

# Products & Services << Easy to Use Products >>

## Super Clear Display Technology

### Customer Benefits

- With our super bright display you are able to see the screen clearly even under direct sunlight.

### WhiteMagic™

- The latest display panel (WhiteMagic™- 900 candela) exceeds the brightness of conventional LCDs.

It delivers a clear bright display even under direct sunlight and reduces battery consumption.

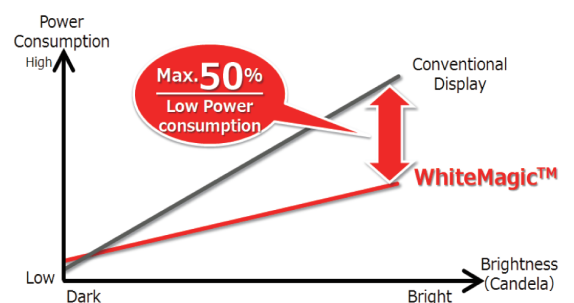
- **Adding “White” element combines brightness and battery conservation**

Conventional LCDs display colours by adding Red, Green and Blue light together to reproduce a broad array of colours. WhiteMagic™ technology adds White as a fourth element, thereby not only brightening the display but also delivering reduced power consumption.

- **Not only brighter but smarter.**

Compared with a conventional TFT panel WhiteMagic™ delivers 50% less power consumption even at the highest brightness.

“WhiteMagic™” is trademark of Japan Display Inc.



### Vibrant display

- The illumination sensor detects you are outdoors. The contrast and brightness are then automatically adjusted making the screen easier to see.

This pamphlet is translated based on the Japanese local pamphlet.  
 Some contents inside are reference information for Japan local only. (Cost/Patent, etc)  
 If you need further information, please contact our sales representative in your region.  
<http://www.fujitsu.com/global/>