

Qualcomm mirasol® Display

New generation MEMS Interferometric Modulator

Reverse Costing Analysis

Physical Analysis of the Device

Step by Step Reconstruction of the Process Flow

Cost of Manufacturing and Estimation of Selling Price

System Plus Consulting is proud to publish a *reverse costing* report on the new generation of MEMS Interferometric Modulation display supplied by Qualcomm.

The display is part of a Kyobo e-Reader which was the first 5.7" e-Reader integrating a mirasol® color display.

Qualcomm's mirasol® display technology is based on a reflective technology called IMOD (Interferometric Modulation), with MEMS structures at its core. Each pixel contains reflecting micro-membranes. This technology is bi-stable, meaning it is very low power, and highly reflective. The display can be seen in direct sunlight, and eye strain is reduced.

This display is suitable for various applications including e-Readers, mobile phones and other portable devices.

This report provides complete teardown of the Qualcomm mirasol® Display with:

- Detailed photos
- Material analysis
- Manufacturing Process Flow
- In-depth economical analysis
- Manufacturing cost breakdown
- Selling price estimation

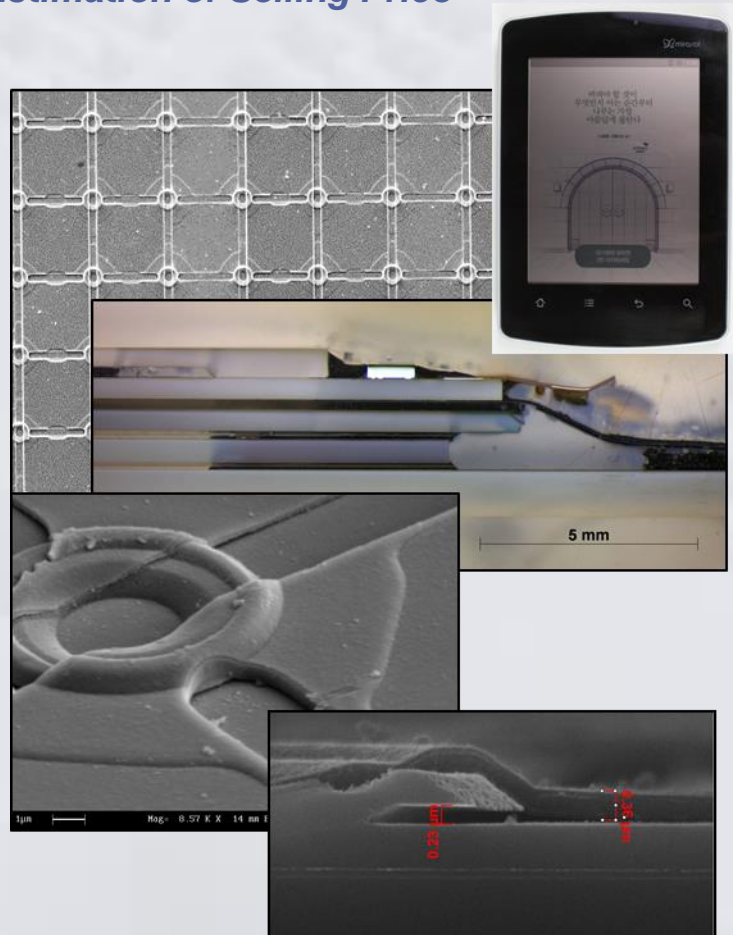


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