



**FTDI
Chip**

Intelligent Display System Provides Unmatched Ease of Integration

4D Systems & FTDI Chip collaborate on ground-breaking solution for next generation HMIs

5th November 2013 - 4D Systems has announced a technology partnership with FTDI Chip that has resulted in the development of a highly advanced intelligent SPI display offering, based on FTDI Chip's FT800 Embedded Video Engine (EVE). The new 4DLCD-FT843 product enables system designers to rapidly create high quality human machine interfaces (HMIs). It includes a 4.3" TFT display (with 480 x 272 pixel resolution), PWM audio output (with amplifier enable), a 64 voice polyphonic sound synthesizer, a 4-wire resistive touch screen, all integrated on a flexible ribbon connector. The product was designed so that it can be easily incorporated into current systems via an SPI interface, where the FT800 acts like an SPI peripheral. As the display, audio and touch functionality is executed by the FT800, the specified system host can be a low bandwidth, low cost 8 or 16 bit microcontroller unit.

“Working with 4D Systems, a well-known, highly respected player in the display sector, provides fantastic exposure and innovation opportunities for both companies as we look to bring creative display products to the market,” Fred Dart, CEO and Founder of FTDI Chip commented. “The

4DLCD-FT843 is a highly optimised product for integrating intelligent displays into end product systems, and the combination of 4D Systems and FTDI Chip's capabilities provide a highly effective graphic solution at an attractive price point."

"As a new addition to the existing 4D Systems range, the 4DLCD-FT843 features an all in one display with audio and touch, powered by the new FTDI FT800 virtual engine chip," noted Atilla Aknar, CEO of 4D Systems. "The capability to work with a variety of microcontroller hosts provides for wide display implementation, allowing this product to deliver fast feature packed graphics for many applications."

Pricing on these products starts at USD 49.00. Further information on these products can be found at:

http://www.4dsystems.com.au/product/14/134/LCD_Displays/4DLCD_FT843

About FTDI Chip

FTDI Chip develops innovative silicon and software solutions capable of enhancing the way that people interact with today's technology. Through application of its "made easy" principle, the company is able to support engineers with highly sophisticated, feature-packed, simple-to-use and robust product platforms which enable the creation of electronic designs that have higher performance, fewer peripheral components and lower power budgets, as well as utilising less board space. These products are focussed on making advancements two fundamental areas; the transferring of data between electronic devices via Universal Serial Bus (USB) interconnects and Graphic User Interface (GUI) implementation. Its long-established and ever expanding USB portfolio, which comes with proven, ready-to-use, royalty-free firmware and driver support for all major operating systems, includes peripheral, host and bridge chips, as well as highly integrated system solutions with built-in microcontroller functionality. These are complemented by its graphic controllers which, which by taking a unique, more streamlined approach, allow engineers to dramatically reduce the development time and bill-of-materials costs involved in implementing next generation GUIs. They combine display, audio and touch functionality in a single compact package and are offered along with an array of development modules and software.

FTDI Chip follows a fab-less semiconductor model, partnering with the world's leading foundries. The company is headquartered in Glasgow, UK, with research and development facilities located in Glasgow, Singapore and Taipei (Taiwan), plus regional sales and technical support sites in Glasgow, Taipei, Portland (Oregon, USA) and Shanghai (China).

For more information go to <http://www.ftdichip.com>

Regional sales offices and distributor lists are available at <http://www.ftdichip.com/FTSalesNetwork.htm>

About 4D Systems

4D Systems is a global leader in the development and manufacture of intelligent graphics solutions. We specialize in using the latest state of the art OLED and LCD technology with embedded custom graphics processors that deliver standalone functionality to suit the application needs of customers, from large scale companies requiring an embedded design to electronics hobbyists.

Our success comes from not only what we do but also how we do it. Our attention to design, documentation, as well as performance reliability and quality management principles are at the forefront of our approach. Cost effectiveness and reliability are all seen as being just as important as product features and performance.

4D Systems is headquartered in Sydney, Australia, and has distributors in every continent which allows us to efficiently service an ever expanding market. Our production facility features ISO 9001 certification, and company-wide quality assurance procedures, ensuring we deliver high quality products.

As the electronics industry evolves, our company will continue to strive in delivering quality products that meet the ever changing needs of our consumers.

More information on 4D Systems and their products is available at <http://www.4dsystems.com.au/>

For further information and reader enquiries:

Sinan Aknar - 4D Systems Pty Ltd

Unit 3/51 York Road, Penrith 2750, Australia

Tel: +61 (0)2 4721-7786

Email: sales@4dsystems.com.au

Dave Sroka - FTDI Chip

Unit 1, 2 Seaward Place, Centurion Business Park, Glasgow, G41 1HH, UK

Tel: +44 (0) 141 429 2777 Fax: +44 (0) 141 429 2758

E-mail: marketing@ftdichip.com

Issued by:

Mike Green - Pinnacle Marketing Communications Ltd

Tel: +44 (0)20 84296543

E-mail: m.green@pinnaclemarcom.com

Web: www.pinnacle-marketing.com

Ref: FTDIPR34