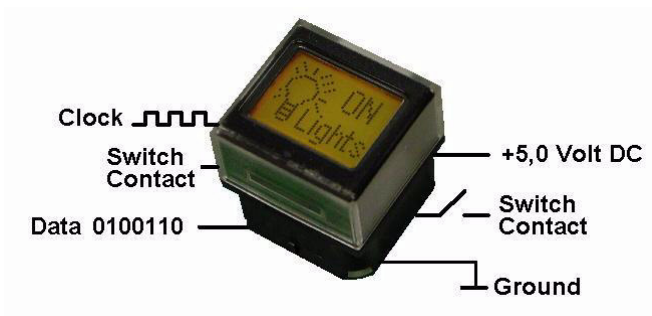


## SK Interfaces ScreenKeys from the Rubin Group



ScreenKeys are Programmable LCD push-button key switches with multi-color LED backlighting



### ScreenKeys Features

- Display text, graphical images & Animations
- Fully programmable with simple command interface
- Red/Green and Red/Green/Blue LED Backlighting
- Displays up to 4 lines of text
- Easy Integration due to simple hardware requirements
- Integrated graphics and backlight controller (ASIC)
- No External Display Controller required
- Only 6 contacts per key (2 comms, 2 Vcc, 2 Switch contacts)
- Consistent and uniform backlight illumination
- Tactile and visual feedback to confirm command
- Key switch lifetime of >3 million operations (tactile version)

### ScreenKey Reliability:

- Proven technology with established track record (12 years +)
- All product derivatives in mainstream production
- Extremely high customer satisfaction

### ScreenKey Design Strengths:

- Single-chip ASIC design minimizes potential field failures
- Integrated graphics and LED control in single ASIC package
- Only four wire connections for LCD and LED control
- Established/stable interface command set
- Easy integration into customer OEM designs
- -10°C to +70°C Operating Temperature
- -20°C to +80°C Storage Temperature

### ScreenKey Display Characteristics:

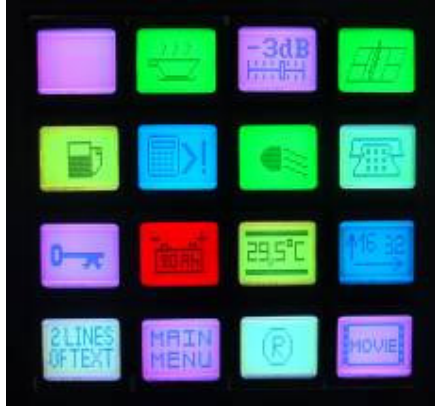
- Integrated graphics and LED control in single ASIC package
- Widest LCD viewing angles in the marketplace
- Best LCD contrast ratio in the marketplace
- Most uniform backlight illumination
- Managed consistency in LED brightness levels
- Only four wire connections for LCD and LED control

### ScreenKey Support Tools:

- Variety of CPU-development kits available
- Variety of Windows-based software development tools available

### Existing and Target Markets

Aerospace, Air Traffic Control, Audio/Video Equipment, Audio/Video Production, Automotive, Broadcasting Production, Gaming/Amusements, Industrial Control Panels, Keyboards/Keypads, Lighting Equipment, Outside Broadcasting, Medical Systems, Media/Broadcasting, Military, Point-of-Sale, Process Control, Stock Trading, Telecommunications, Theatre/Show Equipment.



RGB Trend series offers Red, Green & Blue LED backlighting, Multi-color backlighting options based on RGB spectrum, Identical technical and physical properties as the LC Trend Series, Optimal illumination with 12 integrated LED's, Offered with Tactile Feedback (>3 million operations), -10°C to +70°C Operating Temperature.

### Rubin Group P/L

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