



PDP-V401 Plasma Display Burn In & Shadowing

Burn In and Shadowing effect on the Plasma displays

Plasma is a phosphor-based device similar to a CRT Display. A unit that displays a picture such as a computer graphic for an extended period will cause burn-in. Burn-in and shadowing mean that the image becomes permanently etched or partially visible on the plasma display.

The PDP-V401 displays 307,200 cells with each cell consisting of three color sub-cells (Red, Green and Blue). The shorter longevity of the blue phosphor causes the burn in. The portion where the burn in occurs appears yellowish.

To Avoid burn-in:

- ♣ Avoid displaying a static image which contains 100% blue
- ♣ Switch between a static image and motion video frequently
- ♣ Display motion video three to five times longer in duration than a static image
(1 minute of static image with 3 - 5 minutes of motion video; 10 minutes of static image with 30 - 50 minutes of motion video, etc.)
- ♣ Avoid using the same static image (change static image pattern frequently)
- ♣ Use a screen saver to avoid displaying the same static image for a long period of time
- ♣ Adjust the color balance to a yellow tone (or decrease the blue) in the Integrator Mode

Shadowing looks similar to burn in but it is different in that the effect is not permanent. The *shadowing effect* occurs when images previously displayed at a higher-brightness level remain visible under lower-brightness images. The shadow disappears after displaying motion video for a short length of time.

Example: After using MENU for an adjustment, items from the MENU remain visible then fade **away**.