

# SCHAUB LORENZ

## Faulty pixel policy – LCD televisions

From time to time, due to the nature of the manufacturing process, individual picture elements (pixels) of LCD panels may fail. Depending on the extent this is not considered a fault for the purposes of warranty.

The allowable number of non-performing pixels has a direct impact on the yield of the manufacturing process. If the industry attempted to set a zero standard, the current manufacturing yield would be so low that the cost of LCD televisions would be very much higher than it is today. Fortunately, most customers are tolerant of a low level of non-performing pixels, and prefer the economic benefits that the existing standards allow.

Please be aware these points apply to all LCD television manufacturers, irrespective of pricing.

Schaub Lorenz LCD televisions are evaluated on the number acceptable non-performing pixels, and the distance between each non-performing pixel. To identify non-performing pixels, the television shall be viewed under normal operating conditions, from a normal viewing distance. Normal viewing distance for each screen size is defined as no less than:

26" screen	2.0 mt
32" screen	2.4 mt
37" screen	2.8 mt
42" screen	3.2 mt
47" screen	3.6 mt
55" screen	4.2 mt

**Under these conditions, a Schaub Lorenz LCD television shall not show more than:**

- a total of 12 non-performing pixels (of whatever type), or
- Any 4 non-performing pixels less than 20mm from each other.

**\*\* Effective as from 25<sup>th</sup> January 2007 \*\***