

PRESS RELEASE

SHARP INTRODUCES THE LARGEST LED TV ON THE PLANET AT IFA 2012

Great emotions on big screens

Imagine yourself standing at the top of a mountain. It's 1,000 meters straight down. The wind howls in your ears. Your heart races as you leap forward and plummet towards the bottom. Just before you plunge into the river below...you spill the popcorn all over the living room couch. Great emotions on big screens, that's the experience you'll get when watching the breathtaking 90-inch (229 cm) AQUOS LED TV, that Sharp will introduce at IFA 2012.

Berlin, IFA 2012 – With the introduction of the 90-inch AQUOS LED TV, Sharp is further extending its big screen line up. Standing majestically at over 1.20 meters tall and spanning more than 2 meters, this 90-inch AQUOS is the world's largest LED TV. Its picture quality is just as stunning as its size, displaying crisp and clear content at the highest HD resolution available of 1080p. Sit as close as 3,5 meters and see colours burst out of the screen whilst never before seen details become visible. Sports and action sequences are as big as life.

The design is modern, classy and stylish, with its thin bezel in an aluminium finish. The combination of an impressive screen size, extraordinary technology and a beautiful design, compliments the living room of consumers that are ready for a big screen TV. Despite its size, the TV is thin and light. Weighing only 64 kilogram's (without stand) and at less than 12 centimetres deep, it can be easily mounted on a wall. The direct led-backlight technology makes this giant TV so energy efficient, that the target for the European Energy label is A+.

"Our 90-inch AQUOS LED TV offers size, picture quality and smart functionality unlike anything consumers have experienced with LED TVs to-date," said Alberico Lissoni, Vice President Consumer Electronics of Sharp Europe "You can now experience Sharp AQUOS like never before."

The AQUOS NET+ platform enables direct access to numerous apps such as YouTube, Twitter and the TV stations' media libraries. In addition, this TV has a built-in triple HD tuner (DVB-T/DVB-C/DVB-S2) and a media player which allows common photo, video and music formats to be played easily from USB sticks or directly from a home network. Sharp's new 90-inch class LED TV is a full HD active 3DTV.

The 90-inch (229 cm) AQUOS LED TV will be available on the European market from the summer of 2013.

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About Sharp

Sharp is a leader in the research and development of high-quality technological products. The Japanese electronics company's consumer electronics range extends from LCD TVs and audio systems to white goods (e.g. fridges and microwaves) and on to air purifiers which ensure a perfect room climate. New developments such as the Steamwave (3-in-1 steam oven), Quattron technology in LCD TVs and plasma-cluster ion technology used in white goods underline the company's position as 'Inventors for Society'. In addition, the corporate environmental strategy is one of the core items in its philosophy and is central to the development and manufacture of all products. Our resource-friendly raw materials, low energy consumption and good recyclability are state-of-the-art.