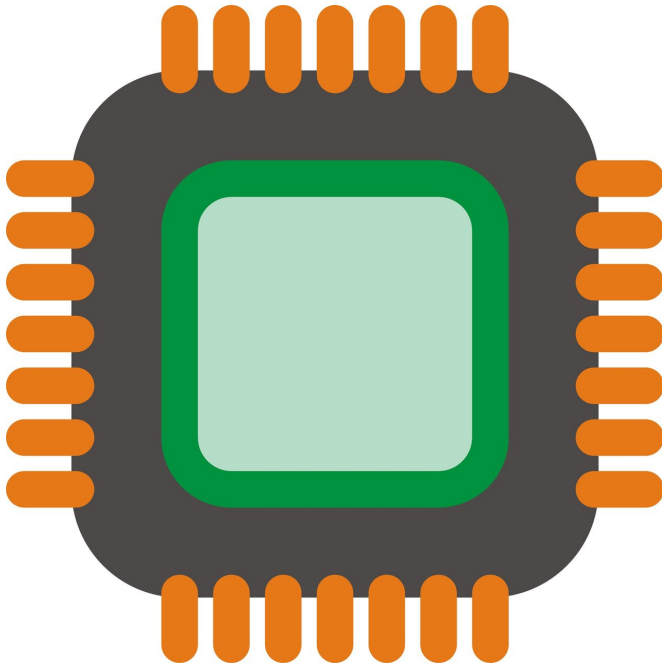


# Intel buzz is all about display on power diet, battery life boost

8 June 2018, by Nancy Owano



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Intel caused quite a stir over an announcement this month at Computex in Taipei. They announced battery-boosting technology. Longer message made short, Intel claims it can cut display battery use in half with its new tech.

Intel Low Power Display Technology, an approach to laptop displays, has grabbed attention. "The display is one of the most power-hungry features in modern laptops, tablets, and smartphones," said *Liliputing*. "So if you can produce a display that uses less power, you could dramatically improve [battery](#) life in those devices."

Consider: Some tech watchers reported the new day of a 28-hour laptop battery life using a 1-watt display. Did they say 1-watt display? That is key. *Gizmodo* said the panel would use 1 watt of power. Intel claims that is approximately half of what

laptop displays currently use.

"The display consumes the most battery in a device, and one way we're working to enable all-day battery life is by co-engineering the new Intel Low [Power](#) Display Technology, featured in a one watt panel manufactured by Sharp and Innolux, which can cut LCD power consumption by half."

That was Gregory Bryant, senior vice president and general manager of the client computing group, talking at the event.

Vlad Savov, *The Verge*, said that Intel Low Power Display Technology works was a combined effort with Sharp and Innolux, who are manufacturing the 1W [LCD panel](#).

What is the basis for Intel's claim? The numbers come from Intel's internal testing. *Gizmodo* said that "in [internal](#) testing, Intel says it has seen a [laptop](#) with 20 hours of battery life jump up to 24 hours after it was outfitted with a Low Power Display." It also claimed seeing 4 to 8 hours' improvement with other laptops.

Brad Linder, *Liliputing*, meanwhile, laid out what would play out—"a [specification](#) that companies can use when designing their own display panels. If a screen meets that spec, then computers with Intel processors can use their integrated graphics to automatically adjust screen refresh rate, brightness, and other settings to help extend battery life."

Alex Cranz in *Gizmodo* also wrote about how this would play out.

"The idea, according to Intel, is that display makers will build displays based on the spec and that then the integrated graphics unit on Intel processors will control the display, automatically adjusting brightness and refresh rate to [maximize battery life](#)."

Moving forward, Simon Sharwood, *The Register*: "Intel's senior veep and general manager of its Client Computing Group Gregory Bryant said the tech has been offered to [display-makers](#)." Sharp and Innolux have adopted it, he added.

Vlad Savov in *The Verge* weighed in, calling the new technology exciting. "Intel rightly points out that the [display](#) is the biggest battery drain on any mobile device, so figuring out ways to improve its [power](#) efficiency is always a welcome change. Now it's just a matter of waiting to see exactly how big of an improvement this is in practice with real-world devices."

**More information:** [newsroom.intel.com/editorials/n-computers-computex](https://newsroom.intel.com/editorials/n-computers-computex)

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