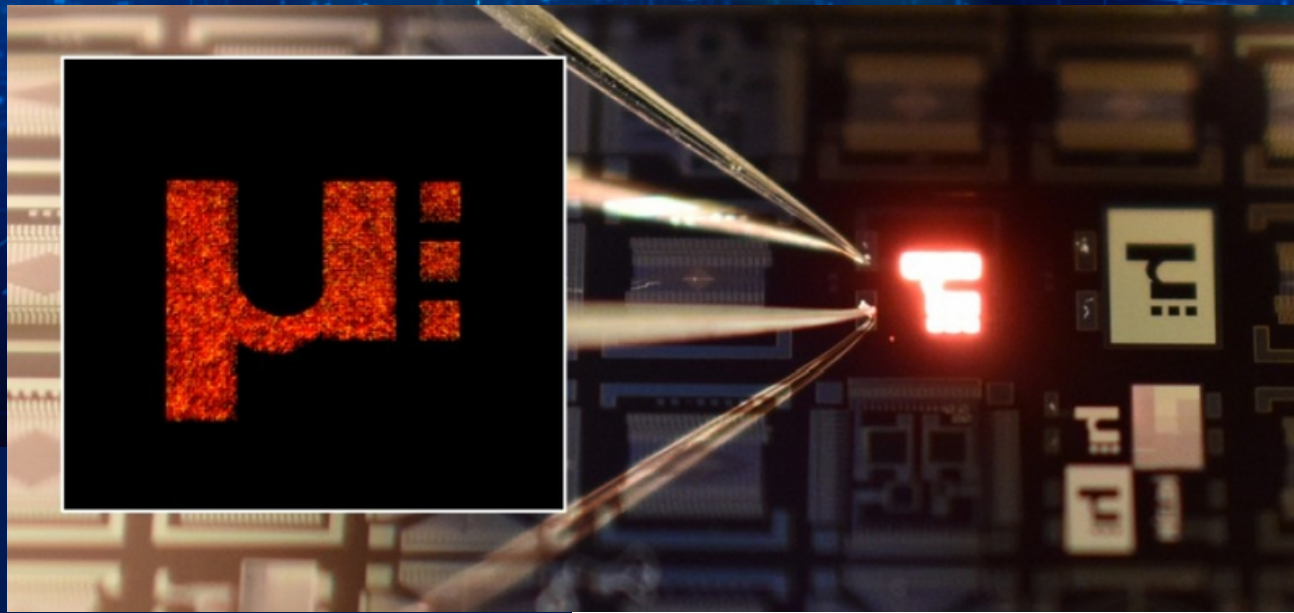


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WHY THIS ARTICLE MATTERS



Red microLEDs: Brighter and better

Moving to arsenic-free AlInGaP-based heterostructures enhances the key characteristics of red microLEDs while retaining their compatibility with CMOS processing lines.

Leveraging media to help tell a technology story is one way to get the message out broadly. We engaged the power of the pen early in the marcom program for MICLEDI - initially targeting technology trade media with a loyal following of readers. The MICLEDI message hit squarely on their target audience and kick started their communications effort.



MICLEDI Microdisplays is a fabless developer of microLED display modules for a broad range of market applications requiring ultra-compact displays. The company was spun-out from IMEC, a highly respected Belgian R&D center, in 2019. MICLEDI's technology is based on an innovative combination of III/V materials processing, 3D integration and 300mm silicon-based processing combined with a proprietary ASIC to provide a self-contained, compact monolithic AR display with high image quality and power efficiency.