



## TRUBRITE LCD DISPLAY ULTRA-BRIGHT VIEWING EXPERIENCE

DURING THE LAST TWENTY YEARS, TOSHIBA HAS PLAYED A SIGNIFICANT ROLE IN DEVELOPING AND IMPLEMENTING NEW SCREEN TECHNOLOGIES FOR MOBILE COMPUTERS. THE COMPANY WAS THE FIRST NOTEBOOK MANUFACTURER TO INCORPORATE A COLOUR TFT INTO A MOBILE COMPUTER. WITH LAST YEAR'S LAUNCH OF QOSMIO, THE AV NOTEBOOK PC SERIES, TOSHIBA ACHIEVED ANOTHER MILESTONE: THE INTRODUCTION OF THE TRUBRITE SCREEN TECHNOLOGY.



Toshiba's TruBrite technology was initially used in the Qosmio family of AV notebook PC. During the past year, Toshiba has also introduced it into additional notebook series.

This Tech Insight will take a closer look at the following:

- What is TruBrite?
- How does TruBrite work?
- Wide viewing angle
- Unique anti-glare technology
- Features and benefits

**TruBrite**   
CrystalClearDisplay



### TRUBRITE SCREEN TECHNOLOGY IN TOSHIBA NOTEBOOKS



**SATELLITE M40**  
BEST VALUE FOR MOBILE  
MULTIMEDIA.



**SATELLITE M70 /  
SATELLITE PRO M70**  
THE STYLISH WIDESCREEN  
PERFORMER.



**SATELLITE M60**  
THE STYLISH 17" WIDESCREEN  
MULTIMEDIA CENTRE



**QOSMIO F20 / G20**  
THE ART OF SMART  
ENTERTAINMENT



With two lamps, the Qosmio G20 display is bright enough for any lighting situation.

## WHAT IS TRUBRITE SCREEN TECHNOLOGY ?

TruBrite screen technology is a new, ultra-bright liquid crystal display that enables users to experience the best in TV, multimedia and video entertainment.

## HOW DOES TRUBRITE WORK ?

In the case of the Qosmio G20, the TruBrite LCD display is capable of a maximum brightness of 250 cd/m<sup>2</sup> when operating on internal battery power. When connected to an external AC source, the maximum brightness increases to an astounding 500 cd/m<sup>2</sup> brightness level. To put this in perspective, notebook displays typically have a brightness of about 150 cd/m<sup>2</sup>, while televisions have a brightness of about 450 cd/m<sup>2</sup>. The end-user benefit of the TruBrite display means an ultra bright, clear picture, whether in a well or poorly lit room.

## WIDE VIEWING ANGLE

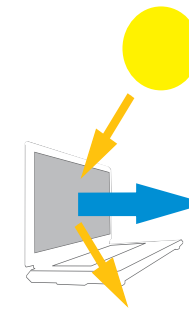
Traditionally, many liquid crystal displays offer a limited viewing angle: looking at the display plane from the side, top, or bottom often results in colour distortions or lack of brightness. Qosmio's TruBrite display affords a usable viewing angle of 130 degrees for Qosmio G20 off the horizontal and 110 degrees off the vertical, enabling a shared viewing TV, gaming or video experience.

## UNIQUE ANTI-GLARE TECHNOLOGY

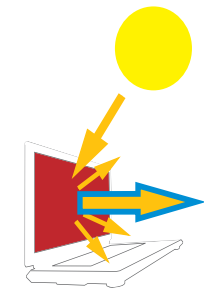
Glare is another issue for the conventional LCD. Light projecting against the display at an angle, from behind or to the side of the viewer, can reflect unevenly, thereby decreasing the black-and-white contrast of the image.

TruBrite's greater than average brightness and specialised coating help to deflect outside light evenly, keeping glare to a minimum. Black-and-white contrast is preserved so projected images retain their sharpness and detail.

### WITHOUT ANTI-GLARE



### WITH ANTI-GLARE COATING



The specialised anti-glare coating helps to prevent glare, a common side effect in brightly lit situations.



Qosmio's easy-to-use brightness control buttons support various settings. The Qosmio supports S-video in and out ports as well as D-connector "monitor-in" on the AV button control pane. This makes it possible to use Qosmio as a monitor for other AV devices.

## FEATURES AND BENEFITS

FEATURES	BENEFITS
Ultra-bright display	Provides a clear picture in any lighting situation
Wide viewing angle	Offers shared display viewing without a loss in brightness or colour accuracy
Anti-glare coating	Displays sharp and detailed images by preventing glare in bright light situations

## CONCLUSION

The TruBrite display enables the best in convergence with its brightness and wide viewing angle making it the first-in-class technology for any multimedia.