

## PRESS RELEASE

### **A bigger, brighter and higher-resolution future: Sharp unveils advances in LCD screen design at ISE**

**29 January, ISE, Amsterdam RAI, STAND 11-F78:** Sharp Visual Solutions Europe today unveils additions to its 2013 product line-up that demonstrate clear advances in key areas of LCD design. The new screens include the slim, high-brightness PN-R903, 90-inch LCD display, the largest of its type, and a new 32-inch class, PN-K321H, IGZO monitor that delivers stunningly realistic images with Quad-Full HD resolution. Sharp will show highlights from across its LCD range in 'real-life' settings on its stand.

'As a market leader in LCD displays we are pioneering the drive for thinner, brighter, higher resolution displays, all while reducing power consumption,' says Darren Gaffey, Product Planning and Marketing Manager, Visual Solutions, Sharp. 'We have some great products coming out this year and all of them advance the quest to produce more efficient screens with enhanced performance. We are especially excited about our new IGZO technology. The quality of the images really has to be seen to be believed; I'm convinced that this 32-inch class screen will be a star of ISE.'

As well as advancing LCD design, Sharp is focused on growing its share in core market areas through technical leadership. The markets include interactive touch displays for schools and businesses and the digital signage market targeted with our new high brightness, thinner and lighter professional models as well as its range of ultra-high brightness screens designed for use in storefronts and high ambient light areas. Also, Sharp is targeting the growing demand for higher resolution screens with its IGZO technology.

Each of these markets will feature on Sharp's booth, with the key products in its LCD line-up demonstrated through 'real-life' applications. For example, a 'future office' section, will feature the new IGZO 32-inch class display. There will also be an innovative retail area using digital signage to capture customers' attention, and a gallery enhancing the visitor experience through LCD. Furthermore, an education suite will show Sharp's engaging line-up of large screen, interactive 'Big Pad' whiteboards. The area will include a demonstration of how the displays can be used in tandem with tablet PCs so creating new meeting room and education applications.

In addition, Sharp's partners will demonstrate a range of solutions on the booth.

The digital signage area of the booth is sure to attract attention as it hosts the PN-R903 90-inch display. The full-HD display is lightweight and very slim – 12cm at the deepest point. It's also very bright at 700 cd/m<sup>2</sup> while managing to cut power usage by half (compared to Sharp's previous screens in this category) thanks to local

dimming. It offers greater installation flexibility. For instance, at 2m in length in portrait mode, it can display life-sized images of people for highly engaging signage applications. The 90-inch screen is also joined by the PN-R603 60- and PN-R703 70-inch high-brightness displays that enhance Sharp's offering in the digital signage sector.

Alongside the PN-R903 and new IGZO display, Sharp will unveil a new touchscreen monitor. The 20-inch class LL-S201A combines intuitive use with excellent performance. The performance includes full-HD resolution of 1920x1080, a contrast ratio of 3000:1, the processing of 16.7 million colours and full-HD images. The ease of use is thanks to the monitor's 10-point touch capability, which offers a much more intuitive and tactile way for users to control applications and interact with content.

### **About Sharp**

*Sharp Corporation is a global inventor of innovative products and core technologies that play a key role in shaping the future of electronics. As a leader in liquid crystal displays (LCDs) and digital technologies, Sharp offers an extensive selection of professional LCD monitors for every type of single- or multi-screen application, with dynamic, natural images rendered in faithful colours and crisp text information in display sizes up to 274 centimetres (108 inches). Sharp Corporation employs 56,756 people across the world and recorded consolidated annual sales of 2,455,850 million yen for the fiscal year ended 31 March 2012.*

*For further information, please visit [www.sharp.eu](http://www.sharp.eu)*