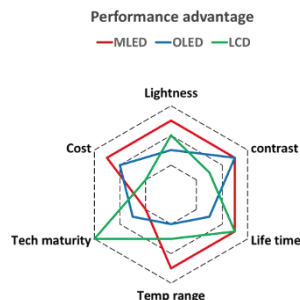




May 30<sup>th</sup>, 2024

Dear Valued Customers:

We are proud of releasing **15.6" Mini LED (MLED) displays** which is the similar technology of Apple 12.9" iPad Pro released in April 2021. MLED technology integrates a direct backlight method. MLED miniaturizes traditional LED backlight chips and are placed in an array pattern directly behind the TFT Screen. Achieving a more refined and denser backlight with zoning capability. Controlling and local dimming greatly enhances brightness and contrast while improving the visual perception. In a comparison, under the same conditions, MLEDs eliminate the easy screen burn-in seen in of OLED screens but also have a cost advantage, while enhancing the image.



#### The advantages of Mini LED:

- The backlight chip structure is small, which facilitates a more detailed division of local dimming zones, thereby achieving a higher dynamic range (HDR) and higher contrast effects.
- Mini LED can achieve uniform heat dissipation at high brightness (>1000nits).
- Compared to the general side-entry backlight solution, Mini LED backlight can achieve a direct and ultra-thin LCD display, shorten the optical mixing distance (OD), and reduce the overall thickness to achieve the purpose of thinning.
- The biggest issue with OLED screens remains the limited lifespan of the "organic light-emitting materials" and the series of "compromises" due to the lifespan. Under Mini LED backlight technology, there is no issue with short lifespan. Mini LED backlit screens are like OLED screens in contrast, and can exceed OLED screens in core parameters such as brightness, regional light control, lifespan, and color performance.

The cost of Mini LED varies based on how many LED zones and brightness requirements. Currently, it is 2-3 times compared with traditional IPS displays but it fits well into some applications that require high performance displays.

Please contact us ([info@orientdisplay.com](mailto:info@orientdisplay.com) or [sales@orientdisplay.com](mailto:sales@orientdisplay.com)) for further information and questions.

Orient Display Team