

## **IP Mining Launches ZeroBurn®, Eliminates Burn-In on Plasma and OLED TV**

*IP Mining Corp has launched a licensing program for the industry's only technology capable of eliminating burn-in on plasma and OLED TVs. The patented ZeroBurn® technology addresses the root cause of burn-in and thereby eliminates a product flaw that threatens long term use of these technologies for consumer TVs.*

Newport Beach, CA ([PRWEB](#)) September 10, 2009 -- IP Mining Corp has launched a licensing program for the industry's only technology capable of eliminating burn-in on plasma and OLED TVs. The patented ZeroBurn® technology addresses the root cause of burn-in and thereby eliminates a product flaw that threatens long term use of these technologies for consumer TVs.

The ZeroBurn® technology was originally developed for commercial display applications which were notorious for burning in plasma displays because of their "looped" content, where a five or ten minute program was looped continuously throughout the day. However, consumer TV content has changed dramatically over the last few years with increased use of graphics overlays in news and sports programming and the escalation of gaming time on the TV. From a burn-in perspective, the new consumer TV profile looks a lot like traditional commercial display usage.

As Brent McKay, President of IP Mining and inventor of ZeroBurn® notes: "There is a lot of confusion with consumers about what causes burn-in, but the mechanics are very simple. Display technologies like plasma and the new OLED have many pixels which slowly lose their ability to generate light with continued use." McKay continues, "If the usage of these pixels is uneven, over time this accumulates which causes uneven light output. This is burn-in, and it is a gradual process that continuously lowers and eventually ruins image quality."

The company has released a series of short informational videos that review the mechanics of burn-in and the ZeroBurn process for eliminating it; these are available for viewing at [www.ip-mining.com/products\\_zeroburn.html](http://www.ip-mining.com/products_zeroburn.html).

Unlike various "burn-in reduction" methods that have been promoted by TV manufacturers over the years, ZeroBurn® operates on the root cause which is uneven pixel usage. This allows for ZeroBurn TVs to carry full warranty coverage without burn-in exclusions... which was previously not possible.

Mr. McKay comments that, "plasma TV looks better than LCD in a typical consumer living room, and OLED promises to raise the bar even higher." McKay continues, "Unfortunately the new consumer viewing patterns make these display technologies unsuitable for consumer TV unless ZeroBurn® is used to address what has become a serious product flaw."

About IP Mining Corporation:

IP Mining Corporation is an Intellectual Property holding company that owns various patents, trademarks, and other IP related to flat panel display systems and new media technologies. Founded in 2001 and headquartered in Newport Beach, California, the company licenses these to third parties for commercialization.

LINKS TO MULTIMEDIA

<http://www.ip-mining.com/media/zb-s-eng/zb-s-eng.html>



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