



晶采光電科技股份有限公司  
AMPIRE CO., LTD.

## SPECIFICATIONS FOR LCD MODULE

<b>CUSTOMER</b>	
<b>CUSTOMER PART NO.</b>	
<b>AMPIRE PART NO.</b>	<b>AM-800480SJTMQW-TA0</b>
<b>APPROVED BY</b>	
<b>DATE</b>	

- Approved For Specifications  
 Approved For Specifications & Sample

**AMPIRE CO., LTD.**

**Building A., 4F., No.116, Sec. 1, Sintai 5th Rd., Xizhi Dist,  
New Taipei City 221, Taiwan (R.O.C.)**

**新北市汐止區新台五路一段 116 號 4 樓(東方科學園區 A 棟)**

**TEL:886-2-26967269 . FAX:886-2-26967196 or 26967270**

APPROVED BY	CHECKED BY	ORGANIZED BY

## RECORD OF REVISION

Revision Date	Page	Contents	Editor
2019/06/20	--	New Release	Tank

## 1. Features

7 inch module is a color active matrix thin film transistor (TFT) liquid crystal display (LCD) that uses amorphous silicon TFT as a switching device. This model is composed of a TFT LCD panel, a driving circuit and a back light system. This TFT LCD has a 7.0 (16:9) inch diagonally measured active display area with WVGA (800 horizontal by 480 vertical pixel) resolution.

- (1) Construction: 7" a-Si TFT active matrix, White LED Backlight.
- (2) Resolution (pixel): 800(R.G.B) X 480
- (3) Number of the Colors : 262K colors ( R , G , B 6 bit digital each)
- (4) LCD type : Transmissive , normally White
- (5) Power Supply Voltage: 3.0V for logic voltage.
- (6) Viewing Direction: 6 O'clock ([Gray Inversion](#))
- (7) Interface : LVDS interface

## 2. PHYSICAL SPECIFICATIONS

Item	Specifications	unit
LCD size	7 inch (Diagonal)	
Outline Dimension	165.0(W) x 104.44(H) x 9.265(T)	mm
Number of Pixel	800 RGB (H) x 480 (V)	pixels
Pixel pitch	0.1905 (H) x 0.1905 (V)	mm
Pixel arrangement	RGB Vertical stripe	
Display mode	Normally white	
Brightness	300	cd/m2
Back-light	Single LED (Side-Light type)	

### 3. ABSOLUTE MAX. RATINGS

#### 3-1 Electrical Absolute Rating

##### 3-1-1 TFT LCD Module

Item	Symbol	Values		UNIT	Note
		Min.	Max.		
Power voltage	VCC	-0.5	4.0	V	GND=0V
Voltage range at any terminal		-0.5	VCC+0.3	V	

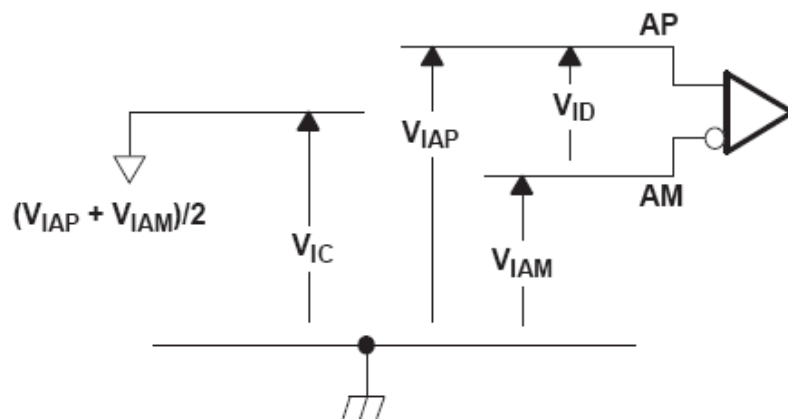
#### 3-2 Environment Absolute Rating

Item	Symbol	Min.	Max.	Unit	Note
Operating Temperature	Topa	-20	70	°C	
Storage Temperature	Tstg	-30	80	°C	

## 4. ELECTRICAL CHARACTERISTICS

### 4-1 TFT LCD Module

		MIN	NOM	MAX	UNIT
$V_{CC}$	Supply voltage	3	3.3	3.6	V
$V_{IH}$	High-level input voltage ( $\overline{SHTDN}$ )	2			V
$V_{IL}$	Low-level input voltage ( $\overline{SHTDN}$ )			0.8	V
$ V_{ID} $	Magnitude differential input voltage	0.1		0.6	V
$V_{IC}$	Common-mode input voltage	$\frac{ V_{ID} }{2}$		$2.4 - \frac{ V_{ID} }{2}$	V

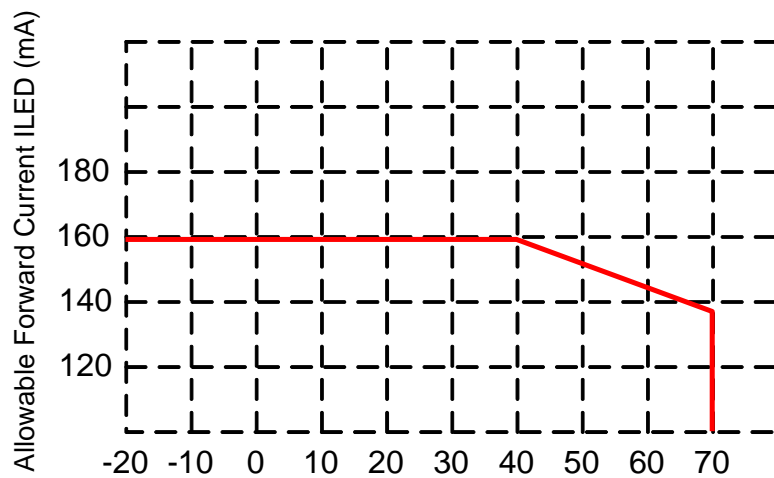
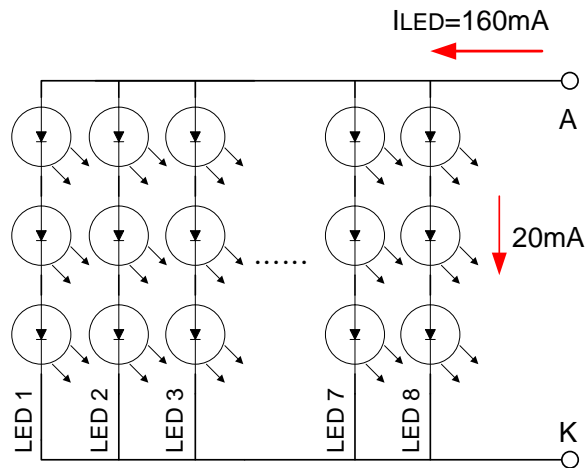


## 4-2 Backlight Unit

Item	Symbol	Min.	Typ.	Max.	Unit	Note
LED voltage	VAK	--	9.9	--	V	$I_{LED} = 160\text{mA}$ $T_a = 25^\circ\text{C}$
LED current	$I_{LED}$	--	160	--	mA	$T_a = 25^\circ\text{C}$
		--	145	--	mA	$T_a = 60^\circ\text{C}$
LED Life Time	-	10K	20K	--	Hour	Note (2)

Note (1) The constant current source is needed for white LED back-light driving. When LCM is operated over 60 deg.C ambient temperature, the  $I_{LED}$  of the LED back-light should be adjusted to 135mA max

Note (2) Brightness to be decreased to 50% of the initial value.  $T_a = 25^\circ\text{C}$



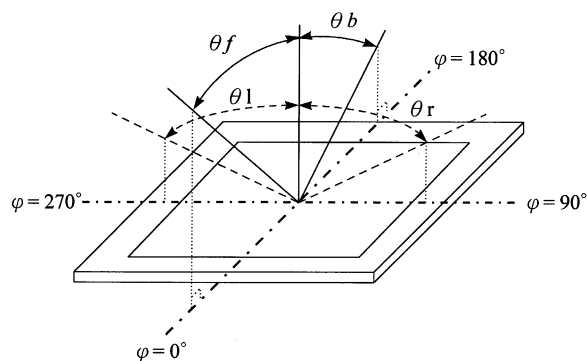
## 5. Optical Specifications

### 5-1 Optical specification

Item		Symbol	Condition	Min.	Typ.	Max.	Unit	Note
Viewing Angle	Front	$\theta_f$	$CR \geq 10$	50	60	--	deg.	(1)(2)(3)
	Back	$\theta_b$		60	70	--		
	Left	$\theta_l$		60	70	--		
	Right	$\theta_r$		60	70	--		
Contrast ratio		CR	$\Theta = \Phi = 0^\circ$	250	400	--	--	(1)(3)
Response Time		$T_r$	$\Theta = \Phi = 0^\circ$	--	5	10	ms	(1)(4)
		$T_f$		--	11	16	ms	(1)(4)
Color chromaticity	White	$W_x$	$\Theta = \Phi = 0^\circ$	0.249	0.299	0.349	--	(1)
		$W_y$		0.278	0.328	0.378		
	Red	$R_x$		0.522	0.572	0.622		
		$R_y$		0.308	0.358	0.408		
	Green	$G_x$		0.291	0.341	0.391		
		$G_y$		0.534	0.584	0.634		
	Blue	$B_x$		0.082	0.132	0.182		
		$B_y$		0.083	0.133	0.183		
Luminance		L	$\Theta = \Phi = 0^\circ$	240	300	--	cd/m <sup>2</sup>	(1)(5)
Luminance Uniformity		$\Delta L$	$\Theta = \Phi = 0^\circ$	70	--	--	%	(1)(5)(6)

Note 1:  $T_a = 25^\circ\text{C}$ . To be measured on the center area of panel after 10 minutes operation.

Note 2: Definition of Viewing Angle



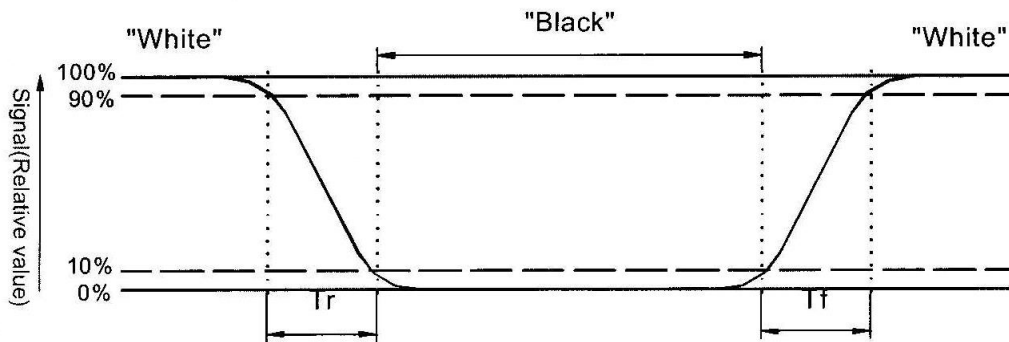
Note 3: Definition of contrast ratio:

Contrast ratio is calculated with the following formula.

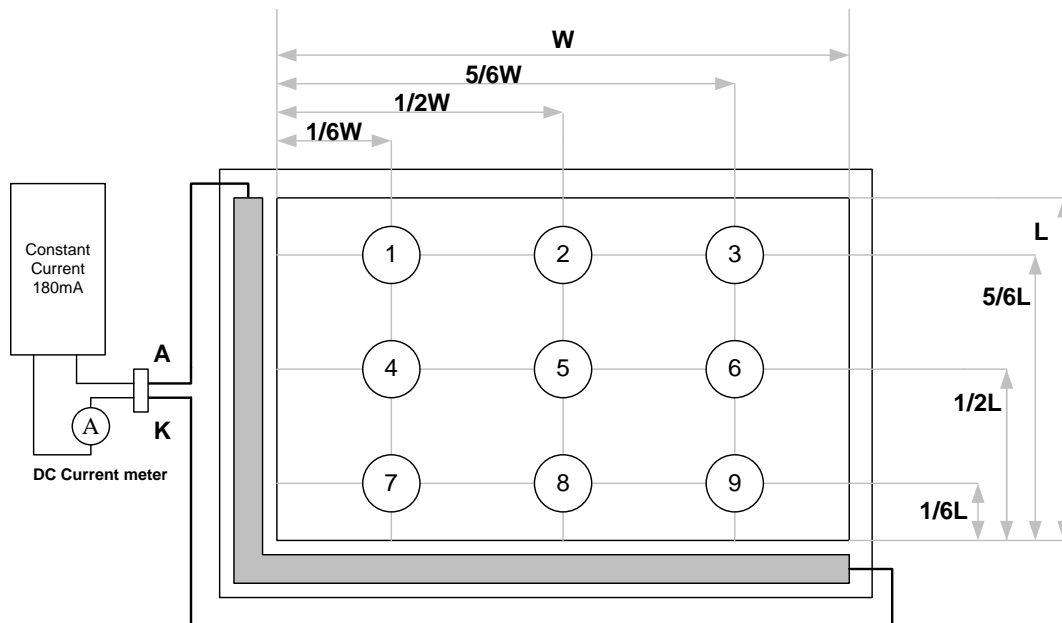
$$\text{Contrast ratio(CR)} = \frac{\text{Photo detector output when LCD is at "White" state}}{\text{Photo detector Output when LCD is at "Black" state}}$$

Note 4: Definition of response time:

The output signals of photo detector are measured when the input signals are changed from "black" to "white"(falling time) and from "white" to "black" (rising time) respectively. The response time is defined as the time interval between the 10% and 90% of amplitudes. Refer to figure as below.



Note 5 : Luminance is measured at point 5 of the display.

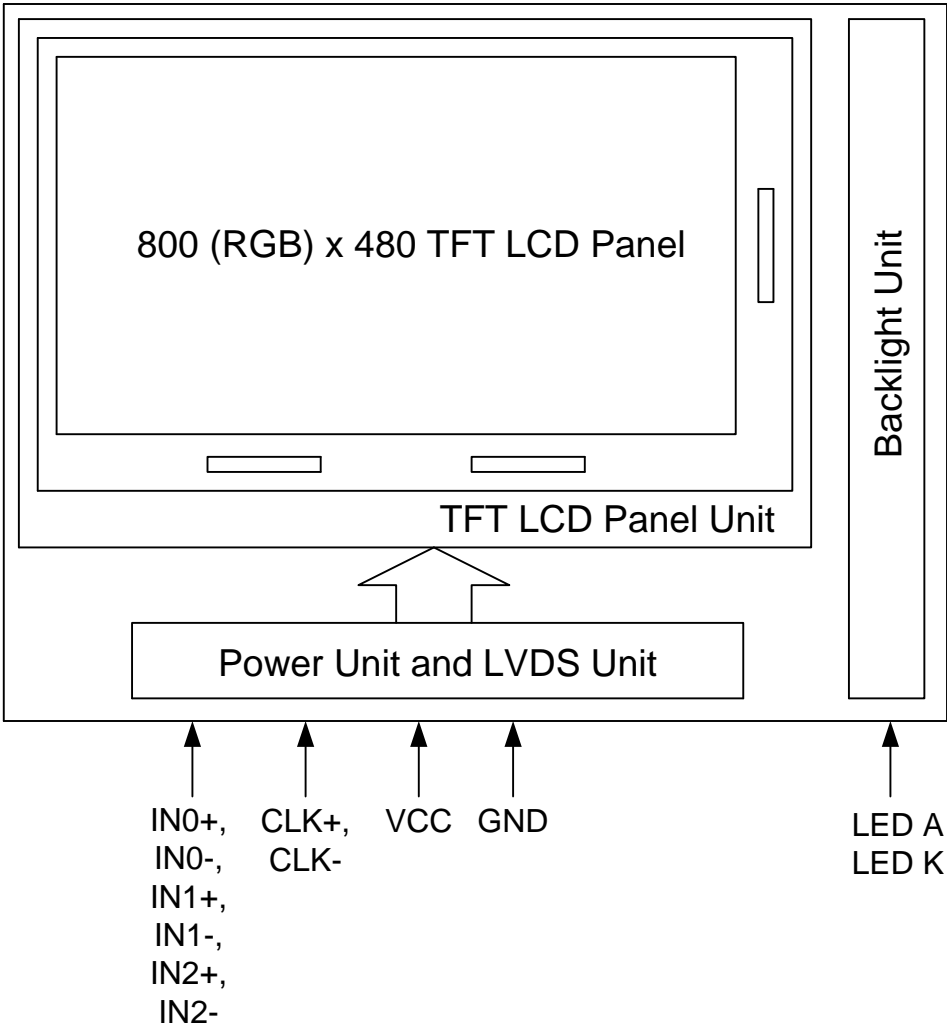


Note 6 : Definition of Luminance Uniformity

$$\Delta L = [ L(\text{min.}) \text{ of 9 points} / L(\text{max.}) \text{ of 9 points}] \times 100\%$$



### 6. Block Diagram



## 7. INTERFACE

Pin No.	Symbol	Function
1	VDD	POWER SUPPLY:3.3V
2	VDD	POWER SUPPLY:3.3V
3	Gnd	Power Ground
4	Gnd	Power Ground
5	IN0-	Transmission Data of Pixels
6	IN0+	Transmission Data of Pixels
7	Gnd	Power Ground
8	IN1-	Transmission Data of Pixels 1
9	IN1+	Transmission Data of Pixels 1
10	Gnd	Power Ground
11	IN2-	Transmission Data of Pixels 2
12	IN2+	Transmission Data of Pixels 2
13	Gnd	Power Ground
14	CLK-	Sampling Clock
15	CLK+	Sampling Clock
16	Gnd	Power Ground
17	LEDADJ	LED Dimming Pin; <b>(Keep this pin NC in this model).</b>
18	VLED	LED Driver IC Power Supply 3.3V~5.0V; <b>(Keep this pin NC in this model).</b>
19	Gnd	Power Ground
20	Gnd	Power Ground

**Note: The LCM AM-800480STMQW-A0 does not build-in LED driver circuit. please keep pin 17 and 18 NC.**

## 8. INPUT SIGNAL :

### 8-1 LVDS Signal

switching characteristics over recommended operating conditions (unless otherwise noted)

PARAMETER	TEST CONDITIONS	MIN	TYP†	MAX	UNIT
$t_{su}$ Setup time, D0–D20 to CLKOUT↓	$C_L = 8 \text{ pF}$ , See Figure 5	5			ns
$t_h$ Data hold time, CLKOUT↓ to D0–D20		5			ns
$t_{(RSKM)}$ Receiver input skew margin§ (see Figure 7)	$t_c = 15.38 \text{ ns } (\pm 0.2\%)$ ,  Input clock jitter  < 50 ps¶	550	700		ps
$t_d$ Delay time, CLKIN↑ to CLKOUT↓ (see Figure 7)	$V_{CC} = 3.3 \text{ V}$ , $t_c = 15.38 \text{ ns } (\pm 0.2\%)$ , $T_A = 25^\circ\text{C}$	3	5	7	ns
$t_{en}$ Enable time, $\overline{\text{SHTDN}}$ to phase lock	See Figure 7		1		ms
$t_{dis}$ Disable time, $\overline{\text{SHTDN}}$ to off state	See Figure 8		400		ns
$t_t$ Transition time, output (10% to 90% $t_r$ or $t_f$ ) (data only)	$C_L = 8 \text{ pF}$		3		ns
$t_t$ Transition time, output (10% to 90% $t_r$ or $t_f$ ) (clock only)	$C_L = 8 \text{ pF}$		1.5		ns
$t_w$ Pulse duration, output clock			0.50 $t_c$		ns

† All typical values are at  $V_{CC} = 3.3 \text{ V}$ ,  $T_A = 25^\circ\text{C}$ .

§ The parameter  $t_{(RSKM)}$  is the timing margin available to allocate to the transmitter and interconnection skews and clock jitter. The value of this parameter at clock periods other than 15.38 ns can be calculated from  $t_{RSKM} = t_c/14 - 550 \text{ ps}$ .

¶ |Input clock jitter| is the magnitude of the change in input clock period.

#### PARAMETER MEASUREMENT INFORMATION

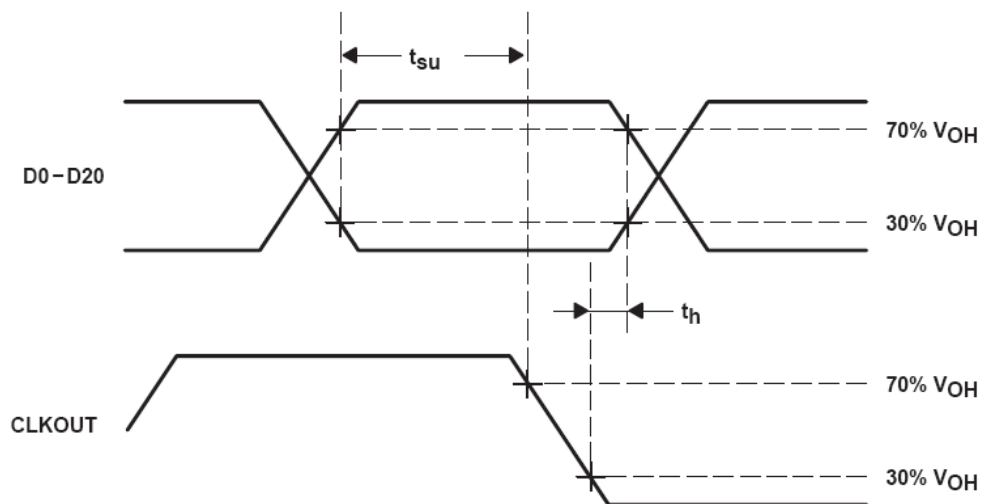


Figure 5. Setup and Hold Time Waveforms

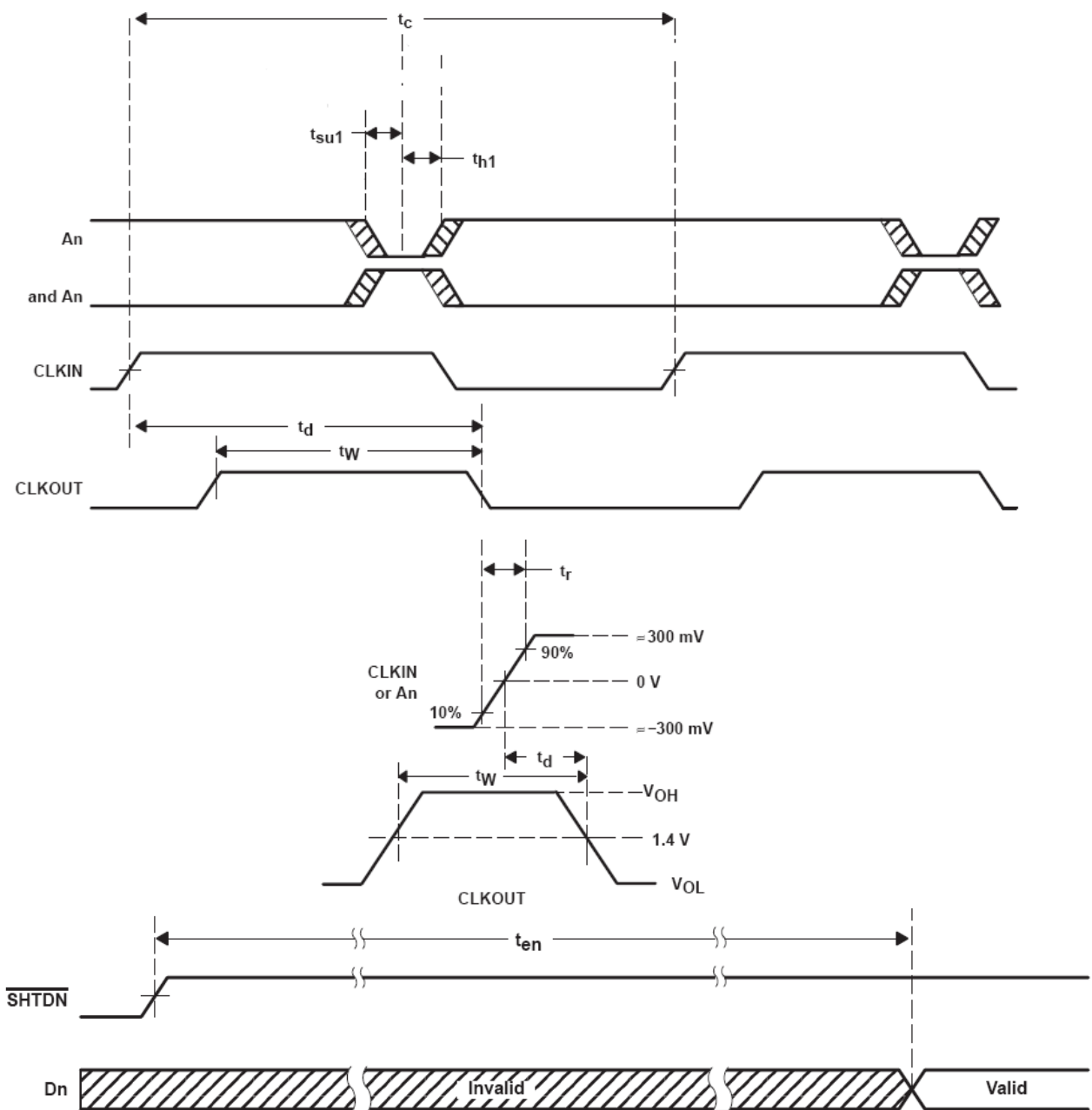


Figure 7. Enable Time Waveforms

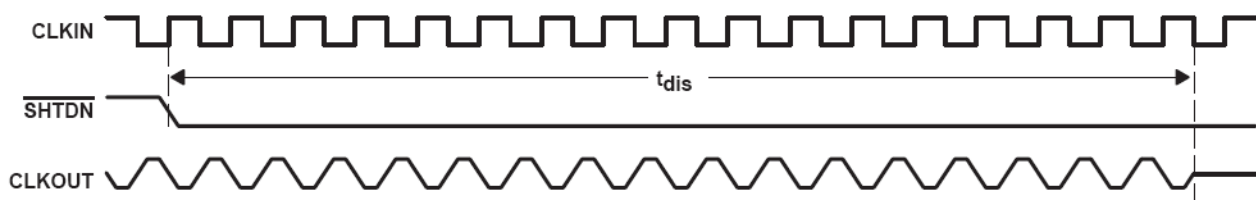
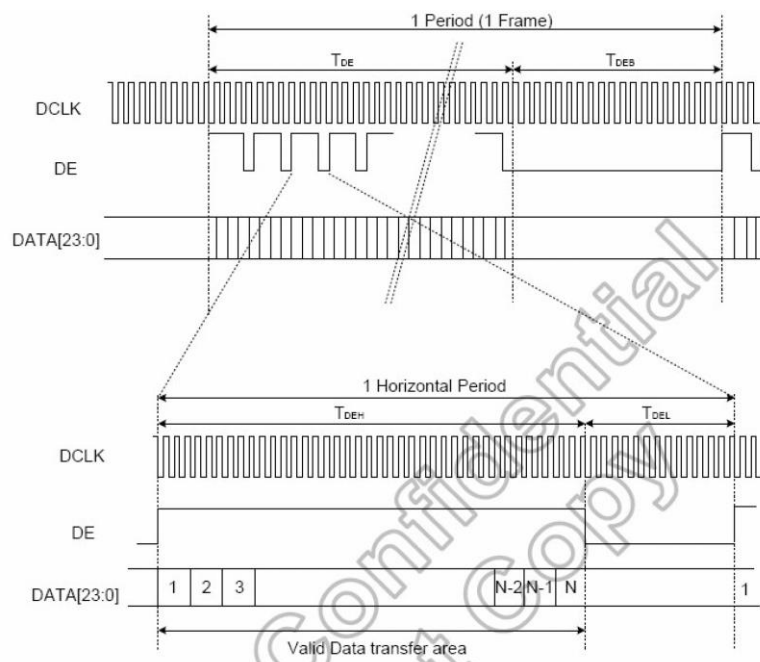
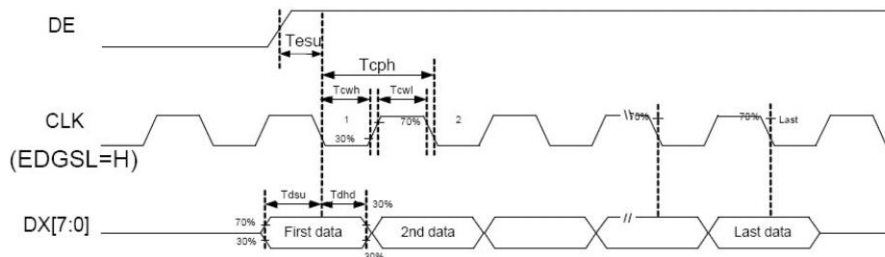
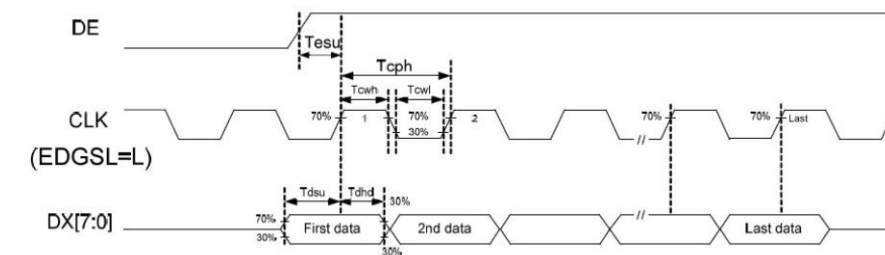


Figure 8. Disable Time Waveforms

## 8-2 TTL RGB Interface Timing

Parameter	Symbol	Rating			Unit
		Min.	Typ.	Max.	
Data setup time	Tdsu	6	-	-	ns
Data hold time	Tdhd	6	-	-	TcpH
DE setup time	Tesu	6	-	-	TcpH
CLK frequency	F <sub>CPH</sub>		33.26		MHz
CLK period	T <sub>CPH</sub>		30.06		ns
CLK pulse duty	T <sub>CWH</sub>	40	50	60	%
DE period	T <sub>DEH</sub> +T <sub>DEL</sub>	1000	1056	1200	T <sub>CPH</sub>
DE pulse width	T <sub>DEH</sub>	-	800	-	T <sub>CPH</sub>
DE frame blanking	T <sub>DEB</sub>	10	45	110	T <sub>DEH</sub> +T <sub>DEL</sub>
DE frame width	T <sub>DE</sub>		480	-	T <sub>DEH</sub> +T <sub>DEL</sub>



ief version

## 9. DISPLAYED COLOR AND INPUT DATA

	Color & Gray Scale	DATA SIGNAL																	
		R5	R4	R3	R2	R1	R0	G5	G4	G3	G2	G1	G0	B5	B4	B3	B2	B1	B0
Basic Color	Black	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Red(63)	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0
	Green(63)	0	0	0	0	0	0	1	1	1	1	1	1	0	0	0	0	0	0
	Blue(63)	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1
	Cyan	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1
	Magenta	1	1	1	1	1	1	0	0	0	0	0	0	1	1	1	1	1	1
	Yellow	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0
	White	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Red	Black	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Red(1)	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
	Red(2)	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
	Red(31)	0	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0
	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
	Red(62)	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0
	Red(63)	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0
Green	Black	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Green(1)	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
	Green(2)	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
	Green(31)	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0
	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
	Green(62)	0	0	0	0	0	0	1	1	1	1	1	0	0	0	0	0	0	0
	Green(63)	0	0	0	0	0	0	1	1	1	1	1	1	0	0	0	0	0	0
Blue	Black	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Blue(1)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	Blue(2)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
	Blue(31)	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1
	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
	Blue(62)	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	0
	Blue(63)	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1

## 10.Touch Panel SPECIFICATION

### 10.1 Basic Characteristic

ITEM	SPECIFICATION
Type	Projective Capacitive Touch Panel
Activation	2-fingers or Signal-finger
X/Y Position Reporting	Absolute Position
Touch Force	No contact pressure required
Calibration	No need for calibration
Report Rate	Approx. 100 points/sec
Control IC	EXC3132

Specify the normal operating condition

(DGND=0V)

Item	Symbol	Min.	Typ.	Max.	Unit	Note
Power Supply Voltage	VDD	--	5	--	V	

### 10.2 Interface

CN6		
Pin No.	Symbol	Function
1	DGND	Ground
2	DA-	USB Data-
3	DA+	USB Data+
4	VIN	USB Power 5V
5	NC	No connected
6	NC	No connected

## 11. Reliability Test

Test Item	Test Conditions	Note
High Temperature Operation	70±3°C , t=96 hrs	
Low Temperature Operation	-20±3°C , t=96 hrs	
High Temperature Storage	80±3°C , t=96 hrs	1,2
Low Temperature Storage	-30±3°C , t=96 hrs	1,2
Thermal Shock Test	-20°C ~ 70°C 30 min. ~ 30 min. ( 1 cycle ) Total 100cycle	1,2
Humidity Test	60 °C, Humidity 90%, 240 hrs	1,2
Vibration Test (Packing)	Sweep frequency : 10 ~ 500 ~ 10 Hz/1min Amplitude : 0.75mm Test direction : X.Y.Z/3 axis Duration : 30min/each axis	2

Note(1) Condensation of water is not permitted on the module.

Note(2) The module should be inspected after 1 hour storage in normal conditions (15-35°C, 45-65%RH).

Note(3) The module shouldn't be tested over one condition, and all the tests are independent.

Note(4) All reliability tests should be done without the protective film.

Definitions of life end point:

- Current drain should be smaller than the specific value.
- Function of the module should be maintained.
- Appearance and display quality should not have degraded noticeably.
- Contrast ratio should be greater than 50% of the initial value.



## **12. USE PRECAUTIONS**

### **12.1 Handling precautions**

- 1) The polarizing plate may break easily so be careful when handling it. Do not touch, press or rub it with a hard-material tool like tweezers.
- 2) Do not touch the polarizing plate surface with bare hands so as not to make it dirty. If the surface or other related part of the polarizing plate is dirty, soak a soft cotton cloth or chamois leather in benzine and wipe off with it. Do not use chemical liquids such as acetone, toluene and isopropyl alcohol. Failure to do so may bring chemical reaction phenomena and deteriorations.
- 3) Remove any spit or water immediately. If it is left for hours, the suffered part may deform or decolorize.
- 4) If the LCD element breaks and any LC stuff leaks, do not suck or lick it. Also if LC stuff is stuck on your skin or clothing, wash thoroughly with soap and water immediately.

### **12.2 Installing precautions**

- 1) The PCB has many ICs that may be damaged easily by static electricity. To prevent breaking by static electricity from the human body and clothing, earth the human body properly using the high resistance and discharge static electricity during the operation. In this case, however, the resistance value should be approx.  $1M\Omega$  and the resistance should be placed near the human body rather than the ground surface. When the indoor space is dry, static electricity may occur easily so be careful. We recommend the indoor space should be kept with humidity of 60% or more. When a soldering iron or other similar tool is used for assembly, be sure to earth it.
- 2) When installing the module and ICs, do not bend or twist them. Failure to do so may crack LC element and cause circuit failure.
- 3) To protect LC element, especially polarizing plate, use a transparent protective plate (e.g., acrylic plate, glass etc) for the product case.
- 4) Do not use an adhesive like a both-side adhesive tape to make LCD surface (polarizing plate) and product case stick together. Failure to do so may cause the polarizing plate to peel off.

### 12.3 Storage precautions

- 1) Avoid a high temperature and humidity area. Keep the temperature between 0°C and 35°C and also the humidity under 60%.
- 2) Choose the dark spaces where the product is not exposed to direct sunlight or fluorescent light.
- 3) Store the products as they are put in the boxes provided from us or in the same conditions as we recommend.

### 12.4 Operating precautions

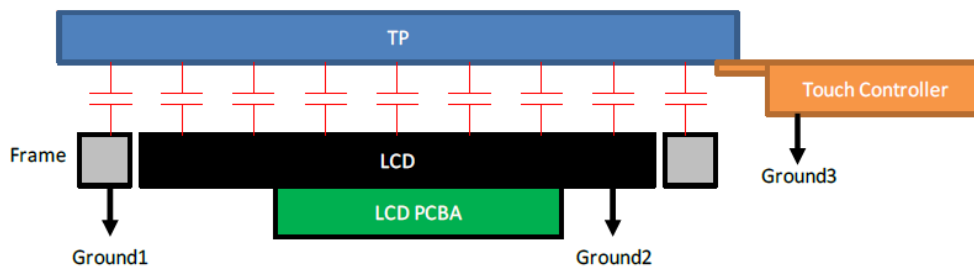
- 1) Do not boost the applied drive voltage abnormally. Failure to do so may break ICs. When applying power voltage, check the electrical features beforehand and be careful. Always turn off the power to the LC module controller before removing or inserting the LC module input connector. If the input connector is removed or inserted while the power is turned on, the LC module internal circuit may break.
- 2) The display response may be late if the operating temperature is under the normal standard, and the display may be out of order if it is above the normal standard. But this is not a failure; this will be restored if it is within the normal standard.
- 3) The LCD contrast varies depending on the visual angle, ambient temperature, power voltage etc. Obtain the optimum contrast by adjusting the LC drive voltage.
- 4) When carrying out the test, do not take the module out of the low-temperature space suddenly. Failure to do so will cause the module condensing, leading to malfunctions.
- 5) Make certain that each signal noise level is within the standard (L level: 0.2V<sub>dd</sub> or less and H level: 0.8V<sub>dd</sub> or more) even if the module has functioned properly. If it is beyond the standard, the module may often malfunction. In addition, always connect the module when making noise level measurements.
- 6) The CMOS ICs are incorporated in the module and the pull-up and pull-down function is not adopted for the input so avoid putting the input signal open while the power is ON.
- 7) The characteristic of the semiconductor element changes when it is exposed to light emissions, therefore ICs on the LCD may malfunction if they receive light emissions. To prevent these malfunctions, design and assemble ICs so that they are shielded from light emissions.
- 8) Crosstalk occurs because of characteristics of the LCD. In general, crosstalk occurs when the regularized display is maintained. Also, crosstalk is affected by the LC drive voltage. Design the contents of the display, considering crosstalk.

## 12.5 Other

- 1) Do not disassemble or take the LC module into pieces. The LC modules once disassembled or taken into pieces are not the guarantee articles.
- 2) The residual image may exist if the same display pattern is shown for hours. This residual image, however, disappears when another display pattern is shown or the drive is interrupted and left for a while. But this is not a problem on reliability.
- 3) AMIPRE will provide one year warranty for all products and three months warranty for all repairing products.

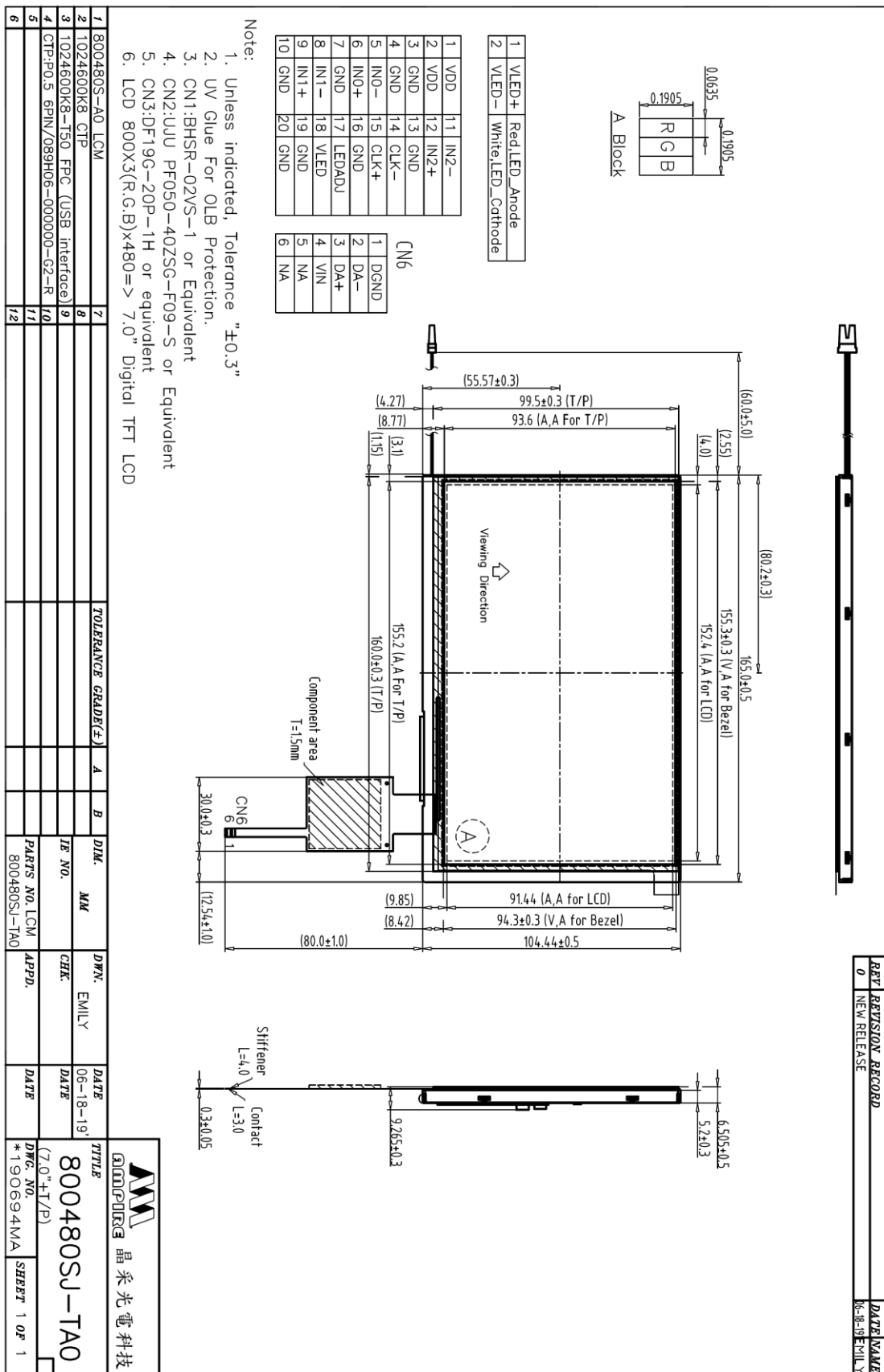
## 12.6 Mechanism

- 1) TP needs to work in environment with stable stray capacitance. In order to minimize the variation in stray capacitance, all conductive mechanical parts must not be floating. Intermittent floating any conductive part around the touch sensor may cause significant stray capacitance change and abnormal touch function. It is recommended to keep all conductive parts having same electrical potential as the GND of the touch controller module.



GND1, GND2 and GND3 should be connected together to have the same ground

# 13. OUTLINE DIMENSION



REV	REVISION RECORD	DATE	NAME
0	NEW RELEASE	06-18-19	EMILY

TITLE		DATE	
800480SU-TA0		06-18-19	
(7.0"±T/P)		DATE	
DRAWN: EMILY		DATE	
CHECK:		DATE	
PARTS NO. LCM		DATE	
800480SU-TA0		DATE	
APPD:		DATE	
DWG. NO.		DATE	
*190694MA		DATE	
SHEET		DATE	
1 OF 1		DATE	

REV	REVISION RECORD	DATE	NAME
0	NEW RELEASE	06-18-19	EMILY

1	VLED+	Red_LED_Anode
2	VLED-	White_LED_Cathode

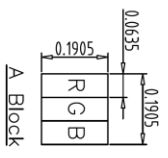
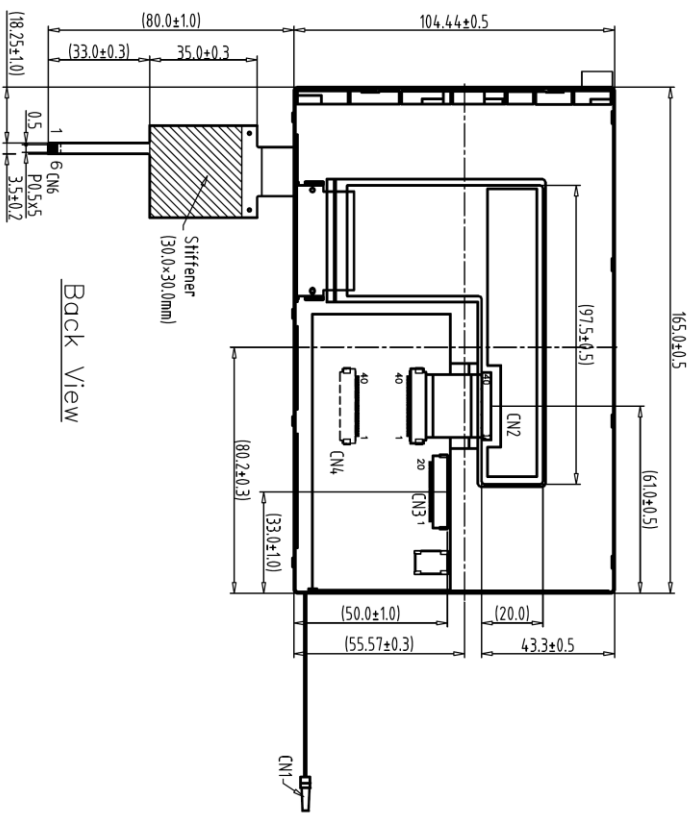
1	VDD	11	IN2-
2	VDD	12	IN2+
3	GND	13	GND
4	GND	14	CLK-
5	INO-	15	CLK+
6	INO+	16	GND
7	GND	17	LEDADJ
8	IN1-	18	VLED
9	IN1+	19	GND
10	GND	20	GND

1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6

Note:

1. Unless indicated, Tolerance "±0.3"
2. UV Glue For OLB Protection.
3. CN1:BHSR-02VS-1 or Equivalent
4. CN2:UU PF050-40ZSG-F09-S or Equivalent
5. CN3:DF19G-20P-1H or equivalent
6. LCD 800X3(R,G,B)X480=> 7.0" Digital TFT LCD



Back View

1	800480S-A0 LCM	7		TOLERANCE GRADE(F)	A	B	DIK	MM	DWN.	EMILY	DATE	06-18-19
2	1024600K8_CTP	8									DATE	
3	1024600K8-T50_FPC (USB interface)	9									DATE	
4	CTP:PO.5_6PIN/089H06-000000-02-R	10									DATE	
5		11									DATE	
6		12									DATE	

TITLE	800480SJ-TA0
SCALE	(7.0"±1/P)
DWG. NO.	*190695MA
SHEET	1 OF 1

