



深圳市一众显示科技有

SHEN ZHEN TEAM SOURCE DISPLAY TECH. CO, LTD.



# TFT-LCD Module Specification

**Module NO.:** TSM070WVBE-101C

**Version:** V1.0

APPROVAL FOR SPECIFICATION

APPROVAL FOR SAMPLE

<b>For Customer' s Acceptance:</b>	
<b>Approved by</b>	<b>Comment</b>

<b>Team Source Display:</b>		
<b>Presented by</b>	<b>Reviewed by</b>	<b>Approved by</b>

Version No.	Date	Content	Remark
V1.0	2021-7-22	Initial Release	

**CONTENTS**

**1 GENERAL CHARACTERISTICS..... - 3 -**

**2 PRODUCT DRAWINGS..... - 4 -**

**3 INTERFACE DESCRIPTION..... - 5 -**

    3.1 LCM INTERFACE DESCRIPTION (HDMI TYPE A )..... - 5 -

    3.2 CTP INTERFACE DESCRIPTION (MINI USB 1.1)..... - 5 -

    3.3 DC POWER..... - 5 -

**4 ABSOLUTE MAXIMUM RATINGS..... - 6 -**

**5 ELECTRICAL CHARACTERISTICS..... - 6 -**

**6 LCD OPTICAL SPECIFICATIONS..... - 6 -**

**7 RELIABILITY TEST..... - 8 -**

    7.1 ABOUT IMAGE STICKING..... - 9 -

        7.1.1 *What is Image Sticking?*..... - 9 -

        7.1.2 *What causes Image Sticking?*..... - 9 -

        7.1.3 *How to Avoid Image Sticking?*..... - 9 -

        7.1.4 *How to Fix the Image Sticking?*..... - 10 -

        7.1.5 *Is Image Sticking Covered by TSD RMA Warranty?*..... - 10 -

    7.2 OTHERS..... - 10 -

**8 SUGGESTIONS FOR USING LCD MODULES..... - 11 -**

    8.1 HANDLING OF LCM..... - 11 -

    8.2 STORAGE..... - 11 -

**9 LIMITED WARRANTY..... - 11 -**

## 1 General Characteristics

ITEM	Specification	Unit
LCD Type	a-Si TFT, Transmissive, Normally white, TN	-
LCD Size	7.0	inch
Resolution (W x H)	800x (RGB) × 480	pixel
CTP+LCM size	190.08(H)x121.92(V)x5.13(T)	mm
LCM size	164.9(H) x 100(V) x 3.25(T)	mm
Active Area	154.08 (H) x 85.92 (V)	mm
Dot Pitch	0.0642x3(H) x 0.1790(V)	mm
Viewing Direction	12 o'clock	-
Gray Scale Inversion Direction	6 o'clock	-
Color Depth	16.7M	-
Pixel Arrangement	RGB-stripe	-
Backlight Type	21 LEDs, 60mA	-
Surface Luminance	400(Min), 450(TYP)	cd/m <sup>2</sup>
Surface Treatment	Clear, hardness:6H	-
Interface Type	HDMI(LCD) & USB (CTP)	-
Input Voltage	5.0	V
With/Without TP	With CTP	-
Weight	TBD	g

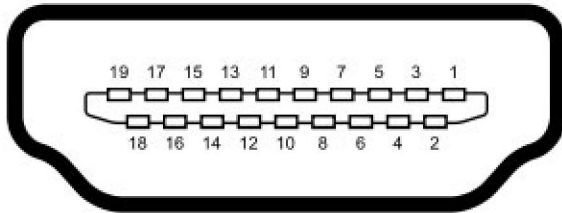
**Note 1: RoHS compliant**

**Note 2: LCM weight tolerance: ± 5%.**



### 3 Interface description

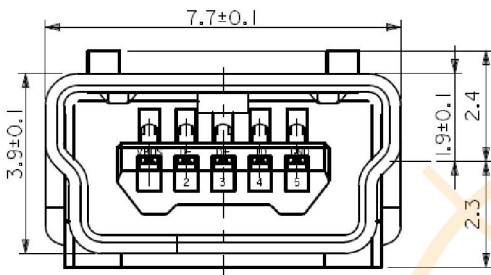
#### 3.1 LCM interface description (HDMI Type A )



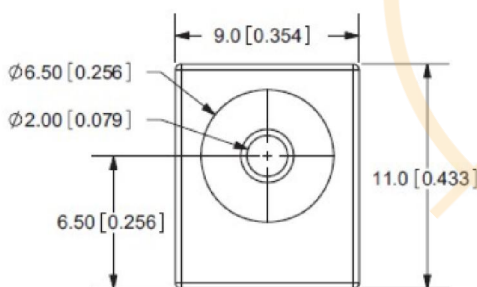
**HDMI Type A Plug Connector**

- Pin 1 TMDS Data2+
- Pin 2 TMDS Data2 Shield
- Pin 3 TMDS Data2-
- Pin 4 TMDS Data1+
- Pin 5 TMDS Data1 Shield
- Pin 6 TMDS Data1-
- Pin 7 TMDS Data0+
- Pin 8 TMDS Data0 Shield
- Pin 9 TMDS Data0-
- Pin 10 TMDS Clock+
- Pin 11 TMDS Clock Shield
- Pin 12 TMDS Clock-
- Pin 13 CEC
- Pin 14 HEC Data- (Optional, HDMI 1.4+ with Ethernet)
- Pin 15 SCL (I<sup>2</sup>C Serial Clock for DDC)
- Pin 16 SDA (I<sup>2</sup>C Serial Data Line for DDC)
- Pin 17 DDC/CEC/HEC Ground
- Pin 18 +5 V Power (max 50 mA)
- Pin 19 Hot Plug Detect (All versions) and HEC Data+ (Optional, HDMI 1.4+ with Ethernet)

#### 3.2 CTP interface description (mini USB 1.1)



#### 3.3 DC Power



## 4 Absolute Maximum Ratings

PARAMETER	SYMBOL	MIN	MAX	UNIT
Supply Voltage	VDD	-0.5	5.5	V
Operating Temperature	TOP	-20	70	° C
Storage Temperature	TST	-30	80	° C
Humidity	RH	-	90%(Max 60° C)	RH

## 5 Electrical Characteristics

PARAMETER	SYMBOL	MIN	TYP	MAX	UNIT
Operating voltage	DC	4.5	5	5.5	V
Input Current	I <sub>DC</sub>	-	-	500	mA

## 6 LCD Optical specifications

Item	Symbol	Condition	Specification			Unit	Remark
			Min	Typ	Max		
Response time (By Quick)	Tr+Tf	$\theta = 0^\circ$	-	25	-	ms	
Contrast ratio	CR	$\theta = 0^\circ$	400	500	-		
Viewing angle	Top	$CR \geq 10$	70	75	-	Deg.	
	Bottom	$CR \geq 10$	65	70	-		
	Left	$CR \geq 10$	70	75	-		
	Right	$CR \geq 10$	70	75	-		
Color chromaticity (CIE1931)	Wx	$\theta = 0^\circ$	0.294	0.304	0.314		
	Wy		0.329	0.339	0.349		
	Rx		0.586	0.601	0.616		
	Ry		0.309	0.324	0.339		
	Gx		0.291	0.301	0.311		
	Gy		0.552	0.567	0.582		
	Bx		0.133	0.143	0.153		
By	0.159	0.174	0.189				
NTSC			-	50%	-		
Uniformity(white)			70%	75%			
Luminance	L		400	450	-	cd/m <sup>2</sup>	
LED Life Time			30000	40000	-	Hours	

Note 1: Ambient temperature = 25°C.

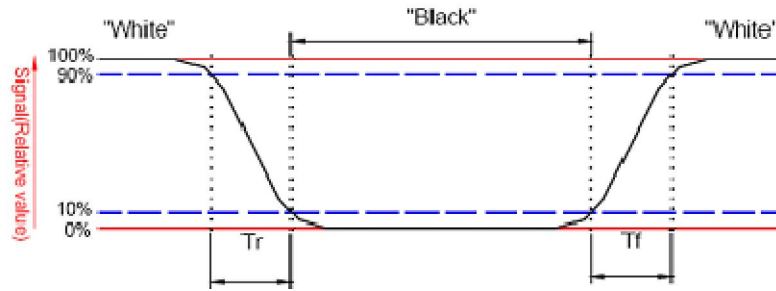
Note 2: The LED life time is defined as the module brightness decrease to 50% original brightness at Ta=25°C, 60%RH ±5 %.

Note 3: To be measured with a viewing cone of 2°by Topcon luminance meter BM-7.

Note 4: To be measured with Otsuta chromaticity meter LCF-2100M, CF only measure under C light simulation.

Note 5: Definition of response time:

The output signals of TRD-100 are measured when the input signals are changed to “White” (falling time) and from “White” to “Black” (rising time), respectively. The interval is between the 10% and 90% of amplitudes. Refer to figure as below.

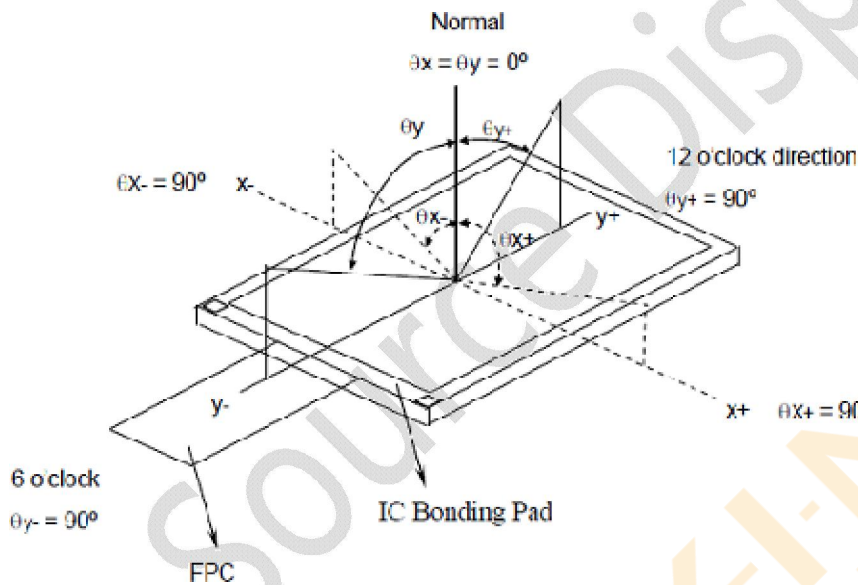


Note 6: Definition of contrast ratio:

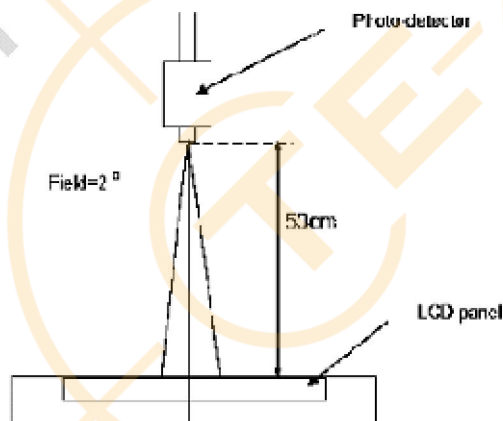
Contrast ratio is calculated by the following formula.

$$\text{Contrast ratio (CR)} = \frac{\text{Brightness on the "white" state}}{\text{Brightness on the "black" state}}$$

Note 7: Definition of viewing angle

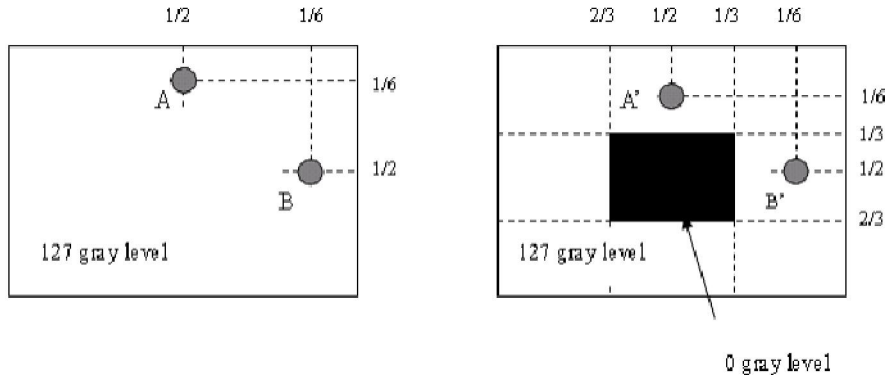


Note 8: Optical characteristic measurement setup.



Note 9:





$1 \text{ LA-LA}' / \text{LA} \times 100\% = 2\% \text{ max.}$ , LA and LA' are brightness at location A and A'.

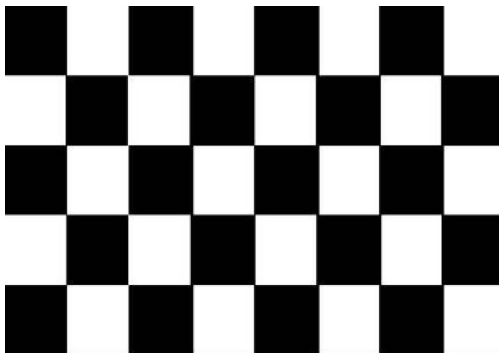
$1 \text{ LB-LB}' / \text{LB} \times 100\% = 2\% \text{ max.}$ , LB and LB' are brightness at location B and B'.

## 7 RELIABILITY TEST

NO.	TEST ITEM	TEST CONDITION	INSPECTION AFTER TEST
1	High Temperature Storage	$80 \pm 2^\circ\text{C} / 72 \text{ hours}$	Inspection after 2~4 hours storage at room temperature and humidity. The condensation is not accepted. The sample shall be free from defects:  1. Air bubble in the LCD 2. Seal leak 3. Non-display 4. Missing segments 5. Glass crack
2	Low Temperature Storage	$-30 \pm 2^\circ\text{C} / 72 \text{ hours}$	
3	High Temperature Operating	$70 \pm 2^\circ\text{C} / 72 \text{ hours}$	
4	Low Temperature Operating	$-20 \pm 2^\circ\text{C} / 72 \text{ hours}$	
5	Temperature Cycle	$-30 \pm 2^\circ\text{C} \sim 25 \sim 80 \pm 2^\circ\text{C} \times 10 \text{ cycles}$ (30 min.) (5min.) (30min.)	
6	Damp Proof Test	$60^\circ\text{C} \pm 5^\circ\text{C} \times 90\% \text{RH} / 72 \text{ hours}$	
7	Vibration Test	Frequency 10Hz~55Hz Stroke: 1.5mm Sweep: 10Hz~150 Hz~10Hz 2 hours For each direction of X, Y, Z	
8	Packing Drop Test	Height: 60 cm 1 corner, concrete floor	
9	Electrostatic Discharge Test	$C=150\text{pF}$ , $R=330 \Omega$ Air: $\pm 8\text{KV}$ 150pF/330Ω 9times Contact: $\pm 4\text{KV}$ , 9 times	
10	Image Sticking	$25^\circ\text{C}$ , 60%RH (ref.to Remark(1))/30 minutes	

**Remark (1):** Switch the image to Grey 127 after displaying the 5\*8 chess pattern for **30 minutes**, the afterimage disappears within 10 seconds.





5\*8 chess pattern



Gray127

## 7.1 About Image Sticking

### 7.1.1 What is Image Sticking?

If you remain a fixed image on LCD Display for a long period of time, you may experience a phenomenon called Image Sticking. Image Sticking - sometimes also called “image retention” or “ghosting”- is a phenomenon where a faint outline of a previously displayed image remains visible on the screen when the image is changed. It can occur at variable levels of intensity depending on the specific image makeup, as well as the amount of time the core image elements are allowed to remain unchanged on the screen. In POS applications, for example, a button menu which remains fixed, or in which the “frame” elements (core image) remain fixed and the buttons may change, may be susceptible to image sticking. It is important to note that if the screen is used exclusively for this application, the user may never notice this phenomenon since the screen never displays other content. It is only when an image other than the “retained” image is shown on the screen that this issue becomes evident. Image sticking is different than the “burn-in” effect commonly associated with phosphor based devices.

### 7.1.2 What causes Image Sticking?

Image sticking is an intrinsic behavior of LCD displays due to the susceptibility to polarization of the interior materials (liquid crystals) when used under static, charged conditions (continuously displaying the same image). The individual liquid crystals in an LCD panel have unique electrical properties. Displaying a fixed pattern - such as the POS menu described above - over prolonged periods can cause a parasitic charge build-up (polarization) within the liquid crystals which affects the crystals’ optical properties and ultimately prevents the liquid crystal from returning to its normal, relaxed state when the pattern is finally changed. This effect takes place at a cellular level within the LCD, and the effect can cause charged crystal alignment at the bottom or top of a crystal cell in the “z” axis, or even crystal migration to the edges of a cell, again based on their polarity. These conditions can cause image sticking over an entire area, or at boundaries of distinct color change respectively. In either case, when the liquid crystals in the pixels and sub-pixels utilized to display the static image are polarized such that they can not return fully to their “relaxed” state upon deactivation, the result is a faint, visible, retained image on the panel upon presentation of a new, different image. The actual rate of image retention depends on variation factors such as the specific image, how long it is displayed unchanged, the temperature within the panel and even the specific panel brand due to manufacturing differences amongst panel manufacturers.

### 7.1.3 How to Avoid Image Sticking?

- Try not to operate the LCD with a “fixed” image on the screen for more than 1 hours.
- If you are operating the monitor in an elevated temperature environment and with a displayed

image which is contrary to the recommendations in “For Software Developers” below, image stick can occur in as little as 30 minutes. Adjust your screen saver settings accordingly.

- Power down the unit during prolonged periods of inactivity such as the hours a store is closed or a shift during which the piece of equipment isn't used.
- Use a screensaver with a black or medium gray background that is automatically set to come on if the device is inactive for more than 5-10 minutes.
- Avoid placing the monitor in poorly ventilated areas or in areas that will create excess heat around the monitor for software developers.
- In defining the icons, buttons, or windows in the screen, try to utilize block patterns instead of distinct lines as borders for dividing the display into distinct areas.
- If it is necessary to display a static image, try to use colors that are symmetric to the middle grey level at the boundary of two different colors, and slightly shift the borders line once in a while.
- Try to utilize medium gray hues for those areas that will have prolonged display times or remain static as other menu elements change.

#### **7.1.4 How to Fix the Image Sticking?**

Unlike the usually irreversible “burn-in” effects commonly associated with direct view phosphor display devices such as CRTs, an image retained on an LCD display can be reversed – often to a point of total invisibility. However, the severity of the underlying causes (as described above) of the image retained on a specific display, as well as the variation factors (see “For Software Developers” above) under which the retained image was created, will dictate the final level of retention reversal. One way to erase a retained image on a panel is to run the screen (monitor “on” ) in an “all black” pattern for 4-6 hours. It is also helpful to do this in an elevated temperature environment of approximately 35° to 50° C. Again, utilizing a dynamic screen saver with an all black background during prolonged idle display periods is a good way to avoid image retention issues.

#### **7.1.5 Is Image Sticking Covered by TSD RMA Warranty?**

Image sticking is a phenomenon inherent to LCD Display technology itself, and as such, the occurrence of this “ghosting” effect is considered normal operation by the manufacturers of the LCD display modules which are integrated into today’s monitor solutions. TSD does not warrant any display against the occurrence of image sticking. We strongly advise that you follow the operating recommendations listed above to avoid the occurrence of this phenomenon.

### **7.2 Others**

1. Issues that are not defined in this document shall be discussed and agreed with both parties. (Customer and supplier)
2. Unless otherwise agreed upon in writing, the criteria shall be applied to both parties. (Customer and supplier)

## 8 Suggestions for using LCD modules

### 8.1 Handling of LCM

1. The LCD screen is made of glass. Don't give excessive external shock, or drop from a high place.
2. If the LCD screen is damaged and the liquid crystal leaks out, do not lick and swallow. When the liquid is attach to your hand, skin, cloth etc, wash it off by using soap and water thoroughly and immediately.
3. Don't apply excessive force on the surface of the LCM.
4. If the surface is contaminated, clean it with soft cloth. If the LCM is severely contaminated, use Isopropyl alcohol/Ethyl alcohol to clean. Other solvents may damage the polarizer. The following solvents is especially prohibited: water , ketone Aromatic solvents etc.
5. Exercise care to minimize corrosion of the electrode. Corrosion of the electrodes is accelerated by water droplets, moisture condensation or a current flow in a high-humidity environment.
6. Install the LCD Module by using the mounting holes. When mounting the LCD module make sure it is free of twisting, warping and distortion. In particular, do not forcibly pull or bend the I/O cable or the backlight cable.
7. Don't disassemble the LCM.
8. To prevent destruction of the elements by static electricity, be careful to maintain an optimum work environment.
  - Be sure to ground the body when handling the LCD modules.
  - Tools required for assembling, such as soldering irons, must be properly grounded.
  - To reduce the amount of static electricity generated, do not conduct assembling and other work under dry conditions.
  - The LCD module is coated with a film to protect the display surface. Exercise care when peeling off this protective film since static electricity may be generated.
9. Do not alter, modify or change the the shape of the tab on the metal frame.
10. Do not make extra holes on the printed circuit board, modify its shape or change the positions of components to be attached.
11. Do not damage or modify the pattern writing on the printed circuit board.
12. Absolutely do not modify the zebra rubber strip (conductive rubber) or heat seal connector
13. Except for soldering the interface, do not make any alterations or modifications with a soldering iron.
14. Do not drop, bend or twist LCM.

### 8.2 Storage

1. Store in an ambient temperature of 5 to 45 C, and in a relative humidity of 40% to 60%. Don't expose to sunlight or fluorescent light.
2. Storage in a clean environment, free from dust, active gas, and solvent.
3. Store in antistatic container.

## 9 Limited Warranty

- 1.Our warranty liability is limited to repair and/or replacement. We will not be responsible for any consequential loss.
- 2.If possible, we suggest customer to use up all LCD modules as soon as possible. If the LCD module storage time over twelve months, we suggest to recheck it before being used.
- 3.Any product issues must be feedback to TSD within 12 months since delivery, otherwise, we will not be responsible for the subsequent or consequential events.

## The Netherlands



Elektrostraat 17  
NL-7483 PG Haaksbergen

T: +31 (0)53 573 33 33  
F: +31 (0)53 573 33 30  
E: [nl@texim-europe.com](mailto:nl@texim-europe.com)

## Belgium



Zuiderlaan 14 bus 10  
B-1731 Zellik

T: +32 (0)2 462 01 00  
F: +32 (0)2 462 01 25  
E: [belgium@texim-europe.com](mailto:belgium@texim-europe.com)

## UK & Ireland



St. Mary's House, Church Lane  
Carlton Le Moorland  
Lincoln LN5 9HS

T: +44 (0)1522 789 555  
F: +44 (0)845 299 22 26  
E: [uk@texim-europe.com](mailto:uk@texim-europe.com)

## Germany North



Bahnhofstrasse 92  
D-25451 Quickborn

T: +49 (0)4106 627 07-0  
F: +49 (0)4106 627 07-20  
E: [germany@texim-europe.com](mailto:germany@texim-europe.com)

## Germany South



Martin-Kollar-Strasse 9  
D-81829 München

T: +49 (0)89 436 086-0  
F: +49 (0)89 436 086-19  
E: [germany@texim-europe.com](mailto:germany@texim-europe.com)

## Austria



Warwitzstrasse 9  
A-5020 Salzburg

T: +43 (0)662 216 026  
F: +43 (0)662 216 026-66  
E: [austria@texim-europe.com](mailto:austria@texim-europe.com)

## Nordic region



Sdr. Jagtvej 12  
DK-2970 Hørsholm

T: +45 88 20 26 30  
F: +45 88 20 26 39  
E: [nordic@texim-europe.com](mailto:nordic@texim-europe.com)

## Italy



Via Matteotti 43  
IT-20864 Agrate Brianza (MB)

T: +39 (0)39 971 3293  
F: +39 (0)39 971 3293  
E: [italy@texim-europe.com](mailto:italy@texim-europe.com)

## General information



[info@texim-europe.com](mailto:info@texim-europe.com)  
[www.texim-europe.com](http://www.texim-europe.com)