

PRESS RELEASE

Big bass is back

Sharp brings back the feeling of the 80's with its new GX-M10 Boombox and combines the cult concept with an innovative design coupled with today's modern audio technologies, including an iPod/iPhone4 docking station, USB port, microphone and guitar input and a powerful bass of 100 Watts. In addition, Sharp's new retro Boombox is portable and robust, which makes the GX-M10 a must-have for all urban music and dance lovers.

IFA, Berlin 2012 - With its cool design and striking appearance, the Sharp 'Boombox' is sending fresh sound waves into the European audio market. With its uncompromising bass-oriented sound and many functions, it has everything you need to make any street party a success or to transform your room into a vibrant club.

Its integrated docking station, suitable for iPod or iPhone4, means it connects effortlessly with the music world of Apple. For safety reasons the iPod/iPhone dock is located behind a transparent, lockable protective lid, where the devices can also be charged. A docked iPod can be controlled directly via the 'Boombox' through separate iPod operating buttons, or through the remote control.

Other music sources, such as an MP3 player, can be connected via the USB connection at the front. A USB stick or even an iPad can be connected and played using the GX-M10. Other available sources are the integrated CD-R/RW and MP3-compatible CD player as well as the digital FM-tuner with RDS. Active music lovers, who prefer to listen to and play their own (live) music, will enjoy the extra microphone and guitar input.

The extremely powerful bass speakers, which produce 100 watts via the two 13 cm woofers with bass reflex system make the Boombox a powerful sound machine. The tubular shape prevents any undesirable vibrations to guarantee crisp and clear sound. The front loudspeakers also produce the medium and high frequencies.

The Boombox can be operated using batteries or directly from the mains. A 12V adapter to enable use in a party bus, in the car or anywhere else is an optional extra. The design is complemented by a back-lit, orange-coloured display and a headphone socket. The shoulder strap supplied ensures the Boombox's versatility so it can be taken anywhere.

The recommended retail price for the GX-M10 is EUR 299,00 incl. VAT and will be available in metallic orange from October onwards.

Reprint free of charge, please forward a copy.

For further information please visit

www.sharpifanews.com

www.sharp.eu

www.youtube.com/user/SharpEurope

www.facebook.com/SharpEurope

www.twitter.com/Sharp_Europe

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 innovation leadership claim. 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.