

Sharp presents the strongest AQUOS line-up of all time

Just in time for the biggest sporting event of the year, the football World Cup in Africa, technology company Sharp is announcing its new AQUOS LCD TVs. Starting from now, six model series in different equipment categories and screen sizes up to an astounding 60 inches will be successively introduced on the market, establishing the strongest AQUOS LCD TV line-up so far. The innovation of the year here is Sharp's QUATTRON technology in the AQUOS LE900E series as well as within the model series LE820E, LE822E, LE810E and LE812E. The LE320E model range is available in two attractive colours, white and black, and makes the ideal second or third television for the home.

Europe, March 2010. With 24 new LCD TVs, Sharp has announced its AQUOS team for spring 2010. The full line-up consists of the AQUOS LE900E series and the model series LE820/822E, LE810/812E and LE320E. One particular highlight of the new line-up is Sharp's own QUATTRON technology¹. The addition of yellow as the fourth pixel colour in the new Sharp panels gives TV viewers an even more brilliant picture and therefore an incomparable experience when watching high definition TV.

2010 is an extremely eventful year – since the beginning of February, German viewers can receive nationwide HDTV. As a result, major TV events such as the World Cup will win consumers over to the experience of crystal clear TV images. Sharp is outstandingly well-placed with the new AQUOS line-up. With the RGB+Y system, the electronic company is opening a fourth dimension in television, bringing TV viewers an absolutely brilliant TV picture into their living room. At the same time, all models are extremely energy efficient and have the additional appeal of the elegant new AQUOS design.

Picture quality is the most important criterion when deciding which new television to buy. Here, Sharp has been able to make yet another advance with the QUATTRON pixel technology of its new LCD TVs. The expanded colour space of this system, together with its more refined rendition of subtle hues, are particularly evident in the reproduction of golds, yellows, greens, blues and browns. These colours now appear even more radiant and natural. At the same time, the new AQUOS LCD TVs have persuasively outstanding environmental properties. Here, the LE820/822E and LE810/812E lines are particularly remarkable. These models have even managed to break the power saving record achieved last year by the award-winning AQUOS LE705/700 and LE600 model series – only Sharp is so far capable of providing power

¹ The RGB pixels are extended by the addition of yellow (red, green, blue plus yellow). The LE320 series has remained with the RGB system.

consumption of less than 100 watts for a 52-inch (132-centimetre) LCD TV². At least, AQUOS series LE812E and 822E integrate a triple-tuner for DVB-T /-C and -S2.

AQUOS LCD TVs 2010 also stand out by their new elegant design. This design has once again been optimized by Sharp, taking full advantage of its innovative edge-lit LED backlight technology. The televisions are extremely flat and stylishly finished, with the main highlights of the six AQUOS model series being the touch-panel controls³, a swivelling glass base⁴, illuminated controls, different colour variants or a full-surface enclosed glass screen⁵.

Differences between the individual series are found in their technical features, different screen sizes and design. The new AQUOS LCD TVs are being introduced to the shops from March 2010. Manufacturer's recommended prices are not defined yet. The main equipment features are specified in the overview below.

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Sharp's environmental activities

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

² LE820/822E: 52" – 96 watts, 46" – 85 watts, 40" - 71 watts / LE810/812E: 46" – 85 watts, 40" - 71 watts, measured according to IEC classification 62087, Ed. 2 in Home Mode

³ Available for LE822/820, LE812/810, tbd for LE900 series

⁴ Available for LE822/820, LE812/810, tbd for LE900 series

⁵ Available for LE822/820, tbd for LE900 series

Key Features AQUOS Line-up 2010:

Feature	LE900 Serie	LE822E	LE820E	LE812E	LE810E	LE320E black/white
Screen size (centimetre)	tbd	102, 117, 132	102, 117, 132	102, 117	102, 117	107, 93, 81, 66, 55, 48
Resolution	Full HD	Full HD	Full HD	Full HD	Full HD	Full HD (107, 93, 81, 55 cm) WXGA (66, 48 cm)
200Hz/100Hz	tbd	100Hz	100Hz	100Hz	100Hz	100Hz (107, 93, 81 cm)
Edge-Lit LED Backlight	Edge-Lit LED Backlight	Edge-Lit LED Backlight	Edge-Lit LED Backlight	Edge-Lit LED Backlight	Edge-Lit LED Backlight	Edge-Lit LED Backlight
Tuner (DVB-S/-C/-T), CI+	tbd	(HD) DVB-S2, DVB-C, DVB-T, CI+	HD DVB-C, DVB-T, CI+	(HD) DVB-S2, DVB-C, DVB-T, CI+	HD DVB-C, DVB-T, CI+	HD DVB-C, DVB-T, CI+
Timeshift	tbd	8 GB Timeshift ; ca. 150 min. PAL (bei 60 Mbit/s) und 60 Min HD (bei 16 Mbit/s)	8 GB Timeshift ; ca. 150 min. PAL (bei 60 Mbit/s) und 60 Min HD (bei 16 Mbit/s)	--	--	--
Panel	RGBY Technologie	RGBY Technologie	RGBY Technologie	RGBY Technologie	RGBY Technologie	RGB Technologie
Contrast (dynamic)	tbd	Maximal	Maximal	Maximal	Maximal	Maximal
HDMI, SCART, YUV/PC-In, USB Video/photo/MP3	tbd	4x HDMI, 1x SCART, 1x YUV/PC-IN, USB for Video (DivX HD), photo and music	4x HDMI, 1x SCART, 1x YUV/PC-IN, USB for Video (DivX HD), photo and music	4x HDMI, 1x SCART, 1x YUV/PC-IN, USB for Video (DivX HD), photo and music	4x HDMI, 1x SCART, 1x YUV/PC-IN, USB for Video (DivX HD), photo and music	USB for video (DivX), photo and music
DLNA	tbd	ja	ja	ja	--	--
Release	tbd	tbd	tbd	tbd	tbd	tbd
Energy consumption (watts) 102, 117, 132 cm⁶	tbd	71, 85, 96	71, 85, 96	71, 85, --	71, 85, --	tbd
pricing (EUR)	tbd	tbd	tbd	tbd	tbd	tbd

⁶ „Home-Mode“ for IEC classification 62078, Ed. 2.