

Quattron is the basis of the next generation of AQUOS LCD TVs

In spring 2010, LCD pioneers Sharp revolutionised the flat TV market with the introduction of Quattron. Today, the addition of yellow as the fourth subpixel colour is the basis of all AQUOS LCD TVs for the coming years. Sharp is progressively expanding its LCD TV line-up, giving individual model ranges the extra benefits of 3D technology and direct internet connection. In the process, Sharp is continuing to provide the best picture quality, innovative design, good environmental performance and big screens.

Berlin, IFA 2010. Sharp is making a big impression at this year's IFA in Berlin, with a line-up of more than 30 LCD TVs. The key feature of this line-up is the unique Quattron technology. For AQUOS LCD TVs, the addition of yellow as fourth subpixel colour brings improvements to both the brilliance of the picture and to energy efficiency. The icing on the cake for the fourth colour is that Quattron guarantees the best 3D performance available from LCD TVs, with maximum brightness, brilliant three-dimensional pictures and even lower energy consumption. The 3D model range LE925E from Sharp is particularly impressive. This series, like the three new series LE924E, LE824E and LE814E, also includes AQUOS NET+¹.

"In 2010, Quattron is our highlight technology. Recently, the European expert committee of the EISA² has confirmed that the addition of yellow as the fourth subpixel colour is the TV Innovation of the Year 2010," says Frank Bolten, Managing Director of Sharp Electronics Germany/Austria. "Quattron is now setting a new standard. With this technology, we provide an outstanding TV experience in both 2D and 3D, whilst also guaranteeing excellent ecological performance. By the end of the year, all our premium LCD TVs will feature Quattron," continues Bolten.

The AQUOS highlight at IFA 2010 is the LE925 series. Available in screen sizes of 152 and 117 centimetres, these TVs have a winning combination of features, with Quattron 3D, a 200 Hertz Scanning Backlight System, AQUOS Net+, a digital triple tuner³ and 8 GB Timeshift. Its sister model the 40LE924E is available with a screen size of 102 centimetres. The LE824 and LE814E series are respectively upgrades of the LE822E and LE812 LCD TVs launched on the market in July. These televisions, available in 117 and 102 centimetres respectively, also integrate the AQUOS NET+ internet interface. This feature provides users with TV websites specially optimised for AQUOS, such as YouTube, eBay or Facebook.

¹ Internet interfaces: roughly 50 German online portals are already optimised for AQUOS

² European Image and Sound Association

³ HD DVB-S2, DVB-C, DVB-T

All models have convincingly good environmental properties: for example, the source of all Sharp Quattron models is the world's biggest LCD TV factory, where the electronics group produces televisions in screen sizes of 102, 127 and 152 centimetres in conformity with the latest environmental standards. Resource-efficient base materials, low energy consumption and good recycling capability are just the state of the art for Sharp. Positive classification of all models in the "green range" is expected in the EU Energy Label due to be announced at the end of the year. The eco-label of the European Commission, as the future assessment basis for the optional TV Energy Label, has already been awarded to the LE925E, LE924E, LE824E and LE814E.

Technology meets design: With its Quattron models, Sharp has also introduced a new AQUOS design. Rounded shapes, high-quality materials such as glass or metal and innovative controls such as a touch panel on the underside of the frame speak for themselves. In addition, for easier operation, the most important controls have been placed directly on the remote control – which now also includes an Eco Control Button, or, in the case of the LE925E, a 3D button. Sharp has also built a 2.1 Sound Effect System with subwoofer unit into these slim TVs.

The key features, availability dates in Germany and Austria and the manufacturer's recommended prices for the AQUOS models LE925E, LE924E and LE814 are shown in the table below.

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Sharp's environmental commitment

With its global environment strategy, Sharp has made environmental protection an integral part of its corporate culture. What we call the Sharp Super Green Strategy covers the production of energy-saving and energy-generating products in ecologically advanced plants, along with responsible recycling. One of the company's main aims on the road to becoming an "environmentally advanced company" is to significantly

reduce both direct and indirect CO₂ emissions in our operations and products. Throughout the world, Sharp has defined environmental standards that apply to all our plants and products, and these are being continuously revised and dynamically improved.

You can find more information about Sharp's environmental activities on the Sharp Green Site at www.sharp.de/green_site.