

Oral Presentation

## [EP2/DES4]Advanced Electronic Paper Displays and Systems

Chair: Norihisa Kobayashi (Chiba Univ.)

Co-Chair: Haruhiko Okumura (Toshiba)

Thu. Nov 28, 2019 9:00 AM - 10:35 AM Room 107 (1F)

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9:25 AM - 9:50 AM

### [EP2/DES4-2(Invited)]Reflective Electro-Wetting Displays for Out Of Home Display Applications

\*Doeke J Oostra<sup>1</sup> (1. Etulipa (Netherlands))

Keywords:reflective displays, electro-wetting display technology, digital out of home displays, sunlight readability, energy consumption

Etulipa develops reflective digital displays for out of home advertisement using electro-wetting display technology. The black and white character application for electronic changeable copy boards is tested in the field. A matrix panel has been developed for full color displays. The panel has been designed for a seamless experience.