

Sharp presents product innovations at Paperworld 2010

Paperworld is back: the leading international trade fair for paper, office supplies and stationery will be opening its doors in Frankfurt from 30 January to 2 February 2010. Sharp has its own stand at the event and will be providing information on innovations in a variety of product lines.

Frankfurt, Paperworld 2010. Sharp is ideally positioned for 2010, as visitors to this year's Paperworld will be able to see for themselves at Stand B01 in Hall 4.0. The technology group will be presenting its current product range for the Small Office – Home Office (SoHo) segment, including the new PW-E430 electronic dictionary for Spanish and English and a selection of calculators, cash registers and multifunction systems. Another highlight of the event will be the unveiling of the new Sharp line of 3D ready 1-chip DLP projectors.

“Paperworld is the ideal platform for us to present our innovations to a broad specialized public and to start the 2010 business year with the wind in our sails,” says Regina Hamersky, Marketing and Sales Manager (SoHo) at Sharp Electronics Germany/Austria. “Sharp is very well positioned in the semi-professional product ranges, with products that combine high performance and energy efficiency. We are therefore expecting to do good business and to sign a large number of attractive deals,” continues Hamersky.

Just in time for Paperworld, Sharp is launching the new PW-E430 electronic dictionary on the market. This unit combines two comprehensive reference works from Langenscheidt, the concise English dictionary and the standard Spanish classroom reference dictionary, into one. Numerous sophisticated additional features make this electronic dictionary the ideal companion for all levels of linguistic talent.

Sharp will also be treating trade fair visitors to impressive stereoscopic images, with the first-ever presentation of its new 3D ready 1-chip DLP projectors. With built-in DLP-link technology and their interface to 3D shutter glasses, the PG-D45X3D, PG-D40W3D, PG-D3010X, PG-D2500X and XR-55X models provide consummate 3D film viewing pleasure. These models also feature BrilliantColor technology from Texas Instruments, guaranteeing detailed high-resolution picture quality.

Anyone hunting for efficient A4 colour multifunction systems for the small office and home office segment will also find what they are looking for at the Sharp stand. The electronics company is presenting models from its successful DX-C series, which feature exceptionally economical and easy operation and 48-hour on-site service.

The Sharp XE-A line of cash register systems can also be witnessed in live action at Paperworld. The monitoring and reporting features of the XE-A113, XE-A203 and XE-A303 models provide retailers with all the key statistics they need for optimal composition of their product lines. The XE-A102 and XE-A213 cash registers offer particular advantages for the restaurant and catering sector.

Sharp also provides an exceptionally wide range of business calculators – from printing desk-top calculators such as the CS-2634RH-GY, to the elegant EL design series and the portable number crunchers, such as the EL-W200G-GY. Additionally, the scientific calculators with WRITE VIEW™ display – the EL-W531H, EL-W531G and EL-W506 – are ideally suited for use in the classroom. These units enable students to input and display formulae exactly as in their exercise books. Also, for the first time, Sharp is unveiling a new line of “eco-calculators”, the EL-R277, EL-R287 and EL-R297. These devices are made of 100% recycled materials. The two larger models are powered by a combination of battery and solar energy, whilst the EL-R277 is a fully solar-powered calculator.

Sharp stand B01 in Hall 4.0 is open to visitors daily from 9 a.m. to 6 p.m.

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Please visit www.sharp.eu for further information.

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.