

Press Release

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Tianma Introducing Wide Range of Automotive Display Technologies at CES 2025

Chino, CA, January 9, 2025 – [Tianma](#), a leading global manufacturer of flat panel displays, is featuring an expanded portfolio of display technologies for the automotive market at [CES, West Hall Meeting Rooms – W323](#), Las Vegas, Nevada, January 7-10.

Highlighted OLED and Micro-LED products include: Dual-Screen Multi-Curved Color-Matched OLED Display; 3D Instrument Cluster; 12.3" LTPS Mini-LED InvisiVue™ Display; Integrated Reflective Imaging System (IRIS) Panoramic Head-Up Display; and a new Light Field 3D-HUD.

Dual-Screen Multi-Curved Color-Matched OLED Display

Tianma's Dual-Screen Multi-Curved Color-Matched OLED Display, developed in conjunction with Corning, offers unparalleled visual clarity in automotive applications. This innovative true-black display features a unique multi-curvature design, with a left curvature radius of R800mm for optimal driver focus, a middle curvature radius of R1140mm, and a right curvature radius of R2160mm to accommodate the passenger.

The system seamlessly bonds two color-matched 13" OLED displays to the multi-curve cover glass made possible with Corning® ColdForm™ Technology. The result is a single, continuous screen providing an enhanced visual experience.

Equipped with advanced Stacked Layered OLED Device (SLOD) technology, this display is not only thinner and lighter but also boasts an extended lifespan, making it the perfect choice for modern vehicle interior design.

12.3" 3D Instrument Cluster

The 12.3" 3D Instrument Cluster is the industry's first automotive instrument display screen that employs liquid crystal prism technology to achieve 2D/3D switchable functionality. It is also the first automotive display screen to achieve 500 pixels per inch (PPI). This instrument

cluster offers real-time adjustable 3D depth, along with lossless switching between 2D and 3D modes. Additionally, the module adopts Tianma's own light field rendering technology, providing drivers with a stable, continuous and comfortable 3D visual experience.

12.3" LTPS High Transmissivity InvisiVue™ Mini-LED

This display features a highly transmissive decorative layer that looks like brushed metal or wood grain in the non-operating state, while the active area of the display is invisible to the user. When the display is turned on, only the image content emerges through the 80% transmissive decorative layer. The combination of a Mini-LED backlight and the high-transmissivity decorative layer yields a high-quality image for improved visual perception and user experience.

Integrated Reflective Imaging System (IRIS) Panoramic-HUD

The IRIS PHUD, independently developed by Tianma with its sophisticated optical path design, precisely projects images to the bottom edge of the vehicle's windshield. It can adopt a triple-screen or large-size bar-shaped display layout, comprehensively covering the visual range of the driver, the center console area, and the front passenger.

Light Field 3D Head-Up Display (HUD)

The 4.1" Light Field 3D-HUD is the industry's first 3D-HUD display product utilizing light field rendering technology. It combines an advanced 3D picture generation unit (PGU) with an augmented reality (AR) HUD platform to provide users with realistic 3D scenes and natural depth perception effects. Compared to traditional 2D images, the 3D-HUD offers a more intuitive and immersive AR experience.

Tianma is hosting visitors at their booth in [West Hall Meeting Rooms – W323](#). More information is also available in the Tianma press kit, accessible online at usa.tianma.com/press



Dual-Screen Multi-Curved Color-Matched OLED Display, with support from Corning



Tianma's Cockpit Demo features: a 12.3" 3D Instrument Cluster; 12.3" LTPS High Transmissivity InvisiVue™ Mini-LED; and Integrated Reflective Imaging System (IRIS) Panoramic-HUD.

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Light Field 3D Head-Up Display (HUD)

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About Tianma America, Inc.

Tianma America (TMA) is the leading provider of small- to medium-size display solutions to the Americas market utilizing advanced technologies and manufacturing resources of the Tianma Group Companies, which includes R&D and manufacturing locations in Chengdu, Wuhan, Xiamen, Wuhu, Shenzhen and Shanghai China. Tianma America technologies can be found in automotive cockpit and rear seat entertainment devices, smartphones, tablet PCs, industrial and medical instrumentation, wearables, home automation, household appliances, and office equipment. Additional applications include test and measurement systems, instrumentation equipment, point-of-sale and ATM systems, gaming systems, global positioning systems, radio-frequency identification devices and barcode scanners.

Tianma America's technology portfolio comprises: Micro-LED; a-Si, LTPS and Oxide-TFT LCD; rigid, flexible and transparent AM-OLED; 3D, PCAP and In-cell/On-cell integrated touch. With a network of best-in-class distributors and value-added partners, Tianma America

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provides complete display module solutions for a broad base of customers and applications. For more information, visit us at usa.tianma.com or connect with us on [LinkedIn](#).

The content in this press release, including, but not limited to, product prices and specifications, is based on the information as of the date indicated on the document, but may be subject to change without prior notice.

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