# Product Specification

## Product Name:IIIB013021B

## Product Code:I013021B

## Rev: V0

| Customer | |  |
|---|---|---|
| Approved by Customer | | Approved Date | |

| Designed By | Check By | Approved By | |
|---|---|---|---|
| | | R&D | QA |
| 夏训 | 左义 2017.8.1) | 朗立波 2017.8.17 | 朱剑月 |

## Records of Revision

| Date | Rev. | Description | Page | Remarks |
|------|------|-------------|------|---------|
| 2017/8/15 | V0 | Initial Released | | |
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## Table of Contents

# 1 General Description

This display module is a transmissive type color active matrix TFT(Thin Film Transistor) liquid crystal display (LCD) that uses amorphous silicon TFT as a switching device. This module is composed of a TFT LCD module, a driver circuit, and a back-light unit.The resolution of a 1.3" contains 240(RGB)X240 dots and can display up to 262k colors.

# 2 Module Parameter

| Features | Details | Unit |
|---|---|---|
| Display Size(Diagonal) | 1.3 | inch |
| LCD type | α-Si TFT | - |
| Display Mode | IPS / Transmissive / Normally Black | - |
| Resolution | 240RGB x 240 | - |
| View Direction | All | Best image |
| Module Outline | 26.85(H) ×29.55(V)×1.5(T)　(Note 1 ) | mm |
| TP Outline | N/A | mm |
| TP Viewing Area | N/A | mm |
| TP Active Area | N/A | mm |
| Active Area | 23.4 (H)×23.4(V) | mm |
| Viewing Area | N/A | mm |
| Display Colors | 262K | - |
| Interface | 4-SPI | - |
| Driver IC | ST7789V | - |
| Operating Temperature | -20～70 | ℃ |
| Storage Temperature | -30～80 | ℃ |
| Weight | TBD | g |

Note 1: Excluding hooks, posts , FPC/FPC tail etc.

# 3 Mechanical Drawings
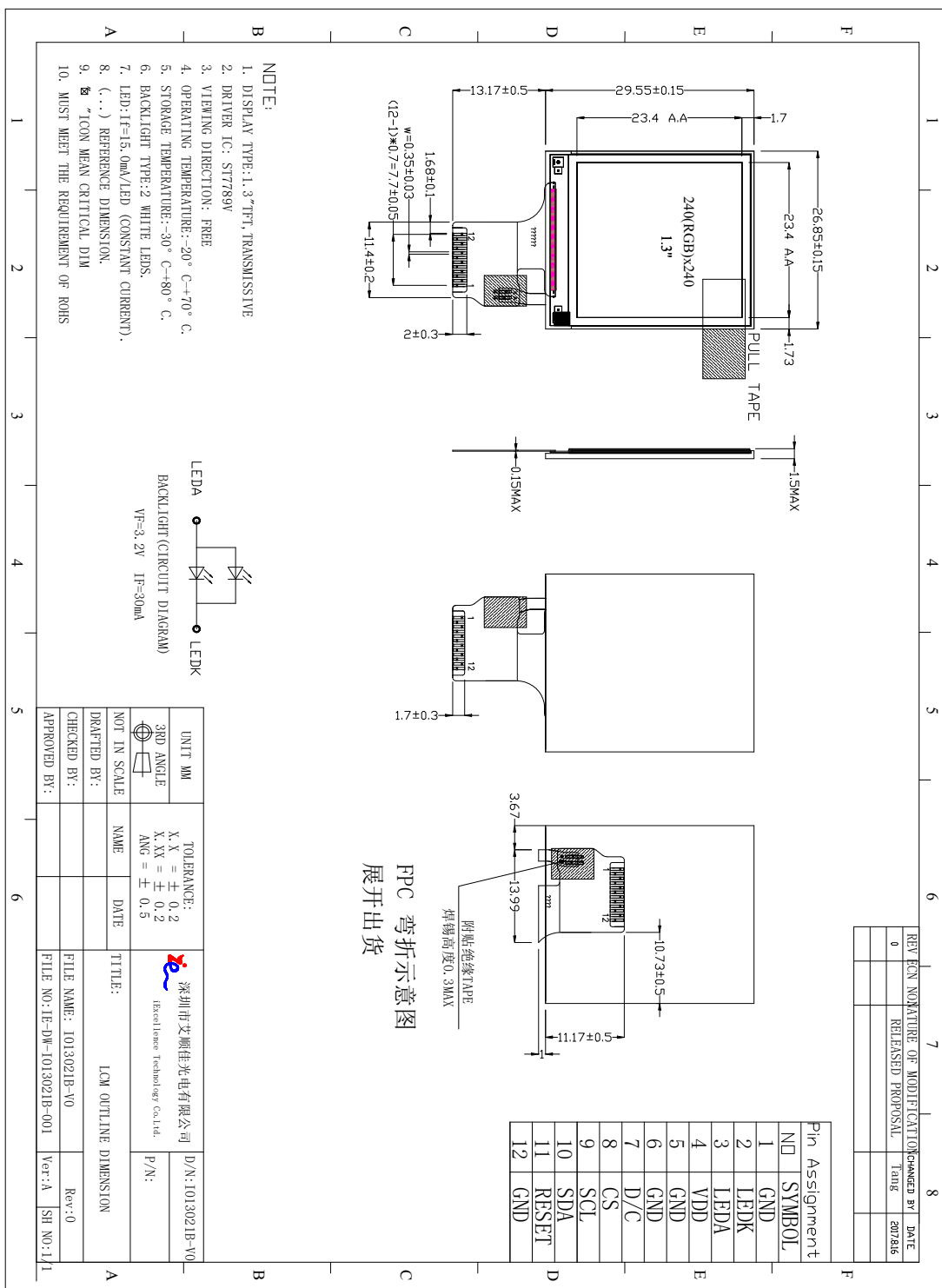
## 4 Module Interface

| NO | SYMBOL | FUNCTION |
|----|--------|----------|
| 1 | GND | Power Ground |
| 2 | LEDK | LED Anode |
| 3 | LEDA | LED Cathode |
| 4 | VDD | Power Supply for Analog, VDD=2.5V~3.3V. |
| 5-6 | GND | Power Ground |
| 7 | D/C | Display data/command selection pin in 4-line serial interface. |
| 8 | CS | Chip selection pin; Low enable, High disable. |
| 9 | SCL | This pin is used to be serial interface clock. |
| 10 | SDA | SPI interface input/output pin. The data is latched on the rising edge of the SCL signal. |
| 11 | RESET | This signal will reset the device and it must be applied to properly initialize the chip. Signal is active low. |
| 12 | GND | Power Ground |

## 5 Application Circuit

**5-1Line SPI Interface**
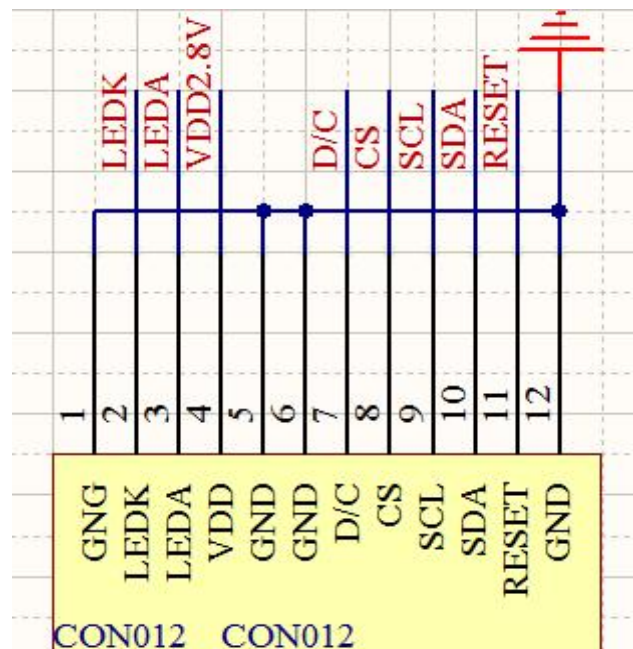
**Backlight recommended circuit**

Motherboard driver backlight is need constant current circuit, if the rated voltage screen after light brightness difference.Current and power consumption of the machine are inconsistent, so recommend a backlight driving circuit is best rated current.It is recommended to use IC (AW9364). The reference circuit is as follows：
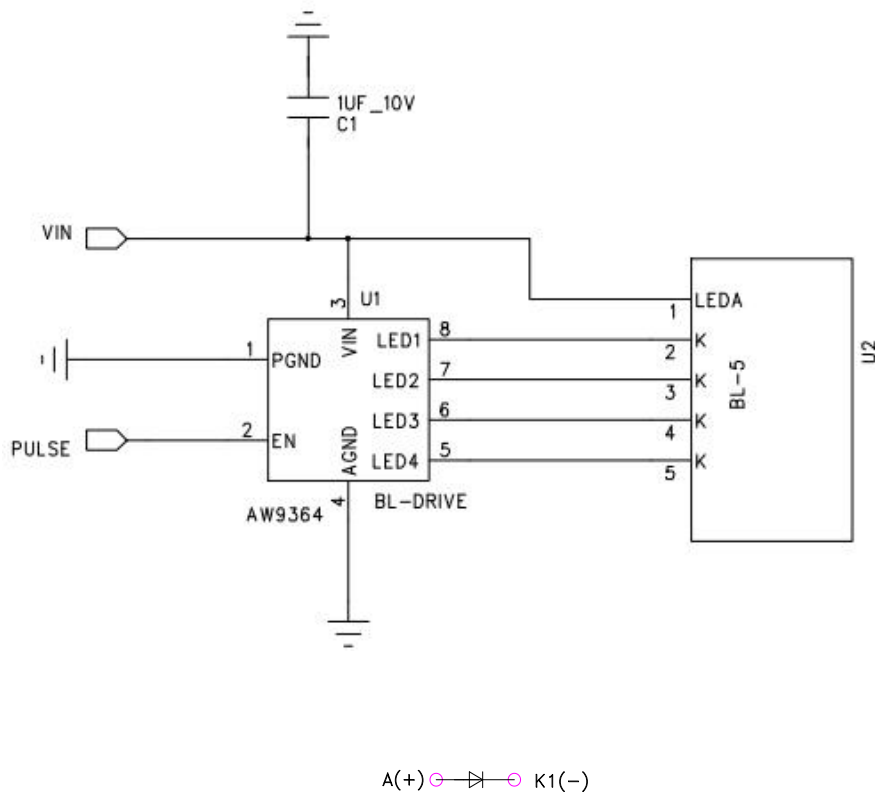


Note: constant current circuit for every LED,and though LED lamp current is less than 20mA.Recommand between 15mA and 20 mA for every LED.

# 6 Absolute Maximum Ratings

VSS=0V, Ta=25ºC

| Item | | Symbol | Min. | Max. | Unit |
|---|---|---|---|---|---|
| Supply Voltage | Power supply | VDD | -0.3 | +4.6 | V |
| | Analog | - | - | - | V |
| | IO | IOVDD | -0.3 | +4.6 | V |
| Input Voltage | | Vi | -0.3 | IOVDD+0.3 | V |
| Storage temperature | | $T_{stg}$ | -30 | +80 | ºC |
| Operating temperature | | $T_{op}$ | -20 | +70 | ºC |
| Storage humidity | | $H_{stg}$ | 10 | Note 1 | %RH |
| Operating humidity | | $H_{op}$ | 10 | Note 1 | %RH |

Note 1: 90%RH max, If Ta is below 50ºC; 60%RH max, If Ta is over 60ºC.

# 7 Electrical Specification

DC Characteristics

| Item | | Symbol | Min. | Typ. | Max. | Unit |
|---|---|---|---|---|---|---|
| Supply Voltage | Power supply | VDD | 2.4 | 2.8 | 3.3 | V |
| | Analog | VCI | 2.4 | 2.8 | 3.3 | V |
| | IO | IOVDD | 1.65 | 1.8/2.8 | 3.3 | V |
| Logic Low input voltage | | $V_{IL}$ | -0.3IOVDD | - | 0.3IOVDD | V |
| Logic High input voltage | | $V_{IH}$ | 0.7IOVDD | - | IOVDD | V |
| Logic Low output voltage | | $V_{OL}$ | - | - | 0.2IOVDD | V |
| Logic High output voltage | | $V_{OH}$ | 0.8IOVDD | - | - | V |
| Current Consumption | Normal display | Ivdd | - | 15 | - | mA |
| | Standby mode | Ivdd | - | 9 | - | uA |
| Frame Frequency | | $f_{FR}$ | - | 60 | - | Hz |

# 8 AC Characteristics

Reset timing and interface timing:
Please refer to IC datasheet.

# 9 Command Table

Please refer to IC datasheet.

# 10 Recommended Setting and Initialization Flow for Reference

Please refer to attached file.

## 11 Optical Specifications

### 11.1 Optical Specifications

Ta=25ºC, VDD=2.8V, TN LC+ Polarizer

| Item | | Symbol | Condition | Specification | | | Unit |
|---|---|---|---|---|---|---|---|
| | | | | Min. | Typ. | Max. | |
| Backlight On (Transmissive Mode) | Luminance on surface( $I_f$ =20mA) | $Lv$ | Normally viewing angle $\theta_X = \theta_Y$ =0º | 300 | 350 | - | cd/m² |
| | Contrast ratio | $CR$ | | - | 600 | - | - |
| | Response time | $T_R$ | | - | 10 | 20 | ms |
| | | $T_F$ | - | - | 20 | 30 | |
| | Chromaticity Transmissive — Red | $X_R$ | - | 0.614 | 0.644 | 0.674 | - |
| | | $Y_R$ | | 0.290 | 0.320 | 0.350 | - |
| | Green | $X_G$ | | 0.270 | 0.300 | 0.330 | - |
| | | $Y_G$ | | 0.540 | 0.570 | 0.600 | - |
| | Blue | $X_B$ | | 0.104 | 0.134 | 0.164 | - |
| | | $Y_B$ | | 0.097 | 0.127 | 0.157 | - |
| | White | $X_W$ | | 0.267 | 0.297 | 0.327 | - |
| | | $Y_W$ | | 0.302 | 0.332 | 0.362 | - |
| | Viewing Angle — Horizontal | $\theta_{X+}$ | Center CR≥10 | - | 80 | - | Deg. |
| | | $\theta_{X-}$ | | - | 80 | - | |
| | Vertical | $\theta_{Y+}$ | | - | 80 | - | |
| | | $\theta_{Y-}$ | | - | 80 | - | |
| NTSC Ratio(Gamut) | | - | - | - | 60 | - | % |

**11.2 Definition of Response Time**

11.2.1 Normally Black Type (Negative)
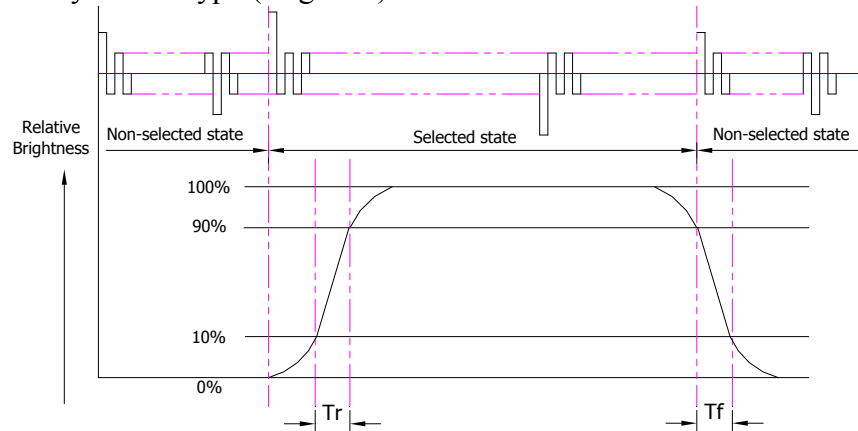


Tr is the time it takes to change form non-selected state with relative luminance 10% to selected state with relative luminance 90%;

Tf is the time it takes to change from selected state with relative luminance 90% to non-selected state with relative luminance 10%.

11.2.2 Normally White Type (Positive)
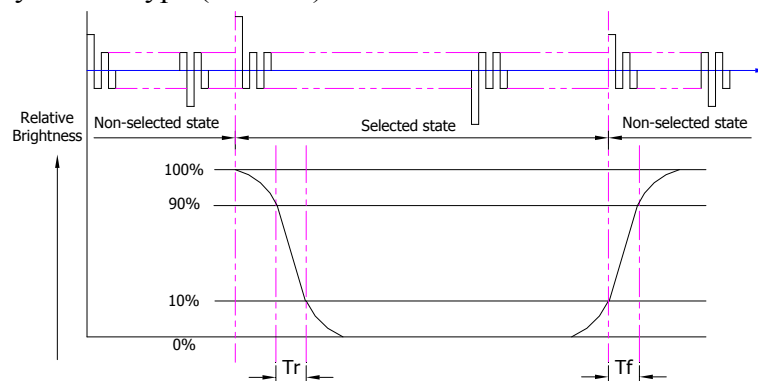


Tr is the time it takes to change form non-selected state with relative luminance 90% to selected state with relative luminance 10%;

Tf is the time it takes to change from selected state with relative luminance 10% to non-selected state with relative luminance 90%;

**11.3 Definition of Contrast Ratio**

Contrast is measured perpendicular to display surface in reflective and transmissive mode. The measurement condition is:

| | |
|---|---|
| Measuring Equipment | BM-7 or EQUI |
| Measuring Point Diameter | 3mm//1mm |
| Measuring Point Location | Active Area centre point |
| Test pattern | A: All Pixels white |
| | B: All Pixel black |
| Contrast setting | Maximum |

Definitions: CR (Contrast) = Luminance of White Pixel / Luminance of Black Pixel
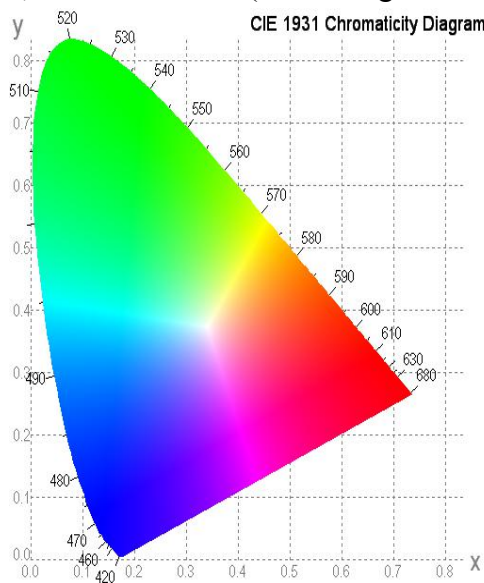
### 11.4 Definition of Viewing Angles
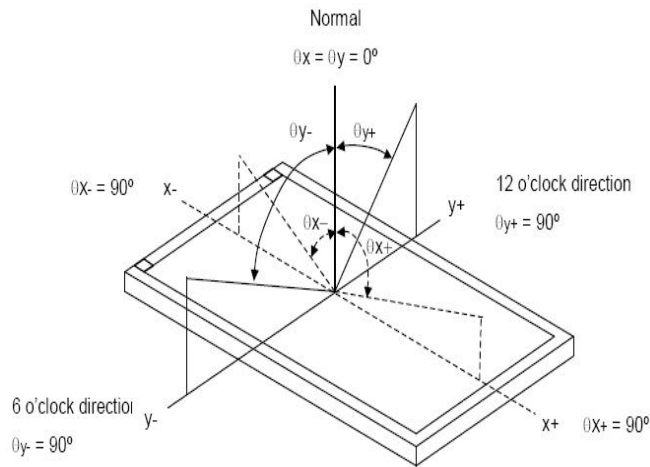


Measuring machine: LCD-5100 or EQUI

### 11.5 Definition of Color Appearance

R,G,B and W are defined by (x, y) on the IE chromaticity diagram

NTSC=area of RGB triangle/area of NTSC triangleX100%

Measuring picture: Red, Green, Blue and White (Measuring machine: BM-7)



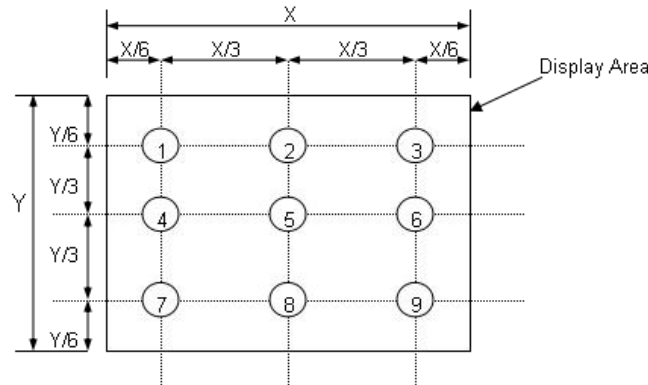### 11.6 Definition of Surface Luminance, Uniformity and Transmittance

Using the transmissive mode measurement approach, measure the white screen luminance of the display panel and backlight.

11.6.1 Surface Luminance: LV = average (LP1:LP9)

11.6.2 Uniformity = Minimal (LP1:LP9) / Maximal (LP1:LP9) * 100%

11.6.3 Transmittance = LV on LCD / LV on Backlight * 100%

Note :Measuring machine:BM-7

# 12 Quality Assurance

### 12.1 Purpose

This standard for Quality Assurance assures the quality of LCD module products supplied to customer by Iexcellence display.

### 12.2 Agreement Items

Iexcellence and customer shall negotiate if the following situation occurs:

12.2.1 Discrepancies between Iexcellence 's QA standards and customer's QA standards.

12.2.2 Additional requirement to be added in product specification.

12.2.3 Any other special problem.

### 12.3 Standard of the Product Visual Inspection

12.3.1 Appearance inspection:

12.3.1.1 The inspection must be under illumination about 1000 – 1500 lx, and the distance of view must be at 30cm ± 2cm.

12.3.1.2 The viewing angle should be 45° from the vertical line without reflection light or follows customer's viewing angle specifications.

12.3.1.3 Definition of area: A Zone: Active Area, B Zone: Viewing Area.
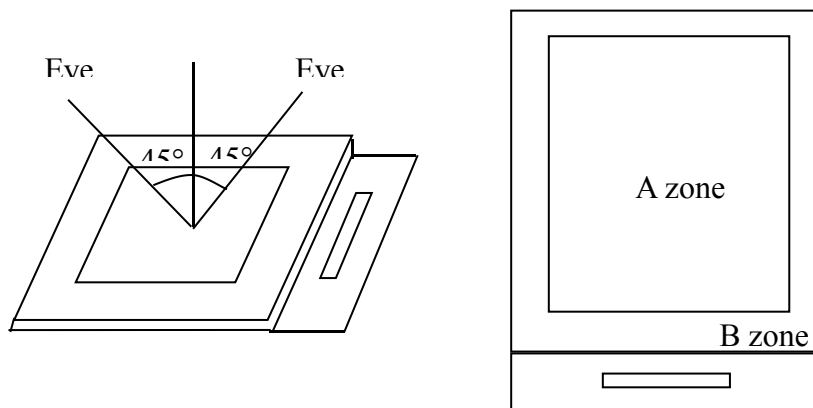


12.3.2 Basic principle:A set of sample to indicate the limit of acceptable quality level must be discussed by both Iexcellence and customer when there is any dispute happened.
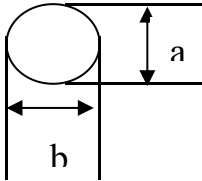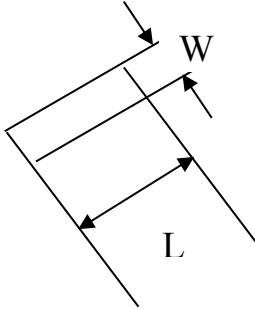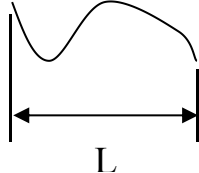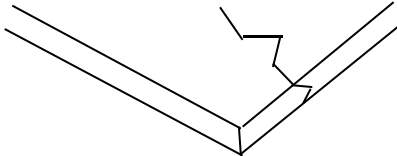
### 12.4 Inspection Specification
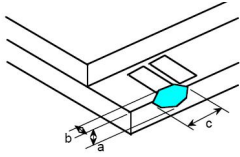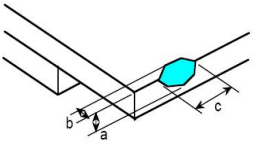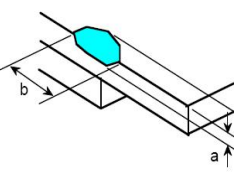
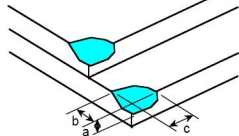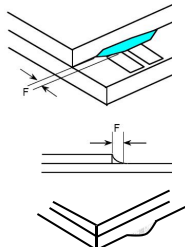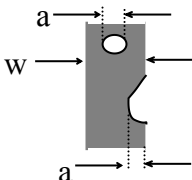Sampling plan according to GB/T2828.1-2012/ISO 2859-1：1999 and ANSI/ASQC Z1.4-1993,normal level 2 and based on:

Major defect: AQL 0.65

Minor defect: AQL 1.5

| No. | Item | Criteria (Unit: mm) | | |
|---|---|---|---|---|
| 01 | Black / White spot Foreign material (Round type) Pinholes Stain Particles inside cell. (Minor defect) |  $\varphi = (a + b)/2$ | Size＼Area | Acc. Qty |
| | | | $\varphi \leq 0.10$ | Ignore |
| | | | $0.10 < \varphi \leq 0.15$ | 2 |
| | | | $0.15 < \varphi \leq 0.20$ | 1 |
| | | | $0.20 < \varphi$ | 0 |
| | | | Total | 2  no include $\varphi \leq 0.10$ |
| | | Distance between 2 defects should more than 5mm apart. | | |
| 02 | Black and White line Scratch Foreign material (Line type) (Minor defect) |  | | |
| | | Length | Width | Acc. Qty |
| | | / | W ≦ 0.03 | Ignore |
| | | L ≦ 2 | 0.03 ＜ W ≦ 0.05 | 1 |
| | | / | 0.05 ＜ W | 0 |
| | | Total | | 1 |
| | | Distance between 2 defects should more than 3mm apart. Scratches not viewable through the back of the display are acceptable. | | |

| No. | Item | Criteria (Unit: mm) |
|---|---|---|
| 03 | Glass Crack (Minor defect) |  LCD with extensible crack line is unacceptable(When press the cracked LCD area, the line will expand, we define it is extensible crack line) |
| 04 | Glass Chipping Pad Area: (Minor defect)  | <table> |
| 05 | Glass Chipping Rear of Pad Area: (Minor defect)  | <table> |
| 06 | Glass Chipping Except Pad Area: (Minor defect)  | <table> |

Item 04 criteria:

| Length and Width | Acc. Qty |
|---|---|
| c $<$ 5.0, b$<$ 0.4 | Ignore |

Item 05 criteria:

| Length and Width | Acc. Qty |
|---|---|
| c $>$ 3.0, b$<$ 1.0 | 1 |
| c$<$ 3.0, b$<$ 1.0 | 2 |
| c$<$ 3.0, b$<$ 0.5 | 4 |
| a$<$Glass Thickness | |

Item 06 criteria:

| Length and Width | Acc. Qty |
|---|---|
| c $\leq$0.6, b$<$ 5.0 | Ignore |
| a$<$Glass Thickness | |

| No. | Item | Criteria (Unit: mm) |
|---|---|---|
| 07 | Glass Corner Chipping: (Minor defect)  | <table><tr><td>Length and Width</td><td>Acc. Qty</td></tr><tr><td>c < 2.0, b< 1.5</td><td>Ignore</td></tr><tr><td>c < 1.5, b< 2</td><td>Ignore</td></tr><tr><td colspan="2">a<Glass Thickness</td></tr></table> |
| 08 | Glass Burr: (Minor defect)  | Glass burr don't affect assemble and module dimension.<br><br><table><tr><td>Length</td><td>Acc. Qty</td></tr><tr><td>F < 0.5</td><td>Ignore</td></tr></table> |
| 09 | FPC Defect: (Minor defect)  | 9.1 Dent, pinhole width a<w/3.<br>(w: circuitry width.)<br>9.2 Open circuit is unacceptable.<br>9.3 No oxidation, contamination and distortion. |
| 10 | Bubble on Polarizer (Minor defect) | <table><tr><td>Diameter</td><td>Acc. Qty</td></tr><tr><td>φ≤0.10</td><td>Ignore</td></tr><tr><td>0.1 <φ≤0.2</td><td>1</td></tr><tr><td>0.2 < φ</td><td>None</td></tr></table> |
| 11 | Dent on Polarizer (Minor defect) | <table><tr><td>Diameter</td><td>Acc. Qty</td></tr><tr><td>φ≤0.10</td><td>Ignore</td></tr><tr><td>0.1 <φ≤0.2</td><td>1</td></tr><tr><td>0.2 < φ</td><td>None</td></tr></table> |
| 12 | Bezel | 12.1 No rust, distortion on the Bezel.<br>12.2 No visible fingerprints, stains or other contamination. |

| No. | Item | Criteria (Unit: mm) |
|---|---|---|
| 13 | Touch Panel | D: Diameter    W: width    L: length<br>13.1 Spot: D≤0.20 is acceptable<br>　　　　　0.20<D≤0.3, acceptable QTY, 3<br>2dots are acceptable and the distance between defects should more than 10 mm.<br>　　　　　D>0.3 is unacceptable<br>13.2 Dent: D>0.30 is unacceptable<br>13.3 Scratch: W≤0.03, L≤10 is acceptable,<br>　　　　　0.03<W≤0.10, L≤10 ,acceptable QTY, 3<br>Distance between 2 defects should more than 10 mm.<br>　　　　　W>0.10 is unacceptable. |
| 14 | PCB | 14.1 No distortion or contamination on PCB terminals.<br>14.2 All components on PCB must same as documented on the BOM/component layout.<br>14.3 Follow IPC-A-600F. |
| 15 | Soldering | Follow IPC-A-610C standard |
| 16 | Electrical Defect (Major defect) | The below defects must be rejected.<br>16.1 Missing vertical / horizontal segment,<br>16.2 Abnormal Display.<br>16.3 No function or no display.<br>16.4 Current exceeds product specifications.<br>16.5 LCD viewing angle defect.<br>16.6 No Backlight.<br>16.7 Dark Backlight.<br>16.8 Touch Panel no function.<br>16.9 Dark Dot –one Allowed.<br>16.10 Bright Dot – one Allowed.<br>Remark:<br>1. A pixel defect is acceptable if one color is none functional and causes a bright dot. The display may have one case where one color is out and cause a dark dot.<br>2. Bright dot caused by scratch and foreign object accords to item1. |

Remark: Visual and cosmetic defects are rejectable only if these fall within the LCD viewing area.

### 12.5 Classification of Defects

Visual defects (Except no / wrong label) are treated as minor defect and electrical defect is major.

### 12.6 Identification/marking criteria

Any unit with illegible / wrong /double or no marking/ label shall be rejected.

### 12.7 Packing

12.7.1 There should be no damage of the outside carton box, each packaging box should has label in the correct location per packing drawing requirement.

12.7.2 All direct package materials shall offer ESD protection.

## 13 Reliability Specification

| Item | Condition | Cycle Time | Quantity | Remark |
|---|---|---|---|---|
| Constant Temp. and Constant Humidity Operation Test | +40 ± 3ºC,90 ± 3%RH | 120hrs | -- | *1 |
| High Temp. Operation Test | +70 ± 3ºC | 120hrs | -- | |
| Low Temp. Operation Test | -20 ± 3ºC | 120hrs | -- | |
| Thermal Shock Test | -20 ± 3ºC (30min) +70 ± 3ºC (30min) | 10cycles | -- | |
| ESD Test(end product) | 150pF, 330Ω, ±2KV, Contact  150pF, 330Ω, ±6KV, Air | 10times | -- | *2, *3 |
| Vibration Test (for packaging) | Frequency: 10Hz to 55Hz to10Hz,Swing:1.5mm,time：X,Y,Z each 2H. | 6hrs | One inner carton | *4 |

Note 1.  For humidity test, DI water should be used.

Inspection Standard: Inspect after 1-2hrs storage at room temperature, the sample shall be free from the following defects:
- Air bubble in the LCD
- Seal Leakage
- Non-display
- Missing Segment
- Glass Crack
- IDD is greater than twice initial value.
- Others as per QA Inspection Criteria

Note 2.  No defect is allowed after testing

The End Product ESD value is only indicative and depends on customer ESD

protection design for the whole system.

Note 3.  ESD should be applied to LCD glass panel, not other areas (such as on IC and so on) IDD should be within twice initial value.

In case of malfunction defect caused by ESD damage, if it would be recovered to normal state after resetting, it would be judged as a good part.

Note 4.  Only upon request.

# 14  Precautions and Warranty

## 14.1  Safety

14.1.1 The liquid crystal in the LCD is poisonous. Do not put it in your mouth. If the liquid crystal touches your skin or clothes, wash it off immediately using soap and water.

14.1.2 Since the liquid crystal cells are made of glass, do not apply strong impact on them. Handle with care.

## 14.2  Handling

14.2.1 Reverse and use within ratings in order to keep performance and prevent damage.

14.2.2 Do not wipe the polarizer with dry cloth, as it might cause scratch. If the surface of the LCD needs to be cleaned, wipe it swiftly with cotton or other soft cloth soaked with petroleum IPA, do not use other chemicals.

## 14.3  Operation

14.3.1 Do not drive LCD with DC voltage

14.3.2 Response time will increase below lower temperature

14.3.3 Display may change color with different temperature

14.3.4 Mechanical disturbance during operation, such as pressing on the display area, may cause the segments to appear "fractured".

## 14.4  Static Electricity

14.4.1 CMOS LSIs are equipped in this unit, so care must be taken to avoid the electro-static charge, by ground human body, etc.

14.4.2 The normal static prevention measures should be observed for work clothes and benches.

14.4.3 The module should be kept into anti-static bags or other containers resistant to static for storage.

## 14.5  Limited Warranty

14.5.1 Unless otherwise agreed between iExcellence and customer, iExcellence will replace or repair any of its LCD and LCM which iExcellence found to be defective electrically and visually when inspected in accordance with iExcellence Quality Standards, for a period of one year from date of shipment.

14.5.2 The warranty liability of iExcellence is limited to repair and/or replacement. iExcellence will not be responsible for any consequential loss.

14.5.3 If possible, we suggest you use up all modules in six months. If the module storage time over twelve months, we suggest that recheck it before the module be used.

# 15  Packaging

TBD

# 16  Prior Consult Matter

1. For iExcellence standard products, we keep the right to change material, process for improving the product property without prior notice to our customer.

2. For OEM products, if any changes are needed which may affect the product property, we will consult with our customer in advance.

3. If you have special requirement about reliability condition, please let us know before you start the test on our samples.

## Reference

| Item | Description | Revision |
|------|-------------|----------|
| ST7789V | IC Data sheet | ST7789V |
| I013021B | LCM assembly drawing | V0 |