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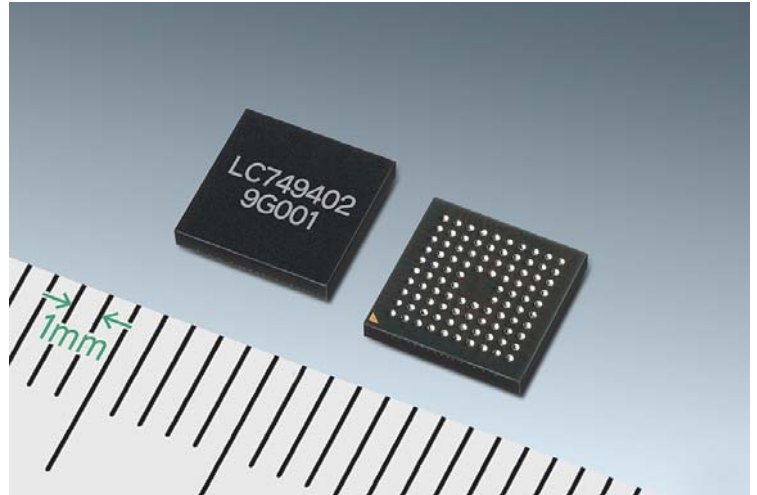
Picture Quality Improvement IC for Devices with Small LCD Displays Developed

Significantly Reduces Power Consumption!

More Beautiful Picture Quality for 1seg Broadcasts!
Backlight Control Reduces the System Power.

LC749402BG

Sample shipment will begin in July 2009.
Production plan : 100,000pcs/month
Sample price : 600 yen



Picture Quality Improvement Examples

Dynamic γ correction

- Automatic adjustment for the optimal contrast in each scene.
- Automatic brightness adjustment to improve visibility in dark movie scenes.

Edge correction

Color correction

Noise reduction

Gradation correction

Improves 1seg-specific rough gradation

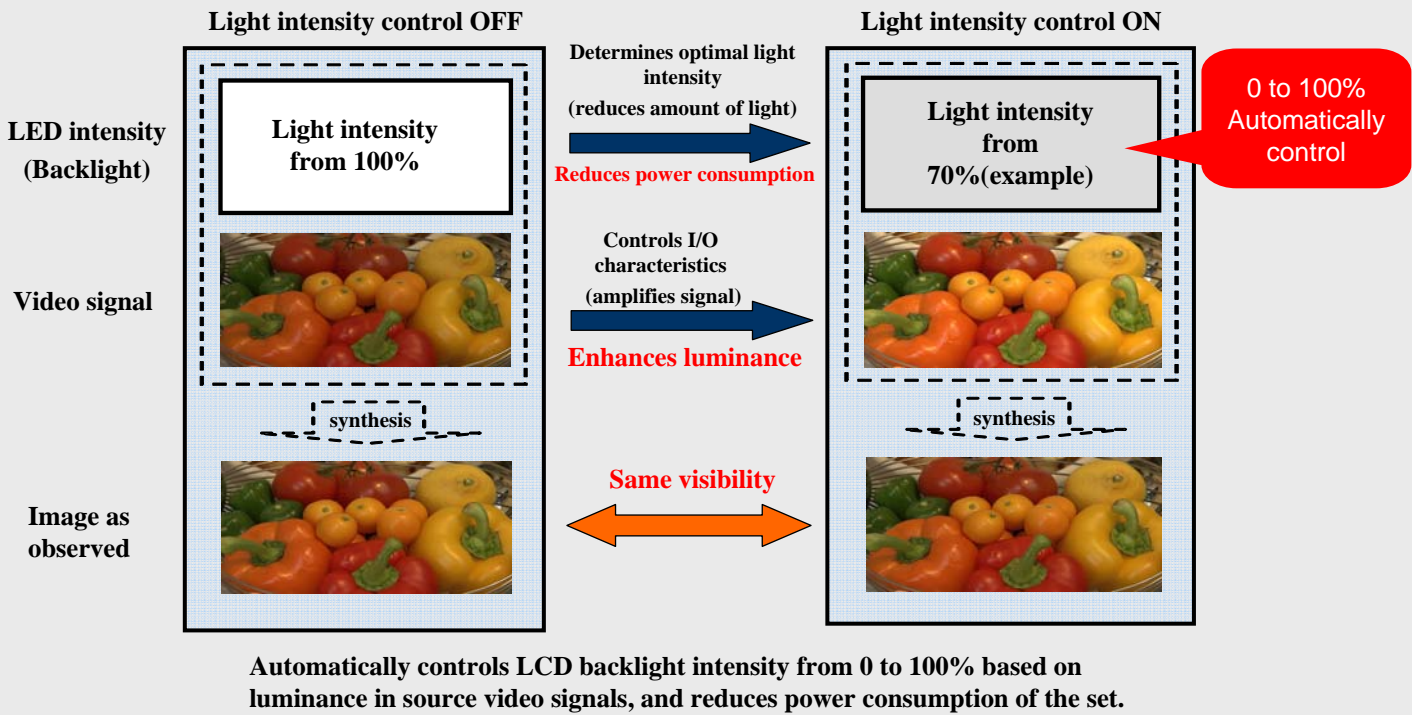
Before Picture Quality Improvement After Picture Quality Improvement

Provides smooth, natural images

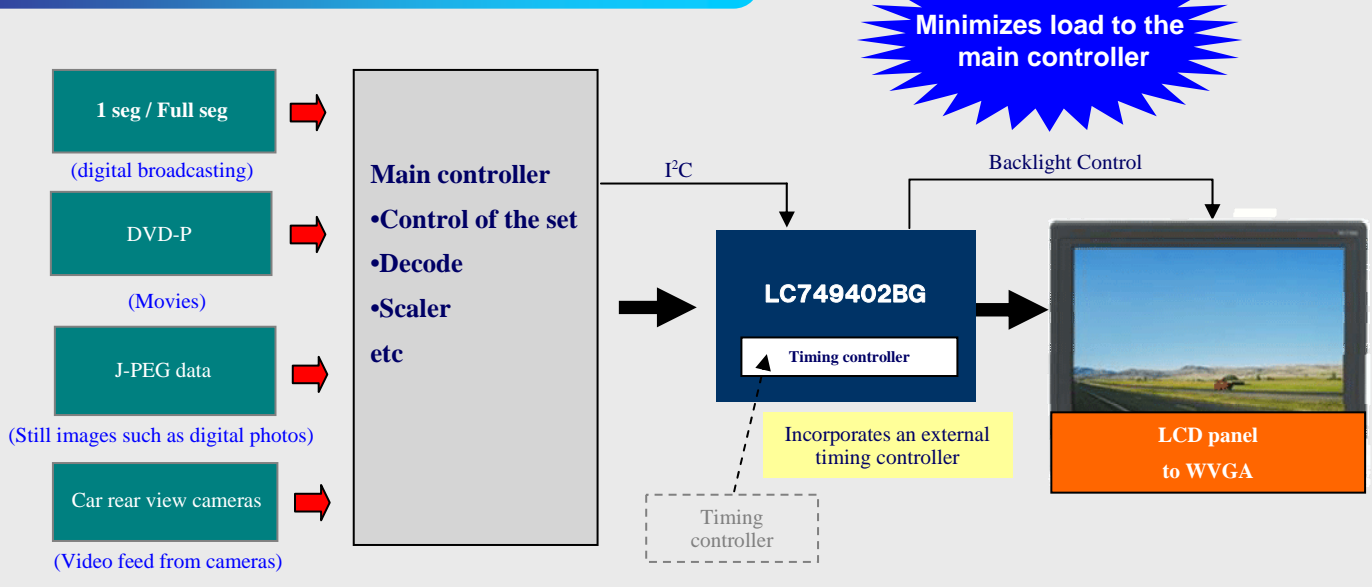
*The information presented in this product topics, including device specifications, is current as of the date of the press release.

Note, however, that this information is subject to change without notice and thus at later dates the current state may differ in certain details from the content presented here.

Backlight Control



System Configuration Examples (Car Navigation System)



Specifications

- input
 - digital RGB 18bit/24bit, digital YCbCr/YPbPr(4:4:4) 18bit/24bit
 - digital YCbCr/YPbPr(4:2:2) 12bit/16bit or ITU-R.656(8bit)
- output
 - digital RGB 18bit/24bit, digital YCbCr(4:4:4) 18bit/24bit, digital YCbCr(4:2:2) 16bit
- Easy control from external MPU via I²C I/F or SPI
- Low power consumption design (operates at 1.1V, internal voltage)
- package : FBGA96(6.0mmx6.0mm)