

Designer digital décor... just add liquid crystal

By [Ravi Perumal](#) 10 Oct 2006

If someone sidled up to you and whispered 'sweet somethings' about liquid crystal display or LCD, as it is commonly referred to, would you shrug this off as nonsense or listen intently for additional advice and information? If your reaction leans towards the latter, then you have secured your place amongst a growing number of digital lifestyle technology enthusiasts focused on the development of high-tech monitor and screen infrastructure



And this is not another fly-by-night technology conjured up by bored IT pundits.

Progressive

LCD refers to the creation of form when pixels are manipulated as liquid crystal is placed between two glass plates. It has emerged as a progressive technology that is very much a part of the full spectrum of digital lifestyle market, one of the fastest growing areas of the information and communication technology market locally and internationally.

This booming market incorporates everything from PC monitors, laptops and notebooks right through to MP3 players, PDAs, gaming stations, workstations and home entertainment systems.

Innovation, development, lower cost, faster response times and reliability associated with LCD has helped attract an established following.

Popularity

Its popularity has largely surpassed that of the alternative monitor or screen technology, namely cathode ray tubes (CRT) - the technology that produces images when an electron beam makes contact with a phosphorescent surface.

This was not always the case and it is only recently that development around LCD has resulted in a more practical, user-friendly and aesthetically pleasing technology.

The expansion of the mobile and wireless technology frontier has also provided a solid platform for the further augmentation of LCD.

What makes this technology attractive to the consumer? Is this acclaim deserved or is it another infamous hype-injected smokescreen?



Benefits

One of the main benefits of this technology is that it is not beyond the average consumer's financial reach.

LCD monitors are far more practical for mobile and wireless technology such as notebooks and laptops. Power consumption is one reason - LCD uses considerably less power than CRTs. Manufacturers continue to focus on thin, lightweight casing and LCD is the natural choice to compliment design and purpose.

Advancements in technology mean an improvement in overall quality, so there are no problems with issues such as magnetic interference or screens that flicker.

However, one of the mainstay advantages of this technology is how easily it can be incorporated into the digital household. Manufacturers are focused on aesthetic quality and LCD will not let you down.

While sleek, stylish and sexy, the technology is durable, robust and reliable - characteristics that will not go unnoticed in public and make you the envy of your neighbourhood.

With the level of product and technology available, the boom in the local digital lifestyle market looks set to continue.

ABOUT THE AUTHOR

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