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(71) Applicant: **WHITE ELECTRONIC DESIGNS CORP.**
[US/US]; 3601 E. University Drive, Phoenix, AZ 85034
(US).

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(72) Inventors: **SANELLE, Joseph, J.**; 293 Turnpike Road #610, Westboro, MA 01581 (US). **BREILING, Diggy, R.**; 12935 SW Barberry Drive, Beaverton, OR 97008 (US). **DOYLE, Daniel, R.**; 6 Stoney Ridge Road, Medway, MA 02053 (US).

(74) Agents: **KRIEGSMAN, Irving, M.** et al.; Kriegsman & Kriegsman, 665 Franklin Street, Framingham, MA 01702 (US).

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ACTION

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(54) Title: SUPER BRIGHT LOW REFLECTANCE LIQUID CRYSTAL DISPLAY BACKGROUND OF THE INVENTION

(57) Abstract: In a preferred embodiment, a LCD (51) comprises a LCD panel (17), a rear polarizer assembly (81), a front polarizer assembly (71) and a transparent cover (35). The front or rear polarizer assembly comprises an index-matched, pressure sensitive adhesive (75,85), a polarizer (73, 87) and a compensation film (77, 83). The adhesive of the rear polarizer assembly is adhered to the rear surface of the LCD panel. The front polarizer assembly may be adhered to the front of the LCD panel with an optical bonding material (33) or may be spaced therefrom by an air gap. The front polarizer (73) is crossed relative to the rear polarizer (87). The transparent cover may be a plastic plate, a glass plate or a touch panel. The transparent cover may be textured to reduce glare or may have an anti-reflection coating or film (39) applied to the front surface thereof.