

**Winning combination at Internorga 2010:  
Sharp presents cash registers, professional microwaves and the  
team from HSV Handball**

**“You know the trends of the sector? Then you know the way!” This is the motto of the Internorga show, which will be held from 12 to 17 March in Hamburg. Once again, this year about 1000 exhibitors will be presenting their current products and latest products for the eating-out market. Sharp, as an established player in the sector, is again present with its own stand.**

**Hamburg, Internorga 2010.** Japanese electronics group Sharp has a broad spectrum of cash register systems and professional microwaves that will appeal to Internorga visitors. One of the highlights of Sharp’s stand B102 in Hall 3 is the PC-based PoS system UP-V5500 – a true all-rounder with large LCD touch-screen and built-in Premium Touch software. This year, visitors to our stand will also be able to enjoy rubbing shoulders with celebrities: on 15 March, players of HSV Handball will be the special guests of their sponsoring partner Sharp for an hour of autograph signing.

“Internorga for us is one of the most important trade shows in the catering, food service hotel and bakery sector. As the leading European hospitality market trade show, it indicates the trends that will be driving the sector in 2010,” says Regina Hamersky, Marketing Manager at Sharp Electronics Germany/Austria. “For Sharp, with its current line-up of cash register solutions and professional microwaves, the event is a must. We are looking forward to a large number of interested visitors and to signing many good business deals,” continues Hamersky.

The high point of the Sharp stand is the UP-V5500. With this PoS system, Sharp has added a versatile modern premium cash register to its product range. The large LCD screen with a diagonal size of 38 centimetres (15 inches) and integrated Premium Touch software gives this EPoS terminal a very user-friendly character. All the essential peripherals, such as network printer, weighing scales, drinks dispensing system or the latest Orderman wireless handhelds can be easily connected to the terminal. Despite its considerable functionality and high performance, the unit takes up only little space and is extremely energy efficient.

Users of the Sharp UP-X500 cash register for restaurants and hotels and the UP-3500 and UP-800 for bakeries and restaurants now benefit from additional connectivity features. Numerous practical performance enhancements ensure that in future the daily processing of all payment and ordering operations will run more smoothly, rapidly and efficiently.

The high-performance R-2100AT microwave also scores highly with its practical TwinTouch control panel: this dual control panel is easy to operate from any position. The capacity of the oven is also custom-designed to hold gastronomic containers of different size formats.

This year, Sharp is also providing a different kind of special attraction: At noon on 15 March, players from the HSV Handball team will be at their sponsor's stand for an hour of autograph signing. A competition will be held to give visitors to the show the chance to win an AQUOS LCD TV, VIP tickets to HSV Handball or Sharp electronic dictionaries.

Anyone wishing to see Sharp product highlights for themselves, meet HSV Handball players personally and win a Sharp LCD TV will be welcome at Internorga Stand 102 in Hall B3, ground floor, every day from 10 a.m. to 6 p.m

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*Please visit [www.sharp.eu](http://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 CO<sub>2</sub> 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](http://www.sharp.de/green_site).