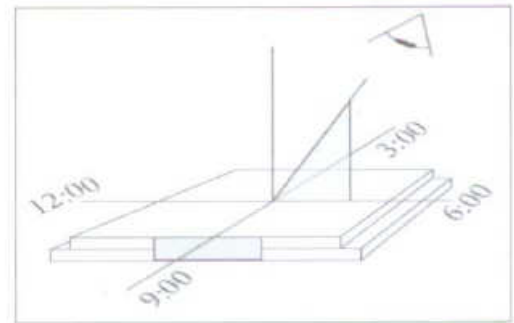


**Viewing Angle**

Viewing angle is the direction from which the display achieves optimum contrast. Viewing direction is specified as positions of a clock. Refer to *Figure 6*. For most application, 12 o'clock or 6 o'clock, Viewing direction is common, although other directions can be manufactured.



(Figure6)

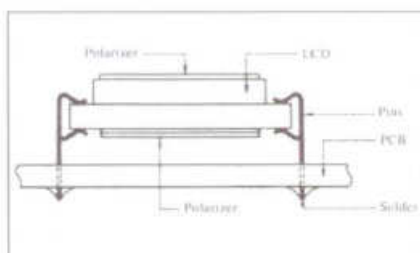
**Mounting Technology**

There are three primary mounting technology: **metal pin , elastomer, and heat seal.**

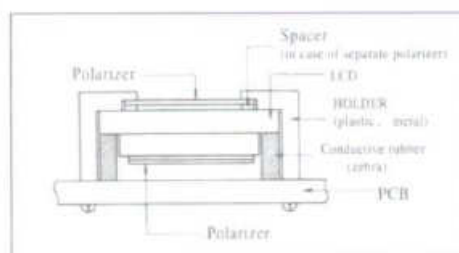
**Metal pin :** Metal pins with fixed Pitch of 1.27mm, 1.5mm, 1.8mm, 2.0mm, or 2.54mm is attached to edge of display with epoxy reinforcement. Refer to *Figure 7*.

**Elastomer:** Elastomer connector is rectangular strip of special elastic made of alternative layer of conductive and nonconductive material which can be clamped between the contact ledge of a display and the PCB with at least one conductive layer connecting the matched contact pad. Refer to *Figure 8*.

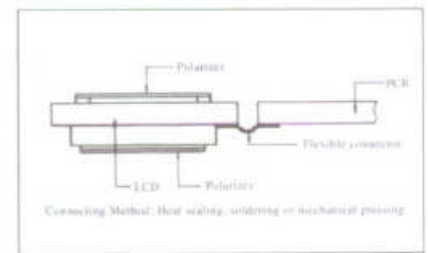
**Heat seal:** a heat seal is a thin ,flexible circuit that is thermally-laminated on the contact pads of the LCD and the PCB. In this mounting technique, the opposite of the heat seal connector is laminated to the matching printed circuit board pads. Refer to *Figure 9*



(Figure7)



(Figure8)



(Figure9)