

# Low Duty LCD Segment Drivers

**BU97950AFUV    MAX 280 segments (SEG35xCOM8)**

## General Description

BU97950AFUV is a 1/8 or 1/4 duty general-purpose LCD driver that can be used for consumer / battery operated products and can drive up to 280 LCD Segments. It has integrated display RAM for reducing CPU load. Also, it is designed with low power consumption and no external component needed. It can support LCD contrast adjustment by its EVR function.

## Key Specifications

- Supply Voltage Range: +2.5V to +6.0V
- LCD Drive Power Supply Range: +2.5V to +6.0V
- Operating Temperature Range: -40°C to +85°C
- Max Segments: 280 Segments
- Display Duty and Bias: 1/4 Duty and 1/3 Bias, 1/8 Duty and 1/4 Bias selectable
- Interface: 2wire serial interface

## Features

- Integrated RAM for Display Data (DDRAM): 35 x 8bit (Max 280 Segment)
- 1/8 or 1/4 Can be Selected with The Serial Control Data.
  - 1/8 duty drive: Up to 280 segments
  - 1/4 duty drive: Up to 156 segments
- Integrated Buffer AMP for LCD Driving
- Integrated Oscillator Circuit
- No External Components
- Low Power Consumption Design
- Independent Power Supply for LCD Driving
- Integrated Electrical Volume Register (EVR) function

## Applications

- Metering
- Home Automation Goods
- White Goods, Small Appliances
- Healthcare Products
- Battery Operated Products
- etc.

## Packages

W (Typ) x D (Typ) x H (Max)



## Typical Application Circuit

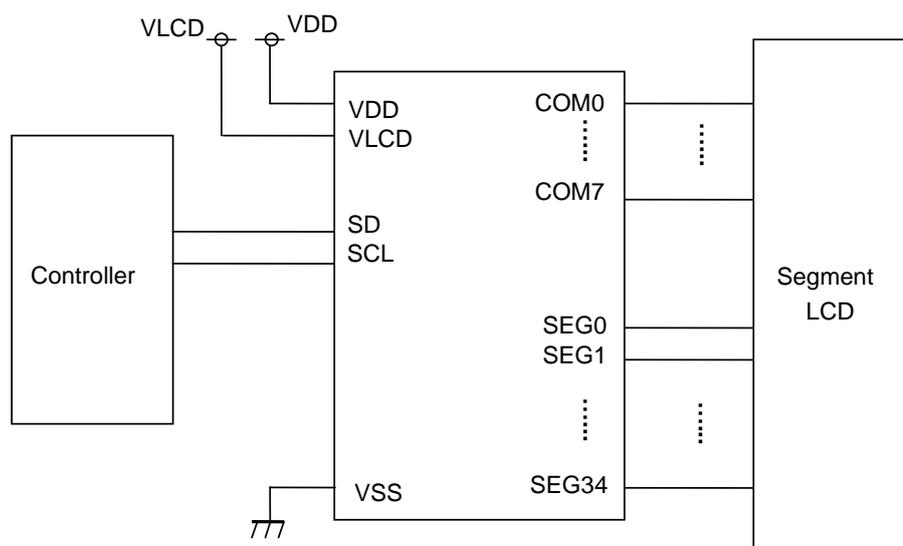


Figure 1. Typical Application Circuit

Block Diagram / Pin Configuration / Pin Description  
 BU97950AFUV (TSSOP-C48V)

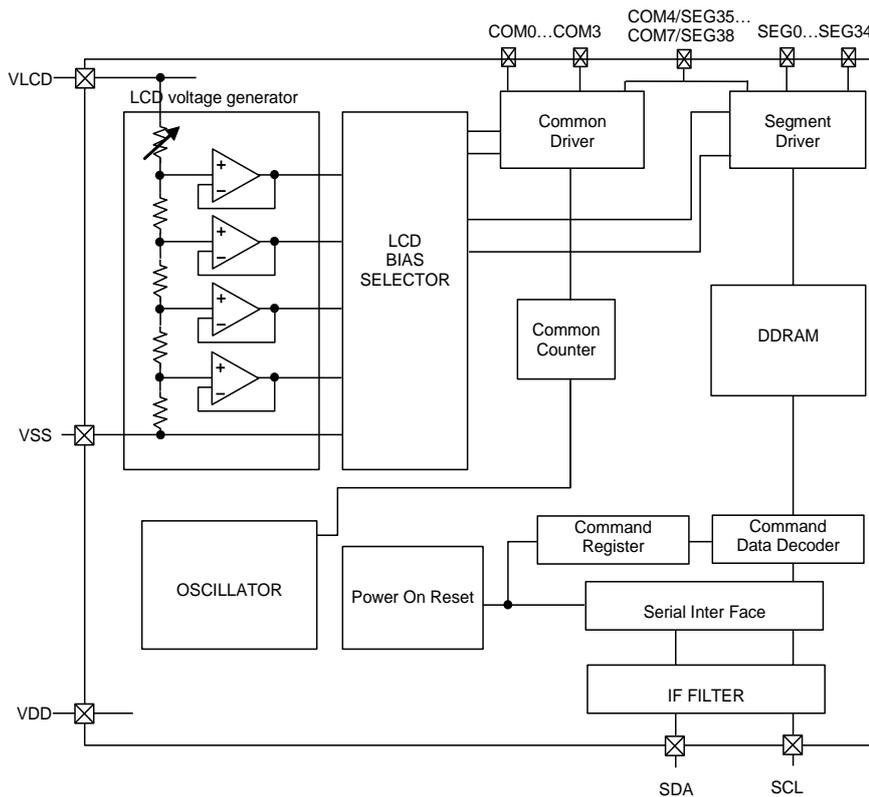


Figure 2. Block Diagram

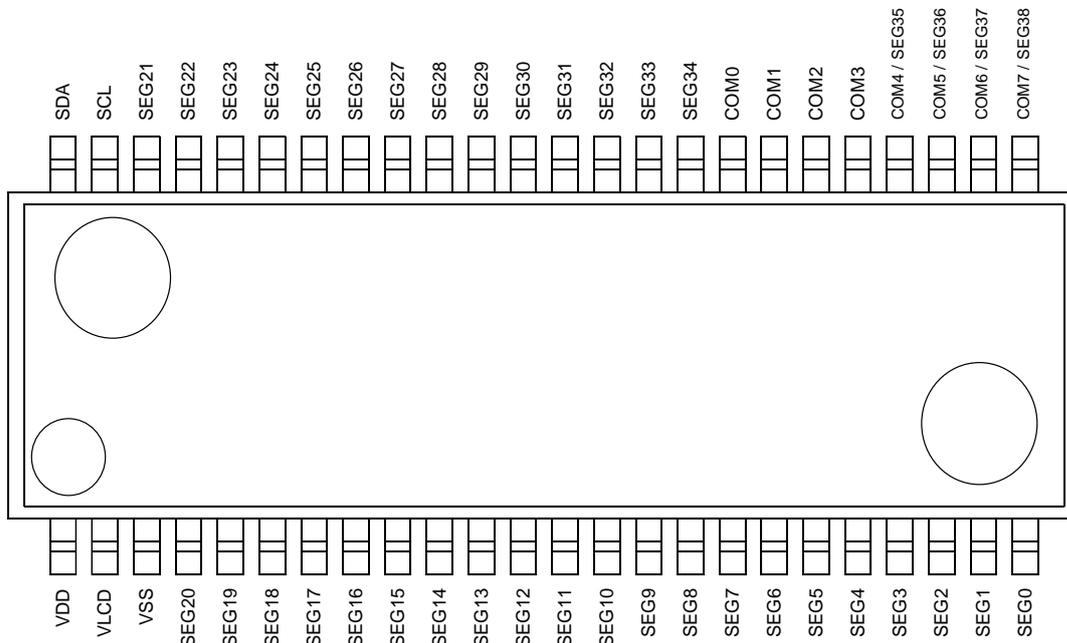


Figure 3. Pin Configuration (TOP VIEW)

Table 1. Pin Description

Terminal	Terminal No	I/O	Function	Handling when unused
SDA	48	I/O	Serial data input	-
SCL	47	I	Serial data transfer clock	-
VSS	3	I	Ground	-
VDD	1	I	Power supply	-
VLCD	2	I	Power supply for LCD drive	-
SEG0 to SEG34	4 to 24 33 to 46	O	SEGMENT output for LCD drive	OPEN
COM0 to COM3	29 to 32	O	COMMON output for LCD drive	OPEN
COM4/SEG35 to COM7/SEG38	25 to 28	O	COMMON / SEGMENT output for LCD drive	OPEN

**Absolute Maximum Ratings (VSS=0V)**

Parameter	Symbol	Ratings	Unit	Remarks
Power Supply Voltage1	VDD	-0.5 to +7.0	V	Power Supply
Power Supply Voltage2	VLCD	-0.5 to +7.0	V	LCD Drive Voltage
Allowable Loss	Pd	0.64 <sup>(Note)</sup>	W	
Input voltage Range	V <sub>IN</sub>	-0.5 to VDD+0.5	V	
Operational Temperature Range	Topr	-40 to +85	°C	
Storage Temperature Range	Tstg	-55 to +125	°C	

(Note)Derate by 6.40mW/°C when operating above Ta=25°C (when mounted in ROHM's standard board)

**Caution:** Operating the IC over the absolute maximum ratings may damage the IC. The damage can either be a short circuit between pins or an open circuit between pins and the internal circuitry. Therefore, it is important to consider circuit protection measures, such as adding a fuse, in case the IC is operated over the absolute maximum ratings.

**Recommended Operating Ratings(Ta=-40°C to +85°C,VSS=0V)**

Parameter	Symbol	Ratings			Unit	Remarks
		Min	Typ	Max		
Power Supply Voltage1	VDD	2.5	-	6.0	V	Power Supply
Power Supply Voltage2	VLCD	2.5	-	6.0	V	LCD Drive Voltage

**Electrical Characteristics**

DC Characteristics (VDD=2.5 to 6.0V, VLCD=2.5 to 6.0V, VSS=0V, Ta=-40°C to +85°C, unless otherwise specified)

Parameter	Symbol	Limits			Unit	Conditions
		Min	Typ	Max		
"H" Level Input Voltage	V <sub>IH</sub>	0.7VDD	-	VDD	V	SDA,SCL
"L" Level Input Voltage	V <sub>IL</sub>	VSS	-	0.3VDD	V	SDA,SCL
"H" Level Input Current	I <sub>IH</sub>	-	-	1	μA	SDA,SCL
"L" Level Input Current	I <sub>IL</sub>	-1	-	-	μA	SDA,SCL
LCD Driver on Resistance	SEG	R <sub>ON</sub>	-	3.5	-	kΩ
	COM	R <sub>ON</sub>	-	3.5	-	kΩ
Standby Current	I <sub>ST</sub>	-	-	5	μA	Display off, Oscillation off
Power Consumption 1	I <sub>DD</sub>	-	2.5	15	μA	VDD=3.3V, VLCD=5V, Ta=25°C Power Save Mode1, FR=80Hz 1/4 Bias, Frame Inversion
Power Consumption 2	I <sub>LCD</sub>	-	10	20	μA	VDD=3.3V, VLCD=5V, Ta=25°C Power Save Mode1, FR=80Hz 1/4 Bias, Frame Inversion

**Electrical Characteristics – continued**

Oscillation Characteristics(VDD=2.5 to 6.0V, VLCD=2.5 to 6.0V, VSS=0V, Ta=-40°C to 85°C, unless otherwise specified)

Parameter	Symbol	Limits			Unit	Conditions
		Min	Typ	Max		
Frame Frequency 1	f <sub>CLK1</sub>	56	80	104	Hz	FR = 80Hz setting, VDD=2.5V to 6.0V, Ta=-40°C to +85°C
Frame Frequency 2	f <sub>CLK2</sub>	72	80	88	Hz	FR = 80Hz setting, VDD=3.5V, Ta=-40°C to +85°C

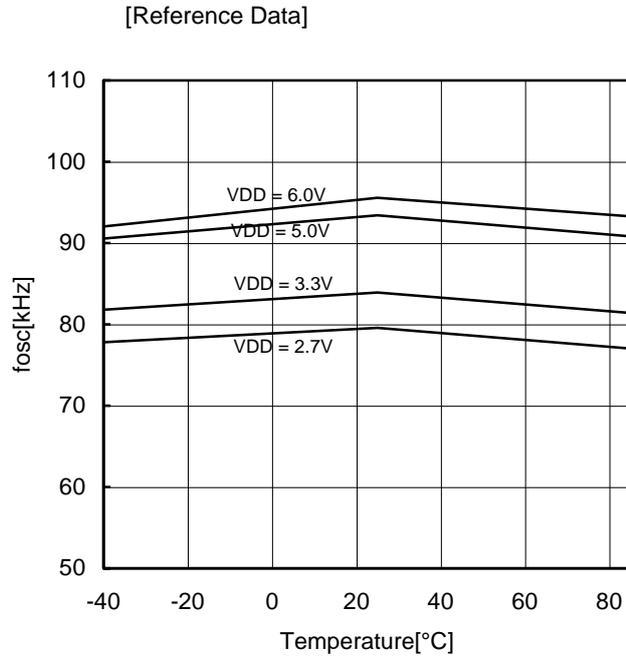


Figure 4. Frame Frequency Typical Temperature Characteristics

**Electrical Characteristics – continued**

MPU interface Characteristics (VDD=2.5 to 6.0V, VLCD=2.5 to 6.0V, VSS=0V, Ta=-40°C to +85°C, unless otherwise specified)

Parameter	Symbol	Limits			Unit	Conditions
		Min	Typ	Max		
Input Rise Time	tr	-	-	0.3	µs	
Input Fall Time	tf	-	-	0.3	µs	
SCL Cycle Time	tscyc	2.5	-	-	µs	
“H” SCL Pulse Width	tSHW	0.6	-	-	µs	
“L” SCL Pulse Width	tSLW	1.3	-	-	µs	
SDA Setup Time	tSDS	100	-	-	ns	
SDA Hold Time	tSDH	100	-	-	ns	
Bus Free Time	tBUF	1.3	-	-	µs	
START Condition Hold Time	tHD,STA	0.6	-	-	µs	
START Condition Setup Time	tSU,STA	0.6	-	-	µs	
STOP Condition Setup Time	tSU,STO	0.6	-	-	µs	

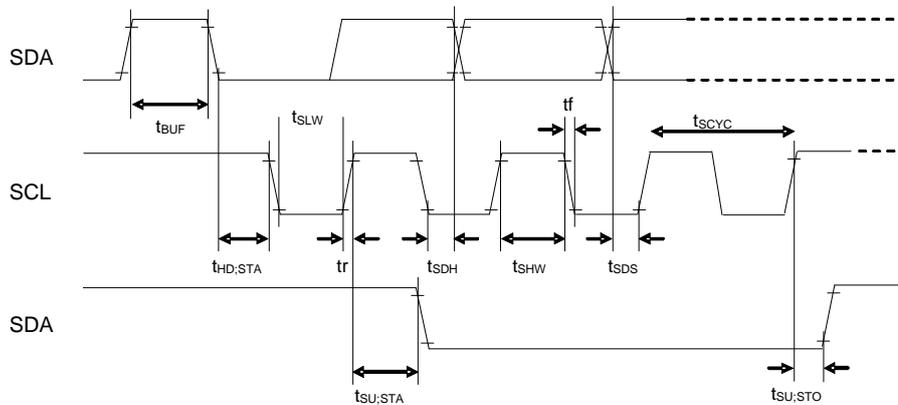


Figure 5. Serial Interface Timing

I/O Equivalent Circuit

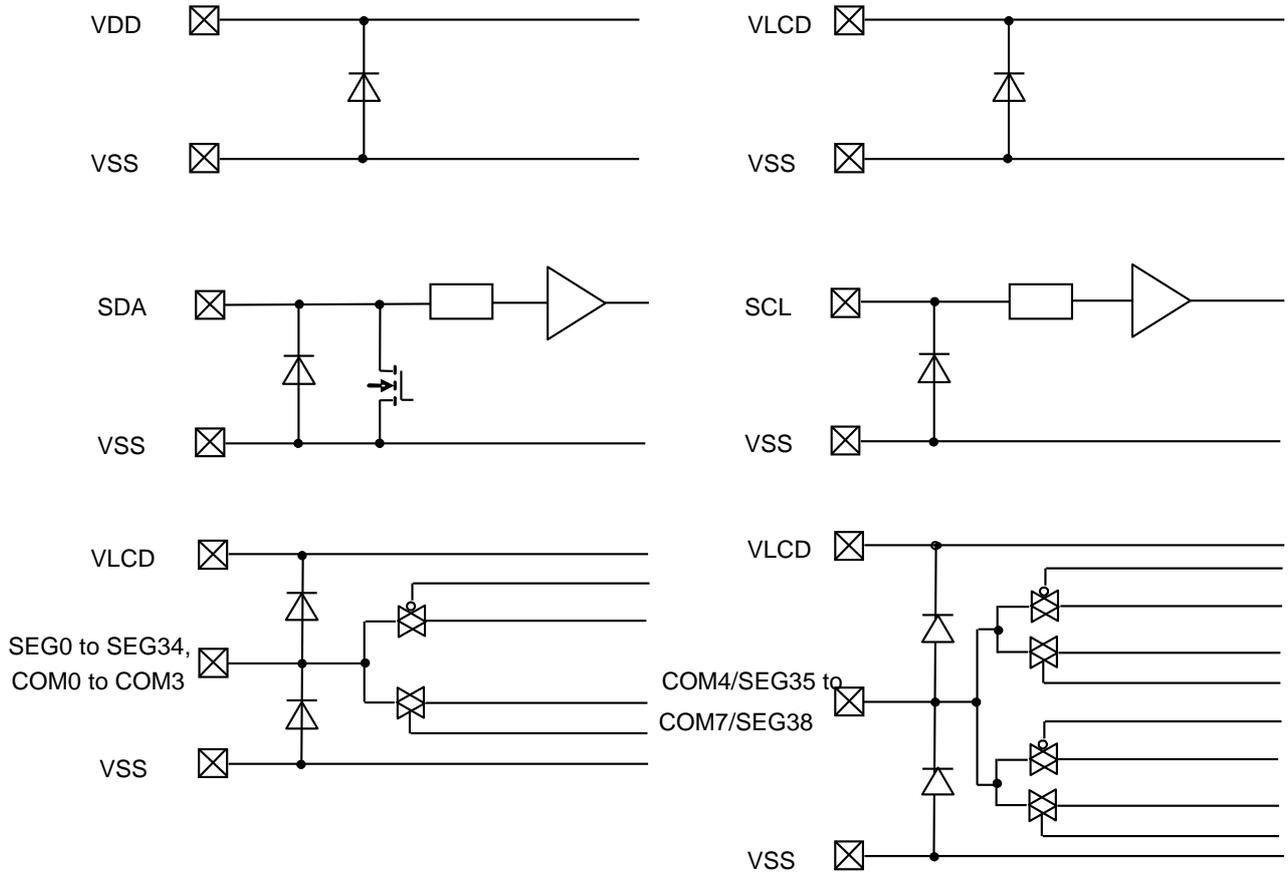


Figure 6. I/O Equivalent Circuit

**Function Description**

**Command / Data Transfer Method**

BU97950AFUV is controlled by 2-wire signal (SDA, SCL).

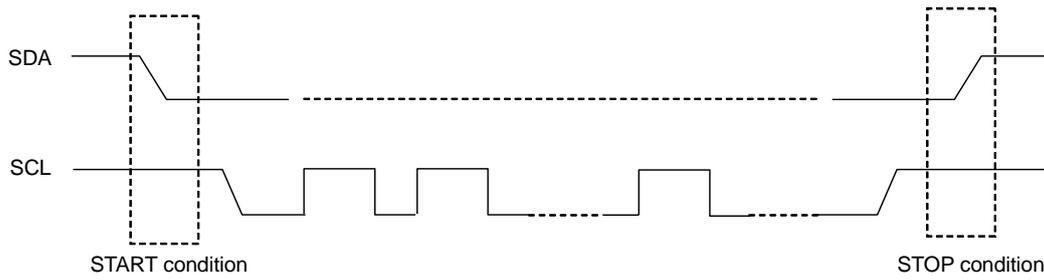


Figure 7. 2 wire Command/Data Transfer Format

It is necessary to generate START and STOP condition when sending Command or Display Data through this 2 wire serial interface.

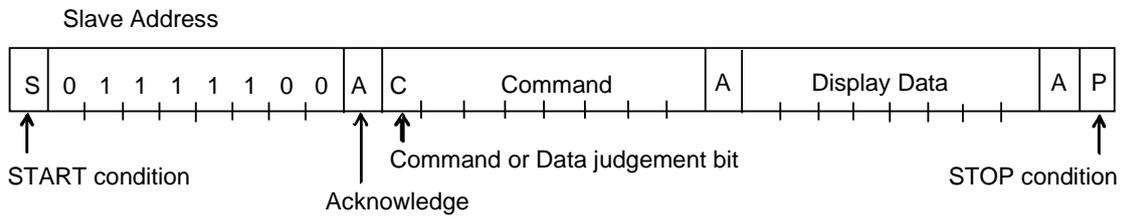


Figure 8. Interface Protocol

The following procedure shows how to transfer Command and Display Data.

- (1) Generate "START condition".
- (2) Issue Slave Address.
- (3) Transfer Command and Display Data.
- (4) Generate "STOP condition"

**Acknowledge**

Data format is comprised of 8 bits, Acknowledge bit is returned after sending 8-bit data.

After the transfer of 8-bit data (Slave Address, Command, Display Data), release the SDA line at the falling edge of the 8<sup>th</sup> clock. The SDA line is then pulled "Low" until the falling edge of the 9<sup>th</sup> clock SCL.

(Output cannot be pulled "High" because of open drain NMOS).

If acknowledge function is not required, keep SDA line at "Low" level from 8<sup>th</sup> falling edge to 9<sup>th</sup> falling edge of SCL.

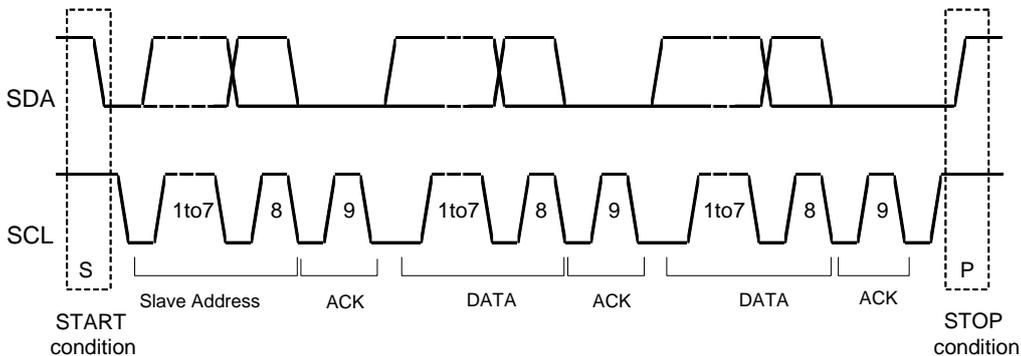


Figure 9. Acknowledge timing

**Function Description – continued**

**Command Transfer Method**

Issue Slave Address (“01111100”) after generate “START condition”.

The 1<sup>st</sup> byte after Slave Address always becomes command input.

MSB (“Command or Data judgement bit”) of command decide to next data is Command or Display Data.

When set “Command or Data judgement bit”=‘1’, next byte will be command.

When set “Command or Data judgement bit”=‘0’, next byte data is Display Data.



It cannot accept input command once it enters into Display Data transfer state.

In order to input command again it is necessary to generate “START condition”.

If “START condition” or “STOP condition” is sent in the middle of command transmission, command will be cancelled.

If Slave Address is continuously sent following “START condition”, it remains in command input state.

“Slave Address” must be sent right after the “START condition”.

When Slave Address cannot be recognized in the first data transmission, no Acknowledge bit is generated and next transmission will be invalid. When data is invalid status, if “START condition” is transmitted again, it will return to valid status.

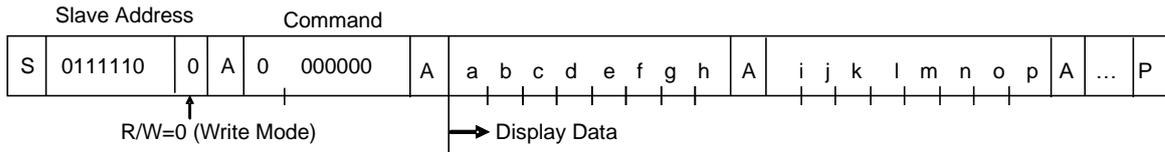
Consider the MPU interface characteristic such as Input rise time and Setup/Hold time when transferring command and data (Refer to MPU Interface Characteristics).

**Write Display and Transfer Method**

BU97950AFUV enters “Write mode” when R/W bit of Slave address is ‘0’

BU97950AFUV has Display Data RAM (DDRAM) of 35x8=280bits.

The relationship between data input and Display Data, DDRAM data and address are as follows.



In 1/8 Duty Mode

8-bit data is stored in DDRAM. ADSET command specifies the address to be written, and address is automatically incremented in every 8-bit data.

Data can be continuously written in DDRAM by transmitting data continuously.

		DDRAM Address													
		0h	1h	2h	3h	4h	5h	6h	7h	...	21h	22h			
BIT	0	a	i											COM0	
	1	b	j											COM1	
	2	c	k											COM2	
	3	d	l											COM3	
	4	e	m											COM4	
	5	f	n											COM5	
	6	g	o											COM6	
	7	h	p											COM7	
		SEG0	SEG1	SEG2	SEG3	SEG4	SEG5	SEG6	SEG7		SEG33	SEG34			

Display data is written to DDRAM every 8-bit data.  
No need to wait for ACK bit to complete data transfer.

**Function Description – continued**

In 1/4 Duty Mode

4-bit data is stored in DDRAM. ADSET command specifies the address to be written, and address is automatically incremented in every 8-bit data.

Data can be continuously written in DDRAM by transmitting data continuously.

		DDRAM Address															
		0h	1h	2h	3h	...	12h	13h									
BIT	0	a	e	i	m											COM0	
	1	b	f	j	n											COM1	
	2	c	g	k	o											COM2	
	3	d	H	l	p											COM3	
		SEG0	SEG1	SEG2	SEG3	SEG4	SEG5	SEG6	SEG7					SEG36	SEG37	SEG38	

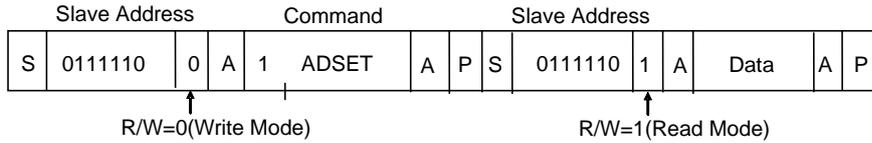
Display data is written to DDRAM every 4-bit data.

No need to wait for ACK bit to complete data transfer

**Function Description – continued**

**Read Command Register and Transfer Method**

BU97950AFUV enters “Read mode” when R/W bit of Slave Address is ‘1’  
 During Read mode the command registers can be read.  
 The sequence for the command register read is shown below.



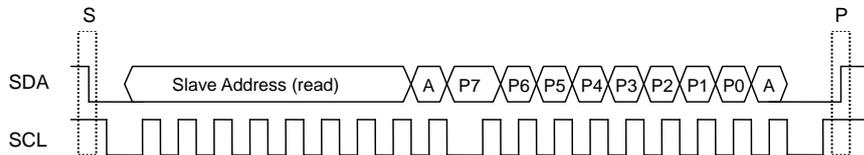
The following register settings can be read in this mode.  
 Only one register setting can be read at once, after reading register setting, BU97950 will exit from read mode and wait for slave Address. If all register setting needs to be read, please make sequence for “REG1” and “REG2”, respectively.

Register	D7	D6	D5	D4	D3	D2	D1	D0	Address
REG1	P7	P6	P5	P4	P3	P2	P1	P0	23h
REG2	P7	P6	P5	P4	P3	P2	P1	P0	24h

REG1:P7 = Frame Frequency setting  
 P6 = Duty and Bias setting  
 P5 = Software Reset condition  
 P4 to P0 = EVR setting

REG2: P7 to P6 = Frame Frequency (FR) setting  
 P5 to P4 = Power Save Mode (SR) setting  
 P3 = LCD drive waveform setting  
 P2 = Display ON/OFF setting  
 P1 = APON setting  
 P0 = APOFF setting

An example of the command register read sequence is shown below.



**LCD Driver Bias Circuit**

BU97950AFUV generates LCD driving voltage with on-chip Buffer AMP.  
 And it can drive LCD at low power consumption.  
 1/4 or 1/3 Bias can be set by MODESET command.  
 Line or frame inversion can be set by DISCTL command.  
 Refer to the “LCD driving waveform” for each LCD Bias setting.

**Reset Initialize Condition**

Initial condition after executing Software Reset is as follows.  
 -Display is OFF.  
 -DDRAM address is initialized (DDRAM Data is not initialized).  
 Refer to Command Description for initialize value of registers.

**Function Description – continued****Command / Function List**

Description List of Command / Function

No.	Command	Function
1	Address Set (ADSET)	DDRAM Address setting (00h to 22h) Command register address setting (23h, 24h)
2	EVR Set (EVRSET)	EVR setting (0 to 31)
3	Display Control (DISCTL)	Frame Frequency, Power Save Mode setting
4	IC Operation Set (ICSET)	LCD drive mode, Software Reset, display on/off
5	All Pixel Control (APCTL)	All pixel control during display ON
6	Mode Set (MODESET)	Frame Frequency, Duty and Bias setting

**Detailed command Description**

D7 (MSB) is a Command or Data judgment bit.  
Refer to Command / Data transfer method.

C: 0: Next byte is RAM write data.  
1: Next byte is command.

**Address Set (ADSET)**

MSB							LSB
D7	D6	D5	D4	D3	D2	D1	D0
C	0	P5	P4	P3	P2	P1	P0

Address data is specified in P[5:0].

The address range can be set as 00h(000000b) to 22h(100010b) for Write mode.  
When the specified address is out of range, the address will be set to "0h(000000b)".  
The default value of the DDRAM Address is "0h(000000b)".

The address can be set 23h(100011b) and 24h(100100b) for Read mode.  
It is prohibited to set other address.

P[5:0] = 23h (100011b) - REG1  
Register address for Software Reset condition and EVR setting

P[5:0] = 24h (100100b) - REG2  
Register address for the other settings  
(For more detailed information, please refer to "Read Command Register and Transfer Method")

**EVR Set (EVRSET)**

MSB							LSB
D7	D6	D5	D4	D3	D2	D1	D0
C	1	0	P4	P3	P2	P1	P0

BU97950AFUV has 32-step Electrical Volume Register (EVR) that can set the best V<sub>0</sub> voltage level (Maximum LCD driving voltage).

Electrical Volume Register (EVR) is set to "00000" in reset initialize condition.

In "0000" condition, V<sub>0</sub> output voltage is equal to VLCD input voltage.

Keep Contrast Setting for V<sub>0</sub> voltage more than 2.5V only.

Refer to the below table for V<sub>0</sub> voltage.

And ensure "VLCD – V<sub>0</sub> > 0.6" condition is satisfied.

Unstable IC output voltage may result if the above conditions are not satisfied.

## Function Description – continued

The relationship of electrical volume register (EVR) setting and V0 voltage

EVR	Calculation formula	VLCD = 6.000	VLCD = 5.500	VLCD = 5.000	VLCD = 4.000	VLCD = 3.500	VLCD = 3.000	VLCD = 2.500	Unit
0	VLCD	V0= 6.000	V0= 5.500	V0= 5.000	V0= 4.000	V0= 3.500	V0= 3.000	V0= 2.500	V
1	0.967*VLCD	V0= 5.802	V0= 5.323	V0= 4.839	V0= 3.871	V0= 3.387	V0= 2.903	V0= 2.419	V
2	0.937*VLCD	V0= 5.622	V0= 5.156	V0= 4.688	V0= 3.750	V0= 3.281	V0= 2.813	V0= 2.344	V
3	0.909*VLCD	V0= 5.454	V0= 5.000	V0= 4.545	V0= 3.636	V0= 3.182	V0= 2.727	V0= 2.273	V
4	0.882*VLCD	V0= 5.292	V0= 4.853	V0= 4.412	V0= 3.529	V0= 3.088	V0= 2.647	V0= 2.206	V
5	0.857*VLCD	V0= 5.142	V0= 4.714	V0= 4.286	V0= 3.429	V0= 3.000	V0= 2.571	V0= 2.143	V
6	0.833*VLCD	V0= 4.998	V0= 4.583	V0= 4.167	V0= 3.333	V0= 2.917	V0= 2.500	V0= 2.083	V
7	0.810*VLCD	V0= 4.860	V0= 4.459	V0= 4.054	V0= 3.243	V0= 2.838	V0= 2.432	V0= 2.027	V
8	0.789*VLCD	V0= 4.734	V0= 4.342	V0= 3.947	V0= 3.158	V0= 2.763	V0= 2.368	V0= 1.974	V
9	0.769*VLCD	V0= 4.614	V0= 4.231	V0= 3.846	V0= 3.077	V0= 2.692	V0= 2.308	V0= 1.923	V
10	0.750*VLCD	V0= 4.500	V0= 4.125	V0= 3.750	V0= 3.000	V0= 2.625	V0= 2.250	V0= 1.875	V
11	0.731*VLCD	V0= 4.386	V0= 4.024	V0= 3.659	V0= 2.927	V0= 2.561	V0= 2.195	V0= 1.829	V
12	0.714*VLCD	V0= 4.284	V0= 3.929	V0= 3.571	V0= 2.857	V0= 2.500	V0= 2.143	V0= 1.786	V
13	0.697*VLCD	V0= 4.182	V0= 3.837	V0= 3.488	V0= 2.791	V0= 2.442	V0= 2.093	V0= 1.744	V
14	0.681*VLCD	V0= 4.086	V0= 3.750	V0= 3.409	V0= 2.727	V0= 2.386	V0= 2.045	V0= 1.705	V
15	0.666*VLCD	V0= 3.996	V0= 3.667	V0= 3.333	V0= 2.667	V0= 2.333	V0= 2.000	V0= 1.667	V
16	0.652*VLCD	V0= 3.912	V0= 3.587	V0= 3.261	V0= 2.609	V0= 2.283	V0= 1.957	V0= 1.630	V
17	0.638*VLCD	V0= 3.828	V0= 3.511	V0= 3.191	V0= 2.553	V0= 2.234	V0= 1.915	V0= 1.596	V
18	0.625*VLCD	V0= 3.750	V0= 3.438	V0= 3.125	V0= 2.500	V0= 2.188	V0= 1.875	V0= 1.563	V
19	0.612*VLCD	V0= 3.672	V0= 3.367	V0= 3.061	V0= 2.449	V0= 2.143	V0= 1.837	V0= 1.531	V
20	0.600*VLCD	V0= 3.600	V0= 3.300	V0= 3.000	V0= 2.400	V0= 2.100	V0= 1.800	V0= 1.500	V
21	0.588*VLCD	V0= 3.528	V0= 3.235	V0= 2.941	V0= 2.353	V0= 2.059	V0= 1.765	V0= 1.471	V
22	0.576*VLCD	V0= 3.456	V0= 3.173	V0= 2.885	V0= 2.308	V0= 2.019	V0= 1.731	V0= 1.442	V
23	0.566*VLCD	V0= 3.396	V0= 3.113	V0= 2.830	V0= 2.264	V0= 1.981	V0= 1.698	V0= 1.415	V
24	0.555*VLCD	V0= 3.330	V0= 3.056	V0= 2.778	V0= 2.222	V0= 1.944	V0= 1.667	V0= 1.389	V
25	0.545*VLCD	V0= 3.270	V0= 3.000	V0= 2.727	V0= 2.182	V0= 1.909	V0= 1.636	V0= 1.364	V
26	0.535*VLCD	V0= 3.210	V0= 2.946	V0= 2.679	V0= 2.143	V0= 1.875	V0= 1.607	V0= 1.339	V
27	0.526*VLCD	V0= 3.156	V0= 2.895	V0= 2.632	V0= 2.105	V0= 1.842	V0= 1.579	V0= 1.316	V
28	0.517*VLCD	V0= 3.102	V0= 2.845	V0= 2.586	V0= 2.069	V0= 1.810	V0= 1.552	V0= 1.293	V
29	0.508*VLCD	V0= 3.048	V0= 2.797	V0= 2.542	V0= 2.034	V0= 1.780	V0= 1.525	V0= 1.271	V
30	0.500*VLCD	V0= 3.000	V0= 2.750	V0= 2.500	V0= 2.000	V0= 1.750	V0= 1.500	V0= 1.250	V
31	0.491*VLCD	V0= 2.946	V0= 2.705	V0= 2.459	V0= 1.967	V0= 1.721	V0= 1.475	V0= 1.230	V

 Prohibited setting

Function Description – continued  
Display Control (DISCTL)

MSB				LSB			
D7	D6	D5	D4	D3	D2	D1	D0
C	1	1	0	P3	P2	P1	P0

Set Frame Frequency

Setting <sup>(Note 1)</sup>	P3	P2	FRSEL <sup>(Note 2)</sup>	Reset initialize condition
80Hz	0	0	0	○
71Hz	0	1	0	
64Hz	1	0	0	
50Hz	1	1	0	
233Hz	0	0	1	
197Hz	0	1	1	
160Hz	1	0	1	
122Hz	1	1	1	

(Note 1) The frame frequency varies according to the characteristics of f<sub>CLK</sub> when internal oscillation circuit is used.  
(Refer to oscillation characteristics for f<sub>CLK</sub> properties).

(Note 2) Please refer to MODESET for FRSEL

Set Power Save Mode SR.

Setup	P1	P0	Reset initialize condition
Power Save Mode 1	0	0	
Power Save Mode 2	0	1	
Normal Mode	1	0	○
High Power Mode	1	1	

**Function Description – continued**  
**Set IC Operation (ICSET)**

MSB						LSB	
D7	D6	D5	D4	D3	D2	D1	D0
C	1	1	1	0	P2	P1	P0

(\* : Don't care)

Set LCD drive Waveform.

Setup	P2	Reset initialize condition
Line Inversion Mode	0	
Frame Inversion Mode	1	○

Power consumption is reduced in the following order:

Line Inversion > Frame Inversion

Typically, when driving large capacitance LCD, Line inversion is more susceptible to influence of crosstalk.

Regarding driving waveform, refer to LCD driving waveform.

Set Software Reset execution

Setup	P1	Reset initialize condition
Software Reset Not Execute	0	○
Software Reset Execute	1	

When "Software Reset" is executed, BU97950AFUV is reset to initial condition.

Don't set Software Reset (P1) with P2, P0 at the same time.

Set Display ON and OFF

Setup	P0	Reset initialize condition
Display off(DISPOFF)	0	○
Display on(DISPON)	1	

Display off : Regardless of DDRAM data, all SEGMENT and COMMON output will be stopped after 1frame of data write. Display OFF mode will be disabled after Display ON command.

Display on: SEGMENT and COMMON output will be active and start to read the display data from DDRAM.

After receiving the Display ON setting, BU97950AFUV completes startup in one frame and starts displaying. If the Display OFF setting is received within one frame after receiving the Display ON setting, the state during startup is maintained and the abnormal current is generated. If you send the Display OFF setting after sending the Display ON setting, leave an interval of 1 frame or more.

**All Pixel control (APCTL)**

MSB						LSB	
D7	D6	D5	D4	D3	D2	D1	D0
C	1	1	1	1	0	P1	P0

All display set on, off

Setup	P1	Reset initialize condition
Normal	0	○
All pixel on	1	

Setup	P0	Reset initialize condition
Normal	0	○
All pixel off	1	

All pixels on: All pixels are on regardless of DDRAM data.

All pixels off: All pixels are off regardless of DDRAM data.

This command is valid in Display on status. The data of DDRAM is not changed by this command.

If set both P1 and P0 ="1", All Pixels OFF will be selected.

Function Description – continued

Mode Set (MODE SET)

MSB						LSB	
D7	D6	D5	D4	D3	D2	D1	D0
C	1	1	1	1	1	P1	P0

(\* : Don't care)

Set Frame Frequency Setting

Setup	P1	Reset initialize condition
Normal	0	○
200Hz Mode	1	

Set Duty and Bias Level

Setup	P0	Reset initialize condition
1/8 Duty and 1/4 Bias	0	○
1/4 Duty and 1/3 Bias	1	

Please refer to LCD drive waveform, for example of SEG and COM output waveform

LCD Driving Waveform

(1/4 Bias, 1/8 Duty) Line Inversion Mode

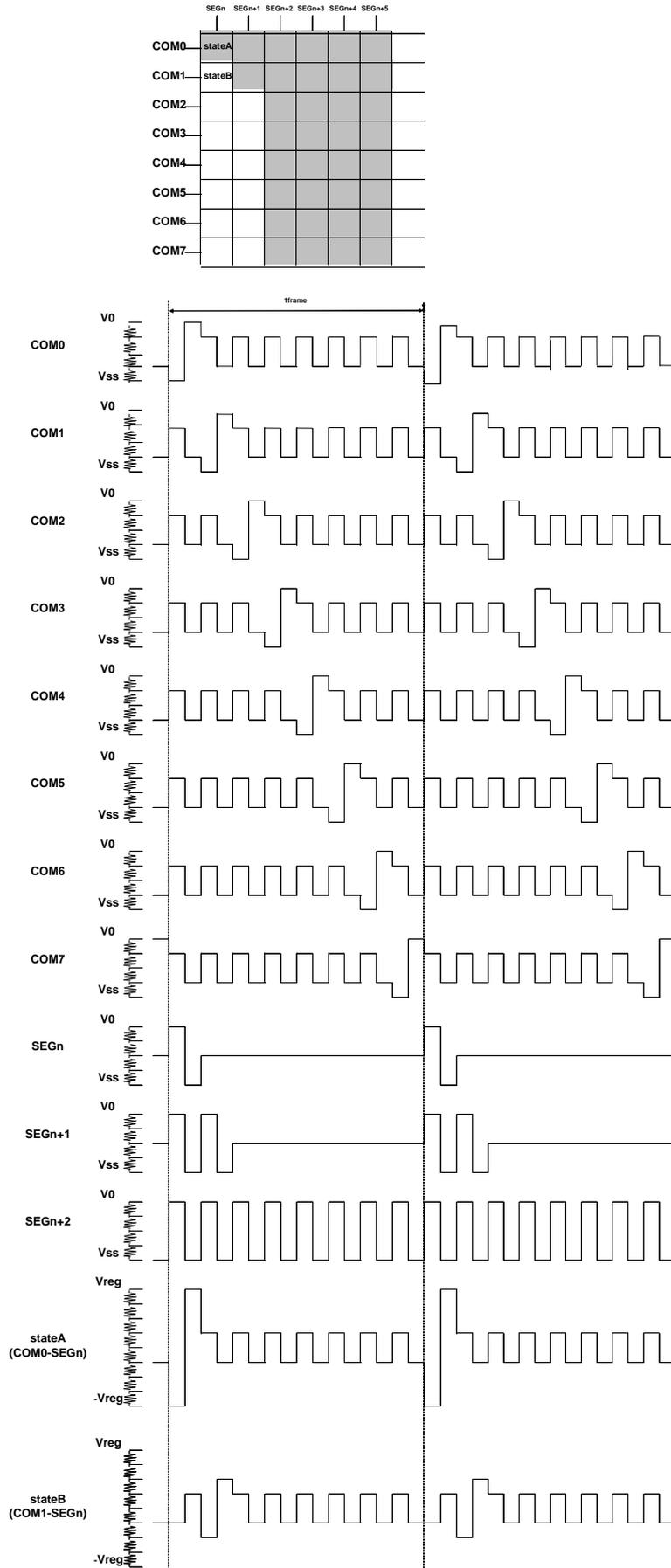


Figure 10. Wave form of line inversion

**LCD Driving Waveform– continued**  
 (1/4 Bias, 1/8 Duty) Frame Inversion Mode

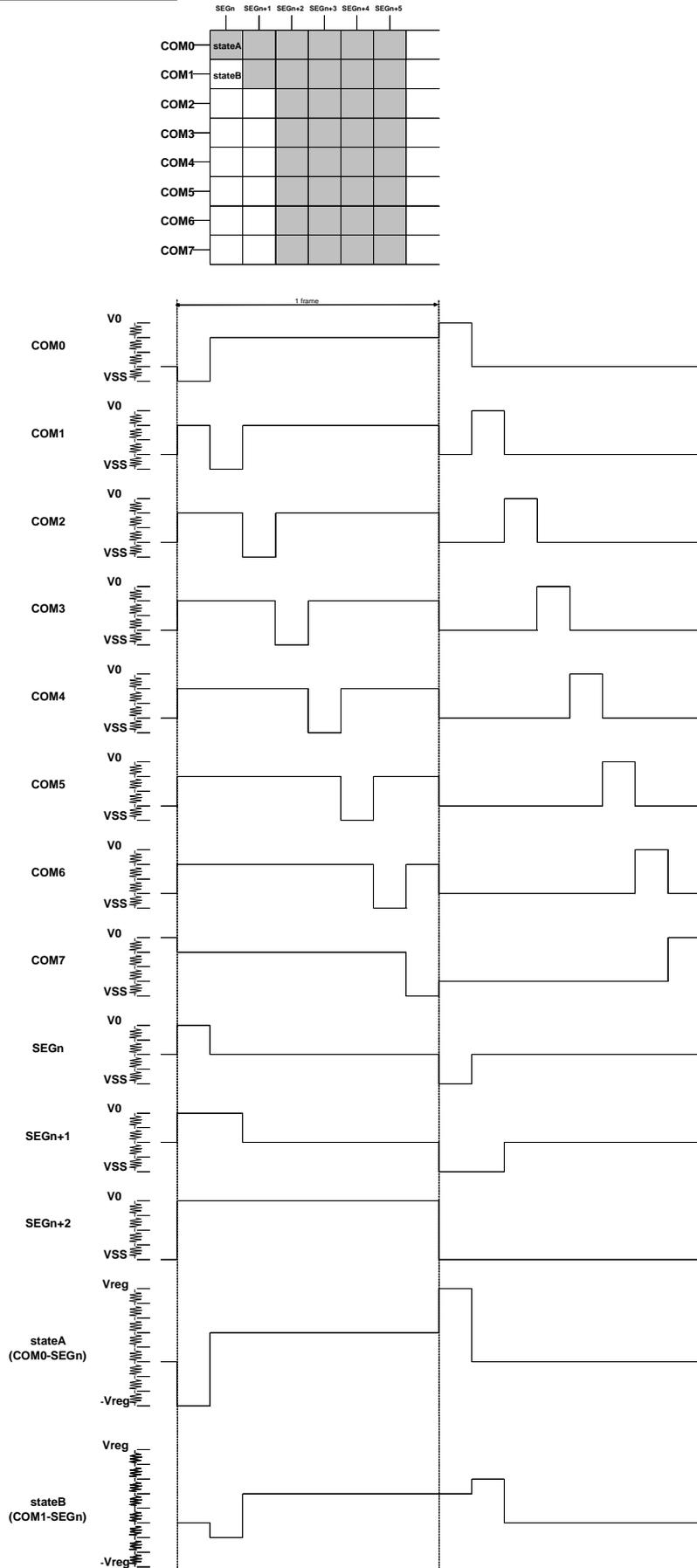


Figure 11. Wave form of frame inversion

LCD Driving Waveform– continued  
 (1/3 Bias, 1/4 Duty) Line Inversion Mode

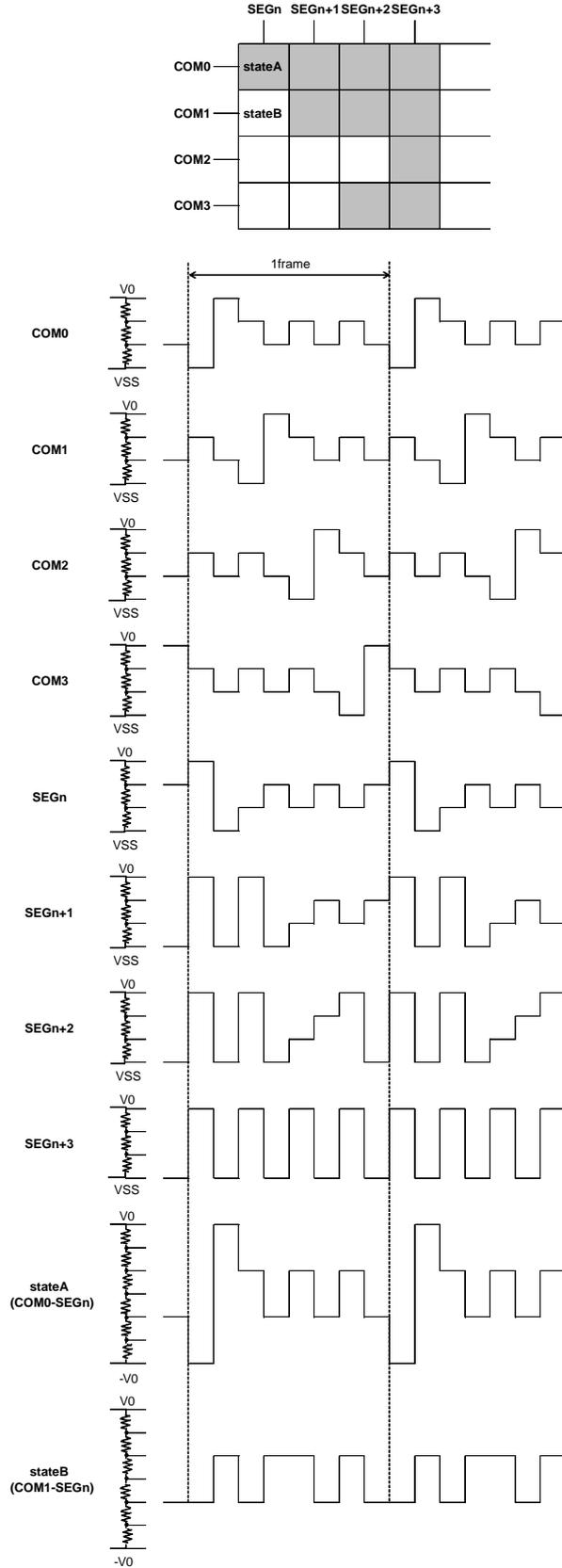


Figure 12. Wave form of frame inversion

LCD Driving Waveform– continued  
 (1/3 Bias, 1/4 Duty) Frame Inversion Mode

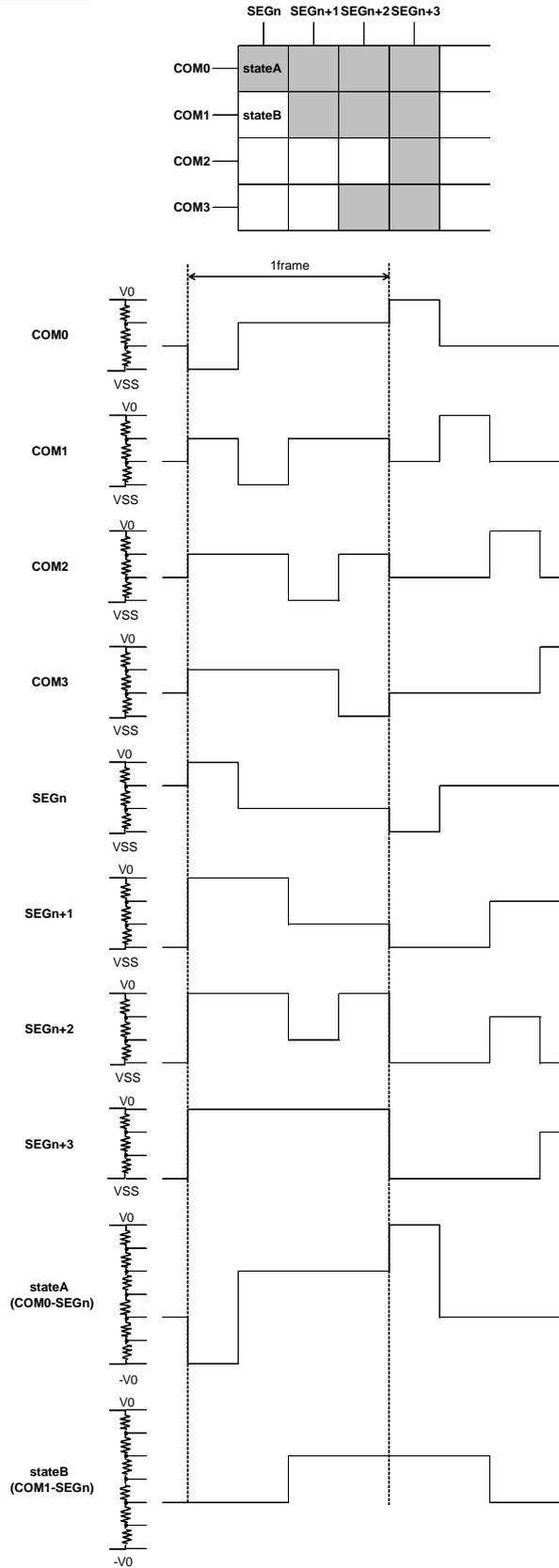
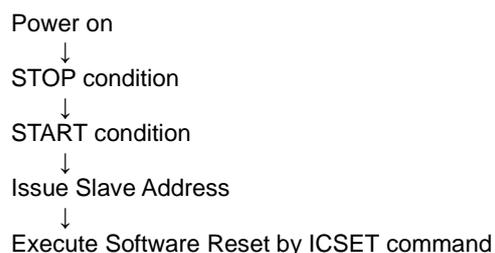


Figure 13. Wave form of Frame Inversion

**Initialize sequence**

Follow the Power-on sequence below to initialize condition.



After Power-on and before sending initialize sequence, each register value, DDRAM Address and DDRAM Data are random.

**Start sequence**

**Start sequence example**

No.	Input	D7	D6	D5	D4	D3	D2	D1	D0	Descriptions
1	Power on									VDD=0V to 5V (Tr=0.1ms)
	↓									
2	wait min 100μs									Initialize IC
	↓									
3	STOP									STOP condition
	↓									
4	START									START condition
5	Slave Address	0	1	1	1	1	1	0	0	Issue Slave Address
	↓									
6	ICSET	1	1	1	1	0	*	1	*	Execute Software Reset
	↓									
7	DISCTL	1	1	1	0	0	0	1	0	
	↓									
8	EVRSET	1	1	0	0	0	0	0	0	
	↓									
9	ADSET	0	0	0	0	0	0	0	0	DDRAM Address set
	↓									
10	Display Data	*	*	*	*	*	*	*	*	Address 00h
	⋮									⋮
	Display Data	*	*	*	*	*	*	*	*	Address 22h
	↓									
11	STOP									STOP condition
	↓									
12	START									START condition
13	Slave Address	0	1	1	1	1	1	0	0	Issue Slave Address
	↓									
14	ICSET	1	1	1	1	0	*	0	1	Display on

(\*:Don't care)

**Cautions in Power ON/OFF**

To prevent incorrect display, malfunction and abnormal current, follow Power On/Off sequence shown in waveform below.

VDD must be turned on before VLCD during power up sequence.

VDD must be turned off after VLCD during power down sequence.

Set  $VDD - 2.4 \geq VLCD$ ,  $t1 > 0ns$  and  $t2 > 0ns$ .

To refrain from data transmission is strongly recommended while power supply is rising up or falling down to prevent from the occurrence of disturbances on transmission and reception.

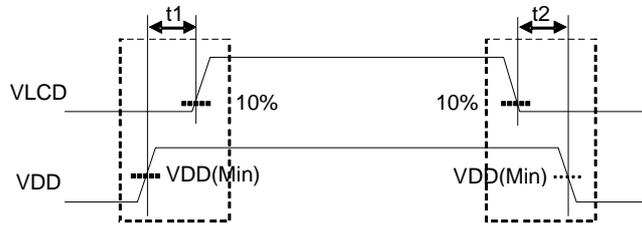


Figure 14. Recommended Power ON/OFF Sequence

**Caution in P.O.R Circuit Use**

BU97950AFUV has "P.O.R" (Power-On Reset) circuit and Software Reset function. Keep the following recommended Power-On conditions in order to power up properly.

Set power up conditions to meet the recommended  $t_R$ ,  $t_F$ ,  $t_{OFF}$ , and  $V_{BOT}$  specification below in order to ensure P.O.R operation.

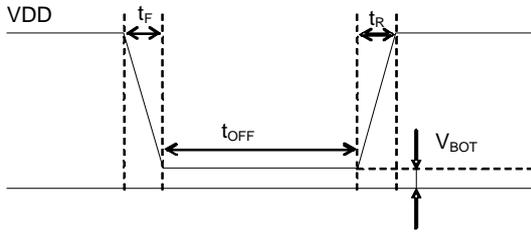


Figure 15. Power ON/OFF waveform

Recommended condition of  $t_R$ ,  $t_F$ ,  $t_{OFF}$ ,  $V_{BOT}$  ( $T_a=25\text{ }^\circ\text{C}$ )

$t_R$	$t_F$	$t_{OFF}$	$V_{BOT}$
Less than 5ms	Less than 5ms	More than 20ms	Less than 0.3V

When it is difficult to keep above conditions, it is possibility to cause meaningless display due to no IC initialization. Please execute the IC initialization as quickly as possible after Power-on to reduce such an affect.

See the IC initialization flow as below.

Setting TEST2="H" disables the POR circuit, in such case, execute the following sequence.

Note however that it cannot accept command while supply is unstable or below the minimum supply range.

Note also that Software Reset is not a complete alternative to POR function.

- (1) Generate STOP condition

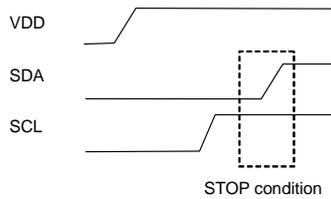


Figure 16. STOP condition

- (2) Generate START condition.

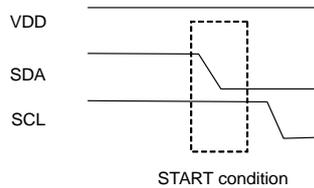


Figure 17. START condition

- (3) Issue Slave Address.
- (4) Execute Software Reset (ICSET) command.

**Note on the Multiple Devices be Connected to 2 Wire Interface**

Do not access the other device without power supply (VDD) to the BU97950AFUV.

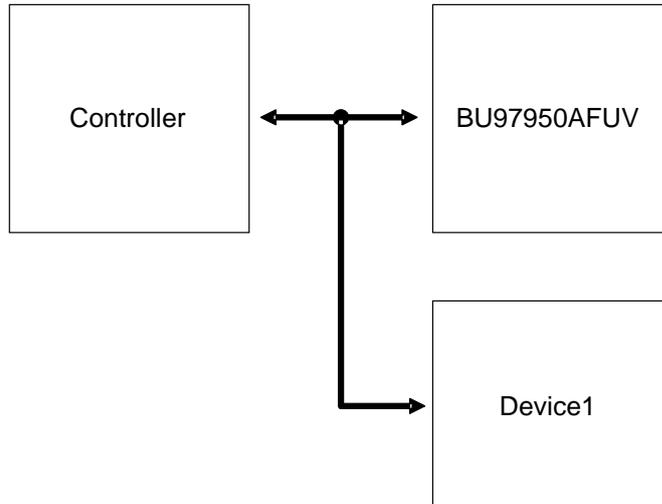


Figure 18. Example of BUS connection

To control the slope of the falling edge, a capacitor is connected between gate and drain of a NMOS transistor (Refer to Figure 19).

The gate is in a high-impedance state if the power supply (VDD) is not supplied.

In this condition, the gate voltage is pulled up by the current flow through the capacitance as a result of the SDA signal's transition from LOW to HIGH.

The NMOS transistor turns on and draws some current ( $I_{ds}$ ) from the SDA port if the gate voltage ( $V_g$ ) is higher than the threshold voltage ( $V_{th}$ ).

An external resistor ( $R$ ) is connected between the power line and SDA line to keep the SDA line as logic HIGH. But the line cannot be kept as logic HIGH if the voltage drop ( $R \cdot I_{ds}$ ) is large.

Access the other LSIs with power supply to BU97950AFUV to control the gate voltage as logic level of 1 or 0 if the number of LSIs are connected to the same bus.

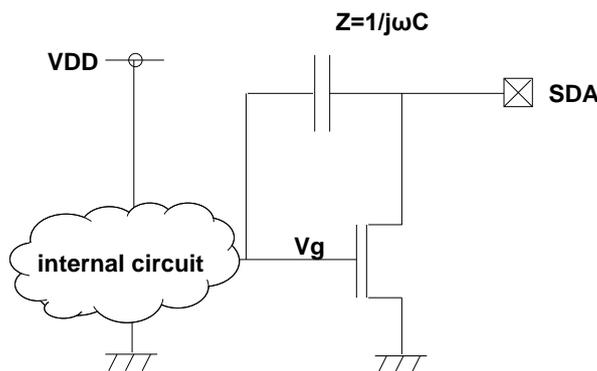


Figure 19. SDA output cell structure

## Operational Notes

### 1. Reverse Connection of Power Supply

Connecting the power supply in reverse polarity can damage the IC. Take precautions against reverse polarity when connecting the power supply, such as mounting an external diode between the power supply and the IC's power supply pins.

### 2. Power Supply Lines

Design the PCB layout pattern to provide low impedance supply lines. Separate the ground and supply lines of the digital and analog blocks to prevent noise in the ground and supply lines of the digital block from affecting the analog block. Furthermore, connect a capacitor to ground at all power supply pins. Consider the effect of temperature and aging on the capacitance value when using electrolytic capacitors.

### 3. Ground Voltage

Ensure that no pins are at a voltage below that of the ground pin at any time, even during transient condition.

### 4. Ground Wiring Pattern

When using both small-signal and large-current ground traces, the two ground traces should be routed separately but connected to a single ground at the reference point of the application board to avoid fluctuations in the small-signal ground caused by large currents. Also ensure that the ground traces of external components do not cause variations on the ground voltage. The ground lines must be as short and thick as possible to reduce line impedance.

### 5. Thermal Consideration

Should by any chance the power dissipation rating be exceeded the rise in temperature of the chip may result in deterioration of the properties of the chip. The absolute maximum rating of the Pd stated in this specification is when the IC is mounted on a 70mm x 70mm x 1.6mm glass epoxy board. In case of exceeding this absolute maximum rating, increase the board size and copper area to prevent exceeding the Pd rating.

### 6. Recommended Operating Conditions

These conditions represent a range within which the expected characteristics of the IC can be approximately obtained. The electrical characteristics are guaranteed under the conditions of each parameter.

### 7. Inrush Current

When power is first supplied to the IC, it is possible that the internal logic may be unstable and inrush current may flow instantaneously due to the internal powering sequence and delays, especially if the IC has more than one power supply. Therefore, give special consideration to power coupling capacitance, power wiring, width of ground wiring, and routing of connections.

### 8. Operation Under Strong Electromagnetic Field

Operating the IC in the presence of a strong electromagnetic field may cause the IC to malfunction.

### 9. Testing on Application Boards

When testing the IC on an application board, connecting a capacitor directly to a low-impedance output pin may subject the IC to stress. Always discharge capacitors completely after each process or step. The IC's power supply should always be turned off completely before connecting or removing it from the test setup during the inspection process. To prevent damage from static discharge, ground the IC during assembly and use similar precautions during transport and storage.

### 10. Inter-pin Short and Mounting Errors

Ensure that the direction and position are correct when mounting the IC on the PCB. Incorrect mounting may result in damaging the IC. Avoid nearby pins being shorted to each other especially to ground, power supply and output pin. Inter-pin shorts could be due to many reasons such as metal particles, water droplets (in very humid environment) and unintentional solder bridge deposited in between pins during assembly to name a few.

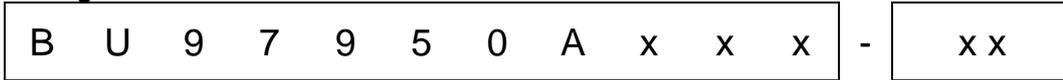
**Operational Notes – continued****11. Unused Input Pins**

Input pins of an IC are often connected to the gate of a MOS transistor. The gate has extremely high impedance and extremely low capacitance. If left unconnected, the electric field from the outside can easily charge it. The small charge acquired in this way is enough to produce a significant effect on the conduction through the transistor and cause unexpected operation of the IC. So unless otherwise specified, unused input pins should be connected to the power supply or ground line.

**12. Regarding the Input Pin of the IC**

In the construction of this IC, P-N junctions are inevitably formed creating parasitic diodes or transistors. The operation of these parasitic elements can result in mutual interference among circuits, operational faults, or physical damage. Therefore, conditions which cause these parasitic elements to operate, such as applying a voltage to an input pin lower than the ground voltage should be avoided. Furthermore, do not apply a voltage to the input pins when no power supply voltage is applied to the IC. Even if the power supply voltage is applied, make sure that the input pins have voltages within the values specified in the electrical characteristics of this IC.

**Ordering Information**

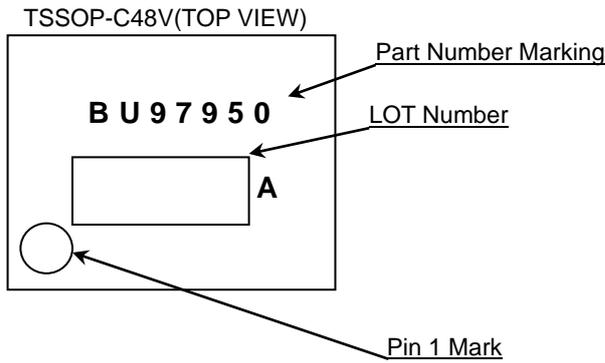


Part Number	Package FUV : TSSOP-C48V	Packaging and forming specification E2: Embossed tape and reel
-------------	-----------------------------	---

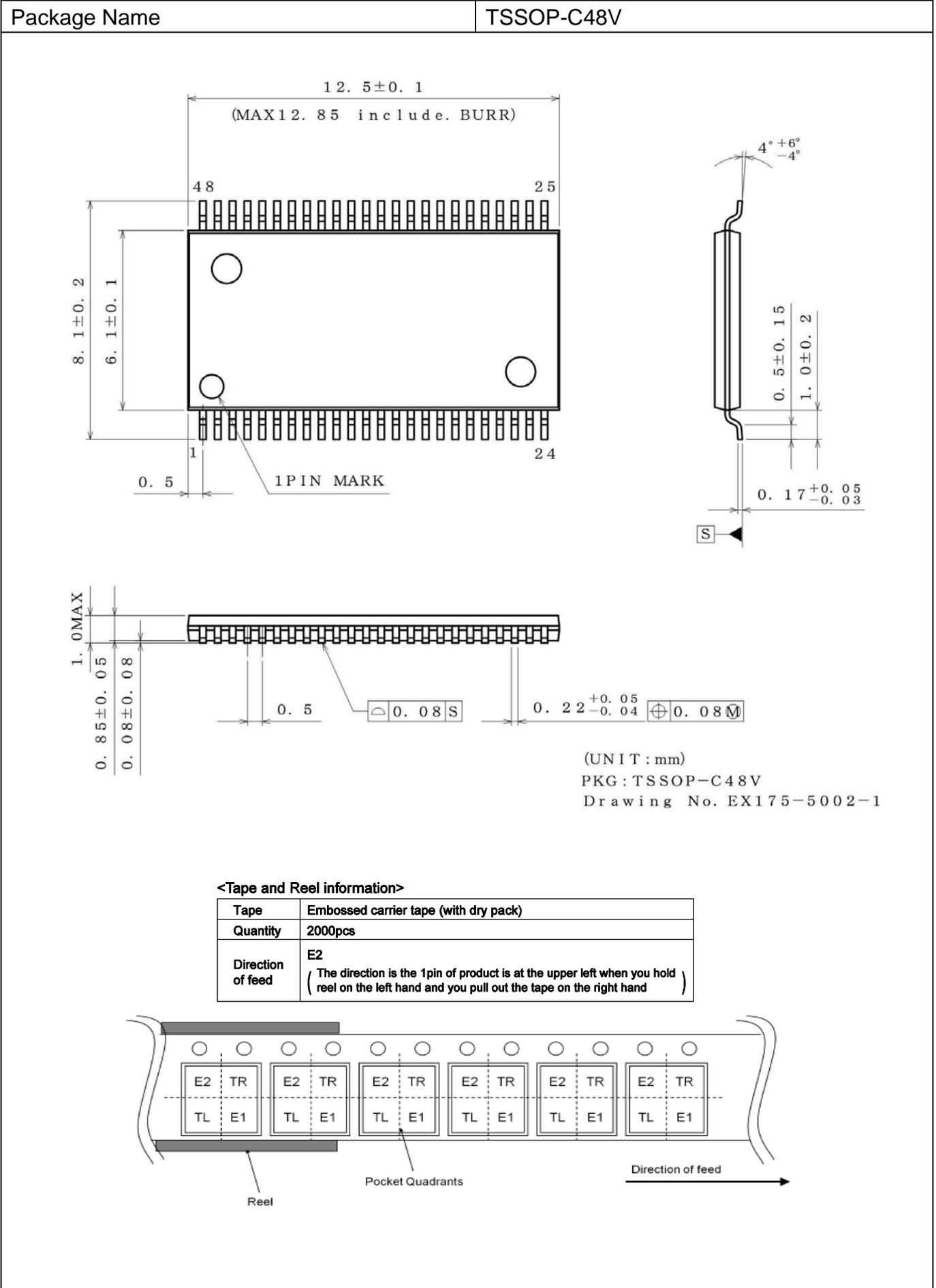
**Lineup**

Package		Orderable Part Number
TSSOP-C48V	Reel of 2000	BU97950AFUV-E2

**Marking Diagram**



Physical Dimension, Tape and Reel Information



**Revision History**

Date	Revision	Changes
31.July.2017	001	New Release
5.Jan.2021	002	P.15 Add the description

# Notice

## Precaution on using ROHM Products

- Our Products are designed and manufactured for application in ordinary electronic equipment (such as AV equipment, OA equipment, telecommunication equipment, home electronic appliances, amusement equipment, etc.). If you intend to use our Products in devices requiring extremely high reliability (such as medical equipment <sup>(Note 1)</sup>, transport equipment, traffic equipment, aircraft/spacecraft, nuclear power controllers, fuel controllers, car equipment including car accessories, safety devices, etc.) and whose malfunction or failure may cause loss of human life, bodily injury or serious damage to property ("Specific Applications"), please consult with the ROHM sales representative in advance. Unless otherwise agreed in writing by ROHM in advance, ROHM shall not be in any way responsible or liable for any damages, expenses or losses incurred by you or third parties arising from the use of any ROHM's Products for Specific Applications.

(Note1) Medical Equipment Classification of the Specific Applications

JAPAN	USA	EU	CHINA
CLASS III	CLASS III	CLASS II b	CLASS III
CLASS IV		CLASS III	

- ROHM designs and manufactures its Products subject to strict quality control system. However, semiconductor products can fail or malfunction at a certain rate. Please be sure to implement, at your own responsibilities, adequate safety measures including but not limited to fail-safe design against the physical injury, damage to any property, which a failure or malfunction of our Products may cause. The following are examples of safety measures:
  - Installation of protection circuits or other protective devices to improve system safety
  - Installation of redundant circuits to reduce the impact of single or multiple circuit failure
- Our Products are designed and manufactured for use under standard conditions and not under any special or extraordinary environments or conditions, as exemplified below. Accordingly, ROHM shall not be in any way responsible or liable for any damages, expenses or losses arising from the use of any ROHM's Products under any special or extraordinary environments or conditions. If you intend to use our Products under any special or extraordinary environments or conditions (as exemplified below), your independent verification and confirmation of product performance, reliability, etc. prior to use, must be necessary:
  - Use of our Products in any types of liquid, including water, oils, chemicals, and organic solvents
  - Use of our Products outdoors or in places where the Products are exposed to direct sunlight or dust
  - Use of our Products in places where the Products are exposed to sea wind or corrosive gases, including Cl<sub>2</sub>, H<sub>2</sub>S, NH<sub>3</sub>, SO<sub>2</sub>, and NO<sub>2</sub>
  - Use of our Products in places where the Products are exposed to static electricity or electromagnetic waves
  - Use of our Products in proximity to heat-producing components, plastic cords, or other flammable items
  - Sealing or coating our Products with resin or other coating materials
  - Use of our Products without cleaning residue of flux (Exclude cases where no-clean type fluxes is used. However, recommend sufficiently about the residue.) ; or Washing our Products by using water or water-soluble cleaning agents for cleaning residue after soldering
  - Use of the Products in places subject to dew condensation
- The Products are not subject to radiation-proof design.
- Please verify and confirm characteristics of the final or mounted products in using the Products.
- In particular, if a transient load (a large amount of load applied in a short period of time, such as pulse, is applied, confirmation of performance characteristics after on-board mounting is strongly recommended. Avoid applying power exceeding normal rated power; exceeding the power rating under steady-state loading condition may negatively affect product performance and reliability.
- De-rate Power Dissipation depending on ambient temperature. When used in sealed area, confirm that it is the use in the range that does not exceed the maximum junction temperature.
- Confirm that operation temperature is within the specified range described in the product specification.
- ROHM shall not be in any way responsible or liable for failure induced under deviant condition from what is defined in this document.

## Precaution for Mounting / Circuit board design

- When a highly active halogenous (chlorine, bromine, etc.) flux is used, the residue of flux may negatively affect product performance and reliability.
- In principle, the reflow soldering method must be used on a surface-mount products, the flow soldering method must be used on a through hole mount products. If the flow soldering method is preferred on a surface-mount products, please consult with the ROHM representative in advance.

For details, please refer to ROHM Mounting specification

### Precautions Regarding Application Examples and External Circuits

1. If change is made to the constant of an external circuit, please allow a sufficient margin considering variations of the characteristics of the Products and external components, including transient characteristics, as well as static characteristics.
2. You agree that application notes, reference designs, and associated data and information contained in this document are presented only as guidance for Products use. Therefore, in case you use such information, you are solely responsible for it and you must exercise your own independent verification and judgment in the use of such information contained in this document. ROHM shall not be in any way responsible or liable for any damages, expenses or losses incurred by you or third parties arising from the use of such information.

### Precaution for Electrostatic

This Product is electrostatic sensitive product, which may be damaged due to electrostatic discharge. Please take proper caution in your manufacturing process and storage so that voltage exceeding the Products maximum rating will not be applied to Products. Please take special care under dry condition (e.g. Grounding of human body / equipment / solder iron, isolation from charged objects, setting of Ionizer, friction prevention and temperature / humidity control).

### Precaution for Storage / Transportation

1. Product performance and soldered connections may deteriorate if the Products are stored in the places where:
  - [a] the Products are exposed to sea winds or corrosive gases, including Cl<sub>2</sub>, H<sub>2</sub>S, NH<sub>3</sub>, SO<sub>2</sub>, and NO<sub>2</sub>
  - [b] the temperature or humidity exceeds those recommended by ROHM
  - [c] the Products are exposed to direct sunshine or condensation
  - [d] the Products are exposed to high Electrostatic
2. Even under ROHM recommended storage condition, solderability of products out of recommended storage time period may be degraded. It is strongly recommended to confirm solderability before using Products of which storage time is exceeding the recommended storage time period.
3. Store / transport cartons in the correct direction, which is indicated on a carton with a symbol. Otherwise bent leads may occur due to excessive stress applied when dropping of a carton.
4. Use Products within the specified time after opening a humidity barrier bag. Baking is required before using Products of which storage time is exceeding the recommended storage time period.

### Precaution for Product Label

A two-dimensional barcode printed on ROHM Products label is for ROHM's internal use only.

### Precaution for Disposition

When disposing Products please dispose them properly using an authorized industry waste company.

### Precaution for Foreign Exchange and Foreign Trade act

Since concerned goods might be fallen under listed items of export control prescribed by Foreign exchange and Foreign trade act, please consult with ROHM in case of export.

### Precaution Regarding Intellectual Property Rights

1. All information and data including but not limited to application example contained in this document is for reference only. ROHM does not warrant that foregoing information or data will not infringe any intellectual property rights or any other rights of any third party regarding such information or data.
2. ROHM shall not have any obligations where the claims, actions or demands arising from the combination of the Products with other articles such as components, circuits, systems or external equipment (including software).
3. No license, expressly or implied, is granted hereby under any intellectual property rights or other rights of ROHM or any third parties with respect to the Products or the information contained in this document. Provided, however, that ROHM will not assert its intellectual property rights or other rights against you or your customers to the extent necessary to manufacture or sell products containing the Products, subject to the terms and conditions herein.

### Other Precaution

1. This document may not be reprinted or reproduced, in whole or in part, without prior written consent of ROHM.
2. The Products may not be disassembled, converted, modified, reproduced or otherwise changed without prior written consent of ROHM.
3. In no event shall you use in any way whatsoever the Products and the related technical information contained in the Products or this document for any military purposes, including but not limited to, the development of mass-destruction weapons.
4. The proper names of companies or products described in this document are trademarks or registered trademarks of ROHM, its affiliated companies or third parties.

### General Precaution

1. Before you use our Products, you are requested to carefully read this document and fully understand its contents. ROHM shall not be in any way responsible or liable for failure, malfunction or accident arising from the use of any ROHM's Products against warning, caution or note contained in this document.
2. All information contained in this document is current as of the issuing date and subject to change without any prior notice. Before purchasing or using ROHM's Products, please confirm the latest information with a ROHM sales representative.
3. The information contained in this document is provided on an "as is" basis and ROHM does not warrant that all information contained in this document is accurate and/or error-free. ROHM shall not be in any way responsible or liable for any damages, expenses or losses incurred by you or third parties resulting from inaccuracy or errors of or concerning such information.