



New On-Cell Touch Technology

Kyocera’s “On-Cell Touch” (OCT) technology has the Projected Capacitive (PCAP) touch sensor layer built into the LCD structure. With this integrated structure, the touch functionality is embedded within the display itself rather than a separate touch screen component on top of the display.

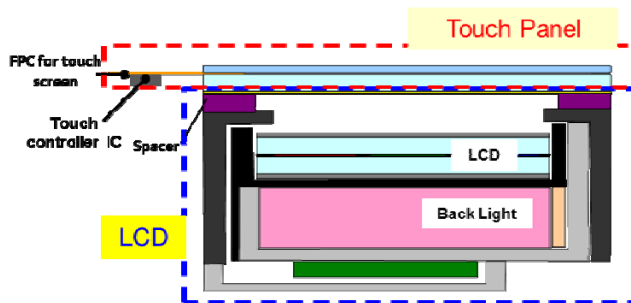


Fig. 1: Conventional touch panel Configuration

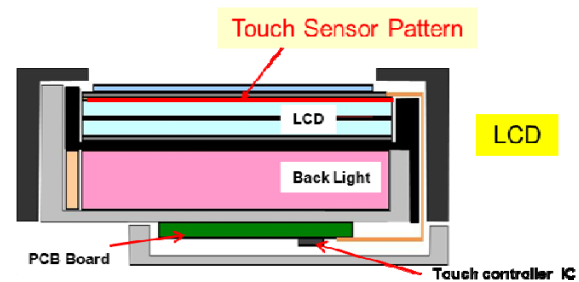


Fig. 2: On-Cell Touch technology

Why Kyocera On-Cell Technology

- **Thin profile and lightweight structure**— By adding the touch sensing layer directly to the LCD module, it eliminates a full touch screen panel over the display surface, resulting in a thin and lightweight structure.
- **Eliminates interior reflections** – Without having the touch substrate, the interior optical reflection is reduced from multiple reflective layers down to one layer.
- **Excellent visibility** – No air gap between the touch screen and LCD resulting in better visibility.
- **Super noise resistance** – Touch controller is mounted on the display PCB inside the module. This reduces the noise that could be picked up in a conventional touch panel configuration with external PCAP controller.
- **Potential cost saving** – It also reduces the cost and simplifies the supply chain by eliminating the need for a separate PCAP sensor and assembly and test requirements of current solutions.

Size	Res (W x D)	Part Number	Brightness (Nits)	CR	I/F	Viewing Angle	Features
7.0"	800 x 480	TCG070WVLSJPPA-GD20	500	650:1	LVDS	85/85/85/85	AWV, OCT(I2C), CCC

AWV: Advance Wide View (85/85/85/85), CCC: Constant Current Circuit (Built-in LED Driver), CG: Cover Glass

For complete technical specifications, product information call 734-416-8500 or visit our website at www.kyocera-display.com