circ\text{C}$]
 < Table 5. Module Optical >

Parameter		Symbol	Condition	Min.	Typ.	Max.	Unit	Remark
Viewing Angle range	Horizontal	Θ_3	CR > 10	85	89	-	Deg.	Note 1
		Θ_9		85	89	-	Deg.	
	Vertical	Θ_{12}		85	89	-	Deg.	
		Θ_6		85	89	-	Deg.	
Luminance Contrast ratio		CR	$\Theta = 0^\circ$ (Center) Normal Viewing Angle	800:1	1200:1			Note 2
Luminance of White		Y		700	800		cd/m ²	Note 3
White luminance uniformity		ΔY			75		%	Note 4
Reproduction of color	White	W_x		$\Theta = 0^\circ$ (Center) Normal Viewing Angle	-0.03	0.313	+0.03	-
		W_y	0.329			-		
	Red	R_x	0.645			-		
		R_y	0.332			-		
	Green	G_x	0.280			-		
		G_y	0.640			-		
	Blue	B_x	0.150			-		
		B_y	0.045			-		
Response Time	GTG	T		15	16	ms	Note 6	
Cross Talk		CT		-	-	2.0	%	Note 7



Note :

1. Viewing angle is the angle at which the contrast ratio is greater than 10. The viewing are determined for the horizontal or 3, 9 o'clock direction and the vertical or 6, 12 o'clock direction with respect to the optical axis which is normal to the LCD surface.
2. Contrast measurements shall be made at viewing angle of $\theta=0^\circ$ and at the center of the LCD surface. Luminance shall be measured with all pixels in the view field set first to white, then to the dark (black) state. (See FIGURE 1 shown in Appendix) Luminance Contrast Ratio (CR) is defined mathematically.

$$CR = \frac{\text{Luminance when displaying a white raster}}{\text{Luminance when displaying a black raster}}$$

3. Center Luminance of white is defined as the LCD surface. Luminance shall be measured with all pixels in the view field set first to white. This measurement shall be taken at the locations shown in FIGURE 2 for a total of the measurements per display.
4. The White luminance uniformity on LCD surface is then expressed as :
 $\Delta Y = (\text{Minimum Luminance of 9points} / \text{Maximum Luminance of 9points}) * 100$
 (See FIGURE 2 shown in Appendix).
5. The color chromaticity coordinates specified in Table 5. shall be calculated from the spectral data measured with all pixels first in red, green, blue and white. Measurements shall be made at the center of the panel.
6. Response time T_g is the average time required for display transition by switching the input signal as below table and is based on Frame rate $f_V = 60\text{Hz}$ to optimize.
 Each time in below table is defined as appendix Figure 3 and shall be measured by switching the input signal for "any level of gray(bright)" and "any level of gray(dark)"
7. Cross-Talk of one area of the LCD surface by another shall be measured by comparing the luminance (Y_A) of a 25mm diameter area, with all display pixels set to a gray level, to the luminance (Y_B) of that same area when any adjacent area is driven dark. (See FIGURE 4 shown in Appendix).



5.1 LED Light Bar

5.2 Electrical Interface Connection

- Connector : IS050-C51B-C39-S (UJU) / FI-RE51S-HF-R1500 (JAE) or Equivalent.

< Table 4. Open Cell Input Connector Pin Configuration >

Pin No	Symbol	Description	Pin No	Symbol	Description
1	NC	No Connection	21	GND	Ground
2	SDA	I ² C Data	22	CH1[3]-	First pixel negative LVDS differential data input. Pair3
3	SCL	I ² C Clock	23	CH1[3]+	First pixel positive LVDS differential data input. Pair3
4	NC	Not Connected	24	NC	Not Connected
5	NC	Not Connected	25	NC	Not Connected
6	NC	Not Connected	26	NC	Not Connected
7	SELLVDS	High: JEIDA Low or Open: NS	27	NC	Not Connected
8	NC	Not Connected	28	CH2[0]-	Second pixel negative LVDS differential data input. Pair0
9	NC	Not Connected	29	CH2[0]+	Second pixel positive LVDS differential data input. Pair0
10	NC	Not Connected	30	CH2[1]-	Second pixel negative LVDS differential data input. Pair1
11	GND	Ground	31	CH2[1]+	Second pixel positive LVDS differential data input. Pair1
12	CH1[0]-	First pixel negative LVDS differential data input. Pair0	32	CH2[2]-	Second pixel negative LVDS differential data input. Pair2
13	CH1[0]+	First pixel positive LVDS differential data input. Pair0	33	CH2[2]+	Second pixel positive LVDS differential data input. Pair2
14	CH1[1]-	First pixel negative LVDS differential data input. Pair1	34	GND	Ground
15	CH1[1]+	First pixel positive LVDS differential data input. Pair1	35	CH2CLK-	First pixel negative LVDS clock
16	CH1[2]-	First pixel negative LVDS differential data input. Pair2	36	CH2CLK+	First pixel positive LVDS clock
17	CH1[2]+	First pixel positive LVDS differential data input. Pair2	37	GND	Ground
18	GND	Ground	38	CH2[3]-	Second pixel negative LVDS differential data input. Pair3
19	CH1CLK-	First pixel negative LVDS clock	39	CH2[3]+	Second pixel positive LVDS differential data input. Pair3
20	CH1CLK+	First pixel positive LVDS clock			



Pin No	Symbol	Description	Pin No	Symbol	Description
40	NC	Not Connected	46	GND	Ground
41	NC	Not Connected	47	NC	Not Connected
42	NC	Not Connected	48	VCC	Input Voltage +12V
43	NC	Not Connected	49	VCC	Input Voltage +12V
44	GND	Ground	50	VCC	Input Voltage +12V
45	GND	Ground	51	VCC	Input Voltage +12V

Notes : 1. NC(Not Connected) : This pins are only used for BOE internal operations.

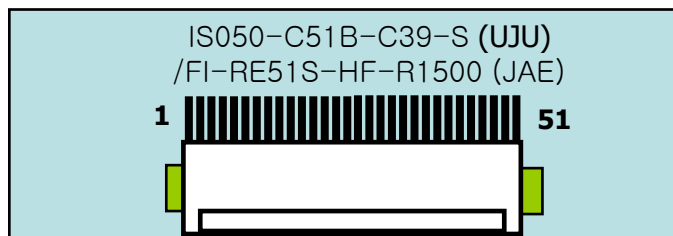
2. Input Level of LVDS signal is based on the IEA 664 Standard.

3. LVDS_SEL : This pin is used for selecting LVDS signal data format.

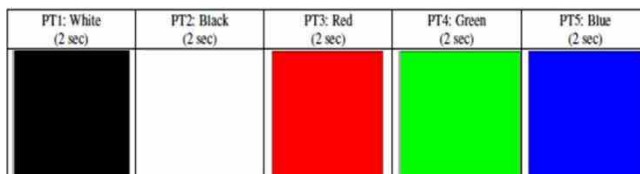
If this Pin : High (3.3V) → JEIDA LVDS format

Otherwise : Low (GND) or Open (NC) → Normal NS LVDS format

Rear view of LCM



BIST Pattern





5.3 LVDS Interface (Tx; THC63LVDF83A or Equivalent)

	Input Signal	Transmitter		Interface		HR230WU-400 (CN11)	Remark
		Pin No.	Pin No.	System (Tx)	TFT-LCD (Rx)	Pin No.	
LVDS	OR0	51	48 47	OUT0- OUT0+	RX00- RX00+	1 2	
	OR1	52					
	OR2	54					
	OR3	55					
	OR4	56					
	OR5	3					
	OG0	4	46 45	OUT1- OUT1+	RX01- RX01+	3 4	
	OG1	6					
	OG2	7					
	OG3	11					
	OG4	12					
	OG5	14					
	OB0	15	42 41	OUT2- OUT2+	RX02- RX02+	5 6	
	OB1	19					
	OB2	20					
	OB3	22					
	OB4	23					
	OB5	24					
	Hsync	27	40 39	CLK OUT- CLK OUT+	RX0 CLK- RX0 CLK+	8 9	
	Vsync	28					
	DE	30	38 37	OUT3- OUT3+	RX03- RX03+	10 11	
	MCLK	31					
	OR6	50					
	OR7	2					
	OG6	8					
OG7	10						
OB6	16						
OB7	18						
RSVD	25						

Note: The order of even data is same with old data.



6.0 SIGNAL TIMING SPECIFICATION

< Table 6. Timing Table >

Item		Symbols	Min	Typ	Max	Unit	
Clock	Frequency	1/Tc	63	74.25	78	MHz	
	High Time	Tch	-	4/7Tc	-		
	Low Time	Tcl	-	4/7Tc	-		
Frame Period		Tv	1100 (1308)	1125 (1350)	1149 (1380)	lines	
			57 (47)	60 (50)	63 (53)	Hz	
Horizontal Active Display Term		Valid	t _{HV}	-	960	-	t _{CLK}
		Total	t _{HP}	1060	1100	1200	t _{CLK}
Vertical Active Display Term		Valid	t _{VV}	-	1080	-	t _{HP}
		Total	t _{VP}	1100	1125	1149	t _{HP}

Notes: This product is DE only mode. The input of Hsync & Vsync signal does not have an effect on normal operation.

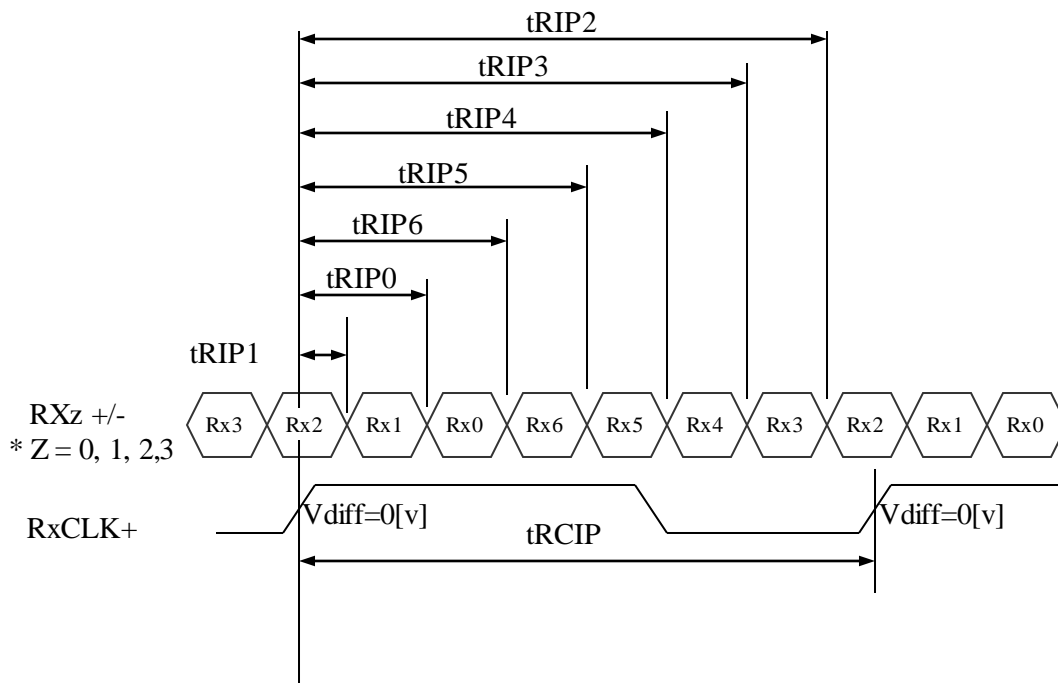


6.2 LVDS Rx Interface Timing Parameter

The specification of the LVDS Rx interface timing parameter is shown in Table 7.

<Table 7. LVDS Rx Interface Timing Specification>

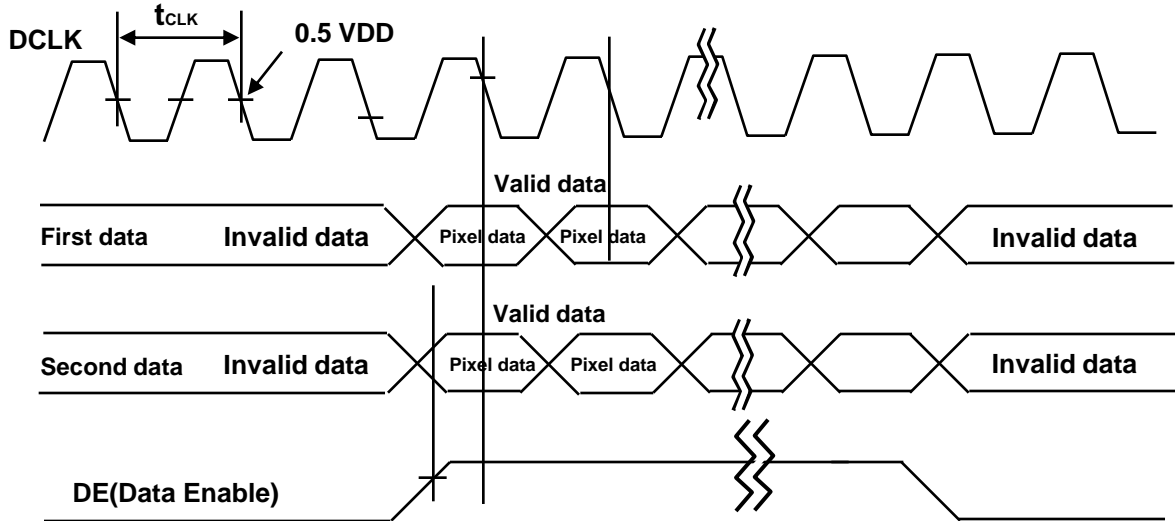
Item	Symbol	Min	Typ	Max	Unit	Remark
CLKIN Period	tRCIP	9.09	T	25	nsec	
Input Data 0	tRIP1	-0.4	0.0	+0.4	nsec	
Input Data 1	tRIP0	tRCIP/7-0.4	tRCIP/7	tRCIP/7+0.4	nsec	
Input Data 2	tRIP6	2 × tRCIP/7-0.4	2 × tRCIP/7	2 × tRCIP/7+0.4	nsec	
Input Data 3	tRIP5	3 × tRCIP/7-0.4	3 × tRCIP/7	3 × tRCIP/7+0.4	nsec	
Input Data 4	tRIP4	4 × tRCIP/7-0.4	4 × tRCIP/7	4 × tRCIP/7+0.4	nsec	
Input Data 5	tRIP3	5 × tRCIP/7-0.4	5 × tRCIP/7	5 × tRCIP/7+0.4	nsec	
Input Data 6	tRIP2	6 × tRCIP/7-0.4	6 × tRCIP/7	6 × tRCIP/7+0.4	nsec	

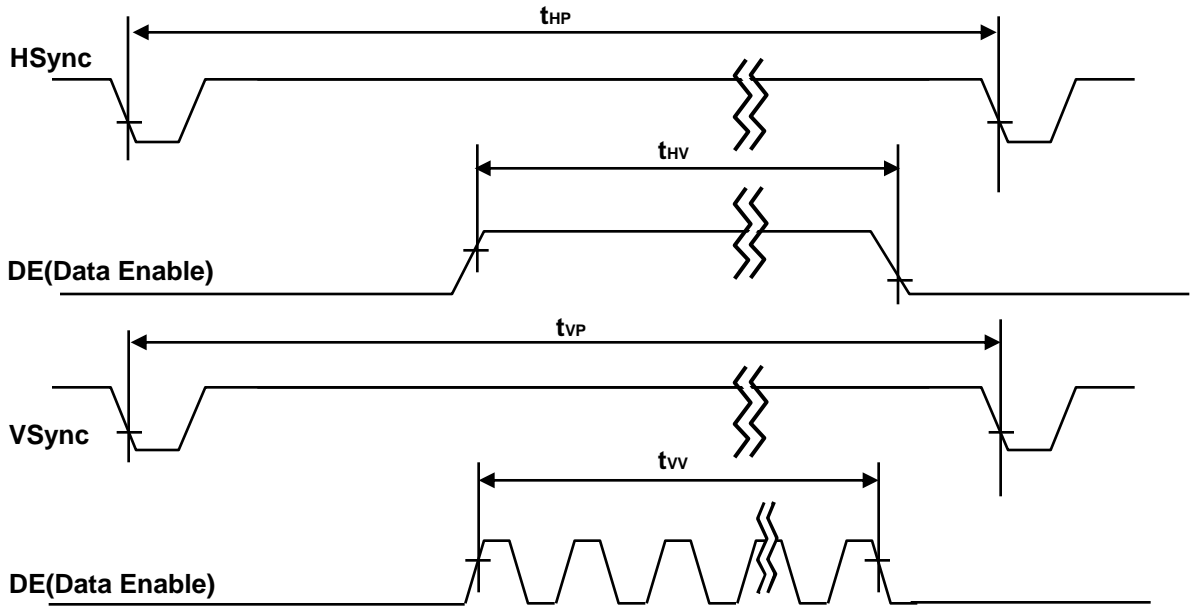


* Vdiff = (RXz+)-(RXz-),... ,(RXCLK+)-(RXCLK-)



7.1 Signal Timing Waveform

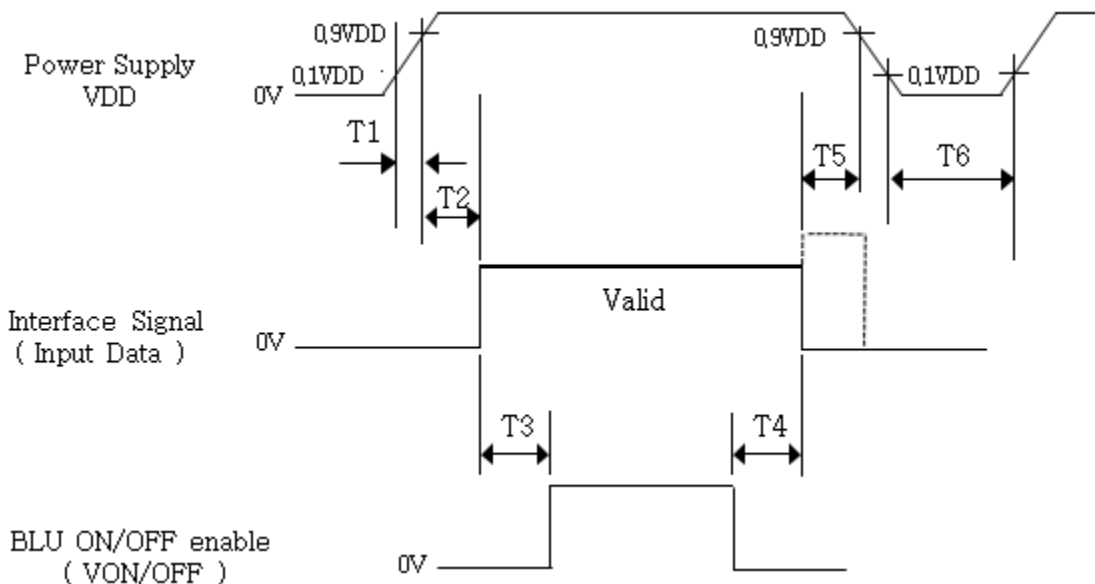






9.0 POWER SEQUENCE

To prevent a latch-up or DC operation of the Open Cell, the power on/off sequence shall be as shown in below



< Table 8. Sequence Table >

Parameter	Values			Units
	Min	Typ	Max	
T1	0.5	-	20	ms
T2	10	-	100	ms
T3	200	-	-	ms
T4	200	-	-	ms
T5	0	-	-	ms
T6	1	-	-	s

Notes: 1. Back Light must be turn on after power for logic and interface signal are valid.

2. Even though T1 is out of SPEC, it is still ok if the inrush current of VDD is below the limit.



10.0 MECHANICAL CHARACTERISTICS

10.1 Dimensional Requirements

FIGURE 6 (located in Appendix) shows mechanical outlines for the model PV31500S0751A. Other parameters are shown in Table 8.

<Table 8. Dimensional Parameters>

Parameter	Specification	Unit
Dimensional outline	725.2(H)*422.7*(V)*14.4(D)	mm
Active area	698.4 (H) × 392.85 (V)	mm
Pixel pitch	121.25(H) × RGB × 363.75(V)	μm
Number of pixels	1920(H) × 1080 (V) (1 pixel = R + G + B dots)	pixels
Back-light	Down side, 1-LED Lighting Bar type	

10.2 Anti-Glare and Polarizer Hardness.

The surface of the LCD has an anti-glare coating to minimize reflection and a coating to reduce scratching.

10.3 Light Leakage

There shall not be visible light from the back-lighting system around the edges of the screen as seen from a distance 50cm from the screen with an overhead light level of 350lux.



11.0 RELIABILITY TEST

The Reliability test items and its conditions are shown in below.

<Table 9 Reliability Test Parameters >

No	Test Items	Conditions
1	High temperature storage test	Ta = 70 °C , 90%RH, 240hrs
2	Low temperature storage test	Ta = -20 °C, 240 hrs
3	High temperature & high humidity operation test	Ta = 50 °C , 80%RH, 240hrs
4	High temperature operation test	Ta = 70 °C , 240hrs
5	Low temperature operation test	Ta = -20 °C, 240hrs
6	Thermal shock	Ta = -20 °C ↔ 70°C (0.5 hr), 100 cycle



12.0 HANDLING & CAUTIONS

- (1) Cautions when taking out the module
 - Pick the pouch only, when taking out module from a shipping package.
- (2) Cautions for handling the module
 - As the electrostatic discharges may break the LCD module, handle the LCD module with care. Peel a protection sheet off from the LCD panel surface as slowly as possible.
 - As the LCD panel and back - light element are made from fragile glass material, impulse and pressure to the LCD module should be avoided.
 - As the surface of the polarizer is very soft and easily scratched, use a soft dry cloth without chemicals for cleaning.
 - Do not pull the interface connector in or out while the LCD module is operating.
 - Put the module display side down on a flat horizontal plane.
 - Handle connectors and cables with care.
- (3) Cautions for the operation
 - When the module is operating, do not lose CLK, ENAB signals. If any one of these signals is lost, the LCD panel would be damaged.
 - Obey the supply voltage sequence. If wrong sequence is applied, the module would be damaged.
- (4) Cautions for the atmosphere
 - Dew drop atmosphere should be avoided.
 - Do not store and/or operate the LCD module in a high temperature and/or humidity atmosphere. Storage in an electro-conductive polymer packing pouch and under relatively low temperature atmosphere is recommended.
- (5) Cautions for the module characteristics
 - Do not apply fixed pattern data signal to the LCD module at product aging.
 - Applying fixed pattern for a long time may cause image sticking.
- (6) Other cautions
 - Do not disassemble and/or re-assemble LCD module.
 - Do not re-adjust variable resistor or switch etc.
 - When returning the module for repair or etc., Please pack the module not to be broken. We recommend to use the original shipping packages.



13.0 APPENDIX

Figure 1. Measurement Set Up

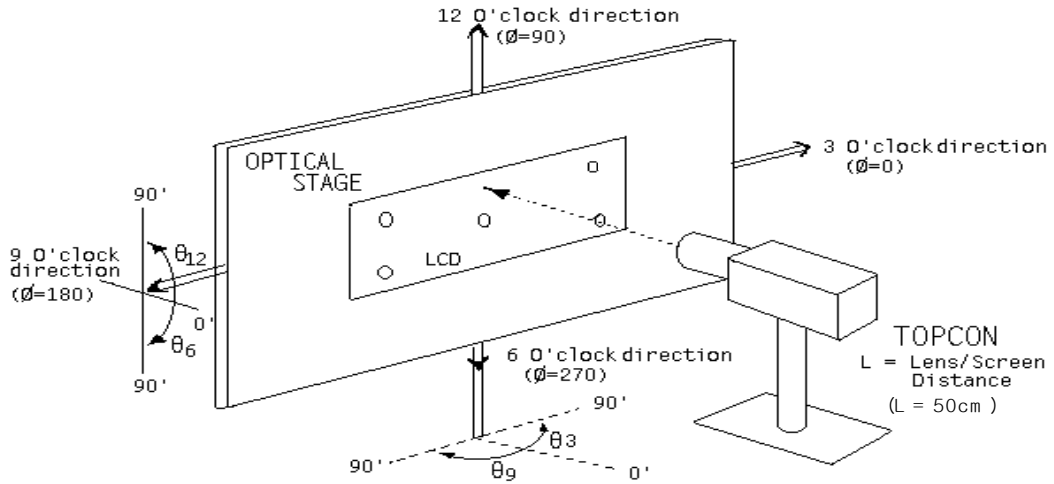


Figure 2. White Luminance and Uniformity Measurement Locations (9 points)

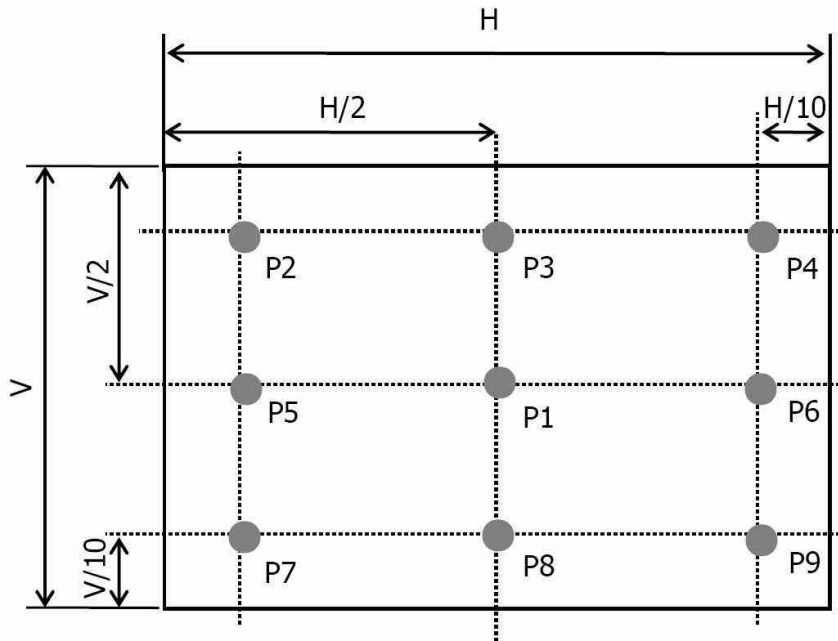




Figure 3. Response Time Testing

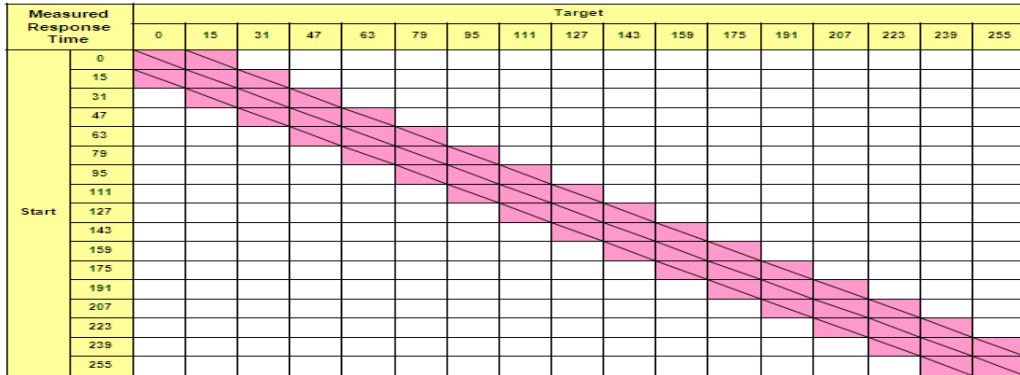
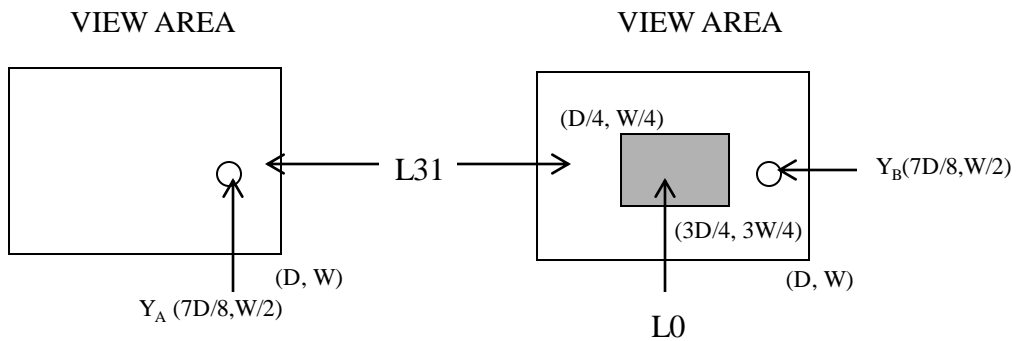


Figure 4. Cross Modulation Test Description



$$\text{Cross-Talk (\%)} = \left| \frac{Y_B - Y_A}{Y_A} \right| \times 100$$

Where: Y_A = Initial luminance of measured area (cd/m²)

Y_B = Subsequent luminance of measured area (cd/m²)

The location measured will be exactly the same in both patterns



14 . Mechanical Characteristics

