

PRESS RELEASE

Sharp provides a glimpse of its new European TV line-up for 2013

At the recently ended Consumer Electronics Show (CES) in Las Vegas (USA), Sharp again presented breakthrough technologies and exciting products that look to the future. Most of those innovations will also be part of the new European AQUOS LED TV line-up which offers immersive viewing experience with breath-taking picture quality, smart connectivity and best in class energy efficiency, all wrapped in striking new design. As an inventor for society, Sharp continues to launch unrivalled innovations combining distinctive technology specifically in large screen LED TVs, featuring the largest commercially available LED TV in the world and a large screen Ultra HD TV - the next generation of high-definition display technology - in 2013.

London, 24 January 2013 - "Whether in your home or in your hand, display technology is everywhere," said Alberico Lissoni, Vice President Consumer Electronics of Sharp Electronics Europe. "From stunning Ultra HD products to large screen televisions, the introductions we are making in 2013 will change people's TV experience, offering them a crisp and clear picture, extreme user friendliness and allowing the TV to take its place at the centre of all multimedia activities in the home. Get ready for an all-out visual thrill ride." Demonstrating its leadership in large screen display technology, Sharp will introduce its new range of AQUOS LED TVs with more than a dozen models with sizes of 50-, 60-, 70-, 80- and even 90-inches.

The concept and design of the 2013 line-up was developed at Sharp's European Centre of Excellence for Consumer Electronics products in Barcelona, with a strong focus on responding to specific European end user demand by coupling Sharp's leading-edge technology with optimal user friendliness. Sharp's new line up is the perfect match for consumers looking for easy operation and full control through portable devices like smartphones and tablets, without having to worry about challenging TV-technology. The Remote Application (available for iOS and Android) makes it simple to control all functionalities of the TV and multimedia activities while it also easily gives access to the AQUOS Net portal and extended services like video-on-demand.

The new range of AQUOS LED TVs will be headed by the LE8-series, offering superb picture quality thanks to Sharp's proprietary Quattron technology and 800 Hz Active motion technology. In addition, the floating design and slim aluminium frame give the series a new sophisticated appearance. The LE8-series will be available in 60-, 70- and 80-inch models.

Another highlight for spring 2013 will be the LE7- and LE6-series, in a large variety of sizes from 39- to 90-inch. These TVs are equipped with Sharp's advanced UV2A panel technology and 200 Hz Active Motion technology for stunning picture quality and come in a lightweight and slim designs in silver and black. Another three new lines (LE3 / LE2 / LE1) will complete the new range of AQUOS LED TVs.

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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.