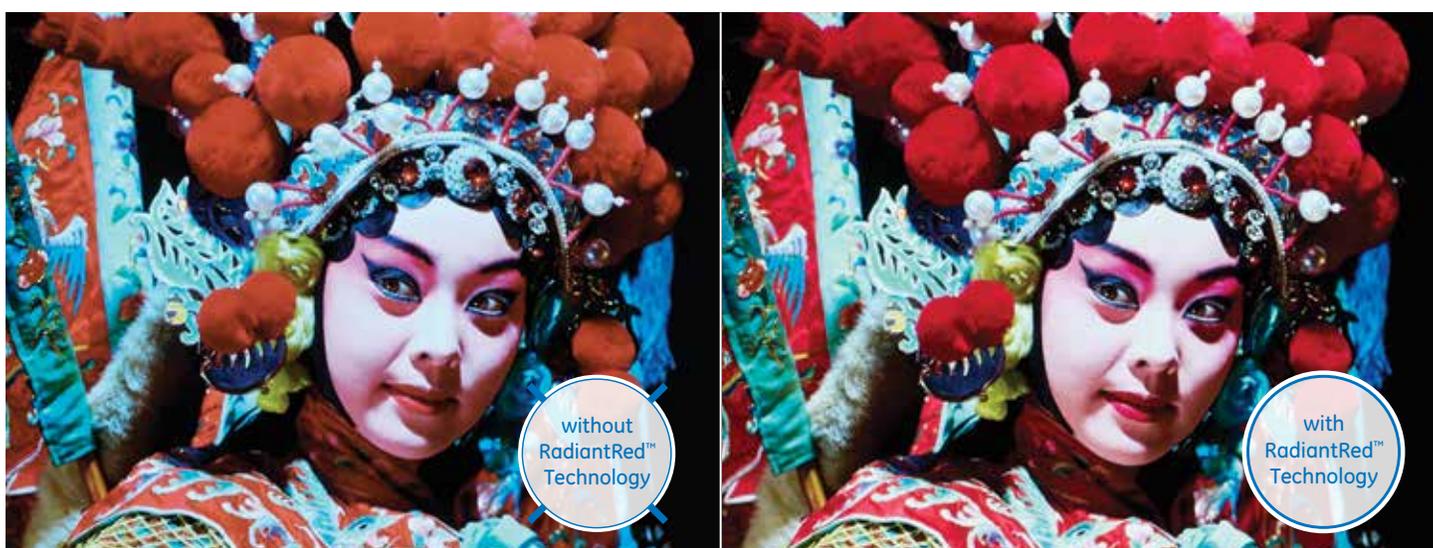




Unlock True-to-Life Colors

Introducing RadiantRed™ Technology from GE

Whether we're looking at a beautiful photo on our phone or watching a blockbuster movie on the couch, display screens have the power to transport us to other worlds. It's no wonder that desire for televisions and devices with ultimate picture clarity and wide color gamut is greater than ever. GE has innovated RadiantRed™ Technology to unlock true-to-life colors and the truest red available in LCD displays without compromise – and it's available today.

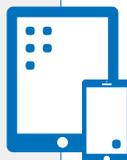


Red Is the Key

RadiantRed™ Technology uses potassium fluorosilicate with Mn^{4+} (PFS) to produce the richest, most vibrant red color available on an LED. This highly saturated red generates enhanced color and overall better contrast in LED-backlit displays – all without sacrificing brightness or efficiency.

Achieving the perfect red has been a challenge for LED display makers, who often have to compromise between screen brightness and appearance, while settling for reds that appear slightly orange or dim. GE's patented RadiantRed™ Technology eliminates that compromise by offering the most vivid reds available, as well as a wide gamut of clearer colors to enhance picture quality.

RadiantRed™ Technology produces a strong and narrow red peak – enabling devices to meet brightness and color gamut requirements. This allows the phone or tablet to efficiently reproduce vivid red color without draining the battery – compared to a standard display.



Simply Brilliant, a Decade in the Making

The culmination of over 10 years of R&D, GE developed a stable red phosphor that emits a remarkably narrow red band, delivering the truest red available today. With its improved on-chip performance, RadiantRed™ Technology generates brilliant colors at high efficiency (Figure 1).

With an ideal peak wavelength of 631nm, RadiantRed™ Technology is perfectly positioned to produce highly saturated red in the Rec. 2020 color space without sacrificing brightness (Figure 2).

RadiantRed™ is power neutral technology that can be used to provide enhanced color, contrast and brightness on laptop and personal computer screens without sacrificing battery life.

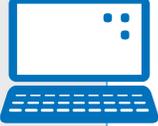
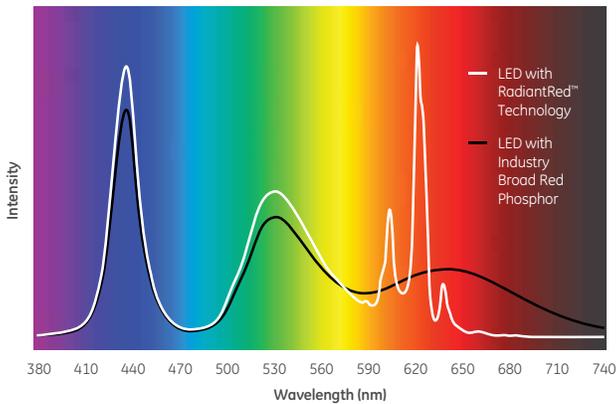
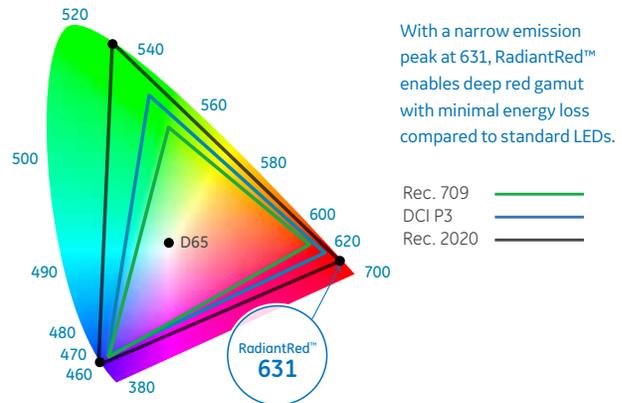


Fig. 1: RadiantRed™ vs. Alternative Phosphors



Spectral comparison of white LEDs with RadiantRed™ Technology vs. industry-standard broad red phosphors.

Fig. 2: Color Gamut Standards in CIE Color Space



Brilliant Reds – Readily Available Now

The ubiquitous, open architecture of RadiantRed™ Technology delivers game-changing benefits for all makers of LED-backlit displays.

- On-chip LED solution for wide color gamut (WCG) displays such as HD, 4K- and 8K-UHD, HDR and more
- Simple one-for-one LED replacement in LCD displays
- Integrates seamlessly into LCD displays without alterations
- Highly cost-effective solution for wide color gamut and enhanced color displays
- Available from over a dozen LED suppliers under license from GE
- 100% NTSC achievable with commercially available oxy-nitride green phosphor
- RoHS compliant and cadmium free

As the demand for higher quality displays increases, RadiantRed™ Technology helps television manufacturers by making more color combinations possible in their HD, 4K- and 8K-UHD, HDR and other WCG displays compared to other available red phosphors.



The True Colors of GE Shine Through

RadiantRed™ Technology from GE is the key to unlocking the wide color gamut potential for TVs, mobile phones, tablets and PCs by delivering greater overall color and the truest reds possible in LED-backlit displays. The technology can be efficiently integrated into existing LCD displays without compromise, today. It's the kind of breakthrough innovation you'd expect from a company with 50 years of experience in developing and advancing phosphor materials – a company like GE.

To learn more about RadiantRed™ Technology by GE, contact your GE representative or visit GERadiantRed.com today.