

## Technology

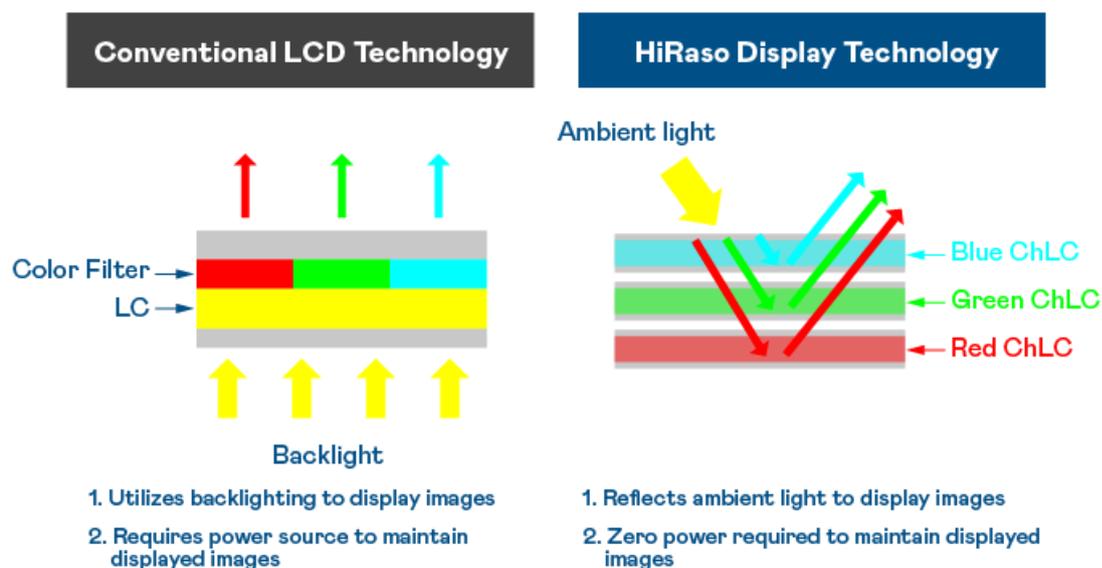
## HiRaso Display Technology



## 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

Bus	Current Stop	Arriving In
80	Main Street	1 min
135	Central Park	9 min
3	Riverbend Terminal	12 min
174	Sunset Boulevard	15 min
92	City Hall	20 min
84	Hilltop View	22 min

Music Festival Oct 28-31

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- 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

Suburban Connector

Jan 18 Monday

SPACE In Cinema Now! 09:10 AM

R13  
First Bus 08:00AM  
Last Bus 11:00PM  
Departs every 10 mins

G08  
First Bus 03:30AM  
Last Bus 12:00PM  
Departs every 20 mins

B22  
First Bus 03:00AM  
Last Bus 10:00PM  
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- 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.