

New Memory in Pixel LCD Features 64-Colors, Super Low-Power, and High Reflectivity for Portable Applications

MONTVALE, N.J. – May 6, 2025—Today, Sharp announced its new high-contrast, highly-reflective 3.5-inch (diagonal) 64-color Memory in Pixel display. The display (part number LS035Q7DD01) renders color at 18% NTSC and is 9.0% reflective, which makes images pop even in direct sunlight or high ambient lighting scenarios. It features an 18Hz refresh rate for smooth animations and transitions, and its low-power operation requires just 1uW for a static image hold and 23uW for a 1Hz update.

This display module is ideal for handheld, remote, and battery powered products including:

- Industrial security/keypad, metering, detection
- HVAC UI control
- Small marine peripheral devices
- Consumer wearables and sports computers
- Portable and wearable medical devices
- Remote, battery-powered devices
- IOT devices w/user interface

Memory LCD Technology

Sharp helped pioneer LCDs for the wearable market, introducing its first monochrome Memory LCD graphic displays in 2009. Memory LCDs feature embedded 1-bit memory in each pixel, which results in minimal power usage from the display's single supply, even while updating images. A lightweight, thin, two-glass design, monolithic driver circuitry and simple 3-wire SPI I/F connectivity, ease the design process. Next-generation 64-color technology still incorporates monolithic drive circuitry and adds a 6-bit digital I/F.

Sharp's Memory LCD Suite

In addition to the new 3.5-inch Memory LCD, Sharp's expansive Memory LCD line-up includes the following diagonal sizes: 1.08-inch, 1.19-inch (64-color), 1.26-inch, 1.28-inch, 1.29-inch (64-color), 1.39-inch, 1.80-inch, 2.13-inch (64-color), 2.16-inch, 2.7-inch, 3.16-inch, and 4.4-inch. Sharp customers benefit from support by a network of Manufacturer's Representatives throughout North America.

Availability and Pricing

Visit our Contact page to find a Sharp Representative or Distributor in your area for sample parts and pricing.

About Sharp Electronics Corporation, Device Division

Sharp Electronics Corporation, Device Division (SECD) drives innovative LCD components to market. The world's leading manufacturers of consumer and business technologies look to Sharp for the products, expertise, and worldwide support they need to make their visions a reality. For more information, visit us at www.sharpsecd.com.