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FOR IMMEDIATE RELEASE

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Mitsubishi Electric to Expand Lineup of Tough Series TFT-LCD Modules

Market-leading vibration resistance and operating temperature range

TOKYO, November 25, 2015 – [Mitsubishi Electric Corporation](http://www.mitsubishielectric.com) (TOKYO: 6503) announced today the coming launch of a new Tough Series 10.4-inch SVGA TFT-LCD module for wide-ranging industrial applications in construction and agricultural vehicles, factory automation, weaving equipment and more. The module features 6.8G vibration-resistant acceleration, which is seven times greater than that of conventional modules, as well as an operating temperature range of -40 to 85 degrees Celsius and industry-leading brightness of 1,500cd/m². Sample sales will begin December 1 through Mitsubishi Electric offices worldwide.



Mitsubishi Electric Color Tough Series TFT-LCD module

AT104SN11

The new module is expected to meet increasing market demands for TFT-LCDs that offer rugged resilience to extreme temperatures and strong vibrations for versatile applications.

Product Features

1) *High vibration resistance for construction and agricultural applications*

- Market-leading 6.8G acceleration vibration resistance, seven times higher than conventional (1.0G acceleration) products, is suitable for equipment subject to strong shocks, such as construction/agricultural vehicles and factory automation machines.

2) *Durability for extreme outdoor environments*

- Market-leading operating temperature range of -40 to 85 degrees Celsius, greater than conventional products offering -30 to 80 degrees Celsius, suitable for use outdoors and in vehicles operating in extreme environments.

3) *High brightness and contrast ratio*

- Top brightness of 1,500 cd/m² and high contrast ratio of 700:1 for easy visibility in bright environments.

Sale Schedule

Product	Model	Brightness (cd/m ²)	Shipment
Tough Series 10.4-inch SVGA TFT-LCD Module	AT104SN11	1,500	December 1, 2015

Specifications

	AT104SN11
Display size (resolution)	10.4-inch SVGA
Display area (mm)	211.2 (H) × 158.4 (V)
Dots	800 (H) × 600 (V)
Pixel pitch (mm)	0.264 (H) × 0.264 (V)
Contrast ratio	700:1
Luminance (cd/m ²)	1,500
View angles (CR>10)(°)	-80 – +80 (H) -80 – +80 (V)
Colors	262k (6bit/color) / 16.77M (8bit/color)
Color gamut (NTSC; %)	50
Backlight unit	LED
Backlight life time (Typ.)(hr)	100,000
Electrical interface	LVDS 6/8bit
Dimensions (mm)	230 (W) × 180.2 (H) × 11.0 (D)
Operating temperatures (°C)	-40 – +85
Storage temperatures (°C)	-40 – +85
Vibration (non-operation)(G(acceleration))	6.8

Tough Series Lineup

Display	Resolution	Model
7.0-inch	WVGA	AT070MJ11
10.4-inch	XGA	AT104XH11
10.4-inch	SVGA	AT104SN11

Environmental Awareness

The model is mercury-free and fully compliant with the Restriction of the Use of Certain Hazardous Substances in Electrical and Electronic Equipment (RoHS) directive 2011/65/EU.

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About Mitsubishi Electric Corporation

With over 90 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,323.0 billion yen (US\$ 36.0 billion*) in the fiscal year ended March 31, 2015. For more information visit:

<http://www.MitsubishiElectric.com>

*At an exchange rate of 120 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2015