

# Solution partner for screen protector market

US-based New Vision Display (NVD) manufactures liquid crystal displays, touch screens and chemically strengthened glass for cover lenses and aftermarket screen protectors. It serves as a one-stop solutions partner providing full service product design, new product introduction, manufacturing, logistics, and local technical support. The company sells its components to other manufacturers that use them in all sorts of devices, industries and markets including many globally recognized Fortune 500 companies. Expanding its product reach, NVD and Corning Incorporated entered into a supply and license agreement allowing NVD to manufacture and sell glass screen protectors made with Accessory Glass by Corning®, a new offering from Corning Incorporated specifically for the accessory glass screen protector market. NVD will process Accessory Glass by Corning® at its new Hunan, China manufacturing facility. Earlier this year, NVD began offering screen protectors made with Accessory Glass by Corning® to customers under private label, “white box” or as retail-ready fully packaged kits under NVD’s brand name, Shield Tech.

NVD’s origins date back to 1989 but has operated under its current ownership structure since 2012 after acquiring the company assets from Multek-Flextronics. With expertise in liquid crystal display technology, projected capacitive touch technology, chemical strengthening of glass for cover lenses and aftermarket screen protectors, and module integration, NVD provides innovative, flexible and highly efficient display and touch products for small and medium-sized applications in the industrial, consumer and medical and automotive markets.



The Shenzhen factory it owns and operates was originally built as a LCD factory by Vikay Technology of Malaysia. In 1999, Vikay sold the factory to International Display Works, which opened a second building near the site. When Flextronix bought International Display Works in 2006, it expanded the Shenzhen factory, adding production of touch sensor screens. The company’s products were offered initially under the Visatpoint brand name and later under Multek Display and Touch. NVD bought the Shenzhen factory from Multek in 2012. Its Shield Tech factory in Hunan, China was founded in the same year as a dedicated cover glass production facility, complementing NVD’s 20+ year LCD manufacturing business. The Hunan factory has a highly experienced management team and a well-trained staff of just under 1,000 people total in engineering, QA/QC, purchasing, logistics, and operations. It is equipped with quality management systems (meets ISO 9001) and testing equipment, and includes a class 10k dustless workshop (1000m<sup>2</sup>) with best-in-class production equipment (CNC



cutting machines, polishing machines, ion exchange facilities, silk-screen printers, ultrasonic cleaning machines, etc.). The factory is also RoHS and SGS certified.

The Hunan facility has had a relationship with global specialty glass maker Corning for the past several years. This announcement means that NVD is now authorized to sell screen protectors made with Accessory Glass by Corning®. “We are pleased that Corning licensed the Accessory Glass by Corning® brand to NVD given Corning’s global presence and long history of innovation in high-tech glass,” says Jeff Hoffmann, who assists to sell Shield Tech and related products. Mr. Hoffman explains that NVD will process Accessory Glass by Corning® for other manufacturers of screen protectors, but also under NVD’s own retail brand, Shield Tech.

Accessory Glass by Corning® is ideally suited for screen protectors as it is scratch resistant and manufactured using Corning’s proprietary fusion process, resulting in pristine surface quality and excellent optical clarity. “The new technology has all kinds of exciting applications,” says Aubree Abernethy, Marketing Supervisor at NVD. The company sees a market in

aftermarket screen protectors for point-of-sale touch screens and other touch screens that get a lot of use in aggressive environments. “NVD is one of the first companies to license Accessory Glass by Corning®”, Mrs. Abernethy adds.

Both Abernethy and Hoffmann readily admit that the market for screen protectors is fiercely competitive, but believe that the superiority of the Corning glass is a leading edge. “Most manufacturers of screen protectors don’t reveal where their glass comes from. They do not make it themselves and do very little to test quality. We have enlisted 3rd party testing of most leading brands to validate the huge gap in actual quality. There is a lot of inferior product that is sold that is simply “well packaged” but does not actually live up to the claims on the packaging.” Hoffmann points out. “They sell a marketing story; we tell a technical story. What makes Accessory Glass by Corning® unique is the manufacturing process that produces this glass composition with damage resistance and strengthening specifications required for screen protectors,” he says. NVD uses proprietary techniques to process the glass specifically for screen protector applications as per Corning’s

recommendations. “It is in processing, testing and quality assurance where our biggest strengths lie,” says Hoffmann. “We have a great deal of quality to offer to OEMs.”

NVD also develops and manufactures sophisticated films, coatings and substrates and can customise to precisely fit just about any device, including cell phones, tablets, e-books, instruments, meters, and many more.



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