SHARP

News Release

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5700 NW Pacific Rim Blvd. • Camas, Washington 98607 • 360.834.8700 • www.SHARPsma.com

Sharp Unveils First-Ever 60”, 70”, and 80” Class Size e-Signage LCD Modules

e-Signage designers now to benefit from Sharp’s LCD performance, expert support

CAMAS, Wash. – June 1, 2012 – Today, Sharp Microelectronics of the Americas (SMA) announced the availability of a new line of TFT LCD modules optimized for e-Signage (electronic signage) applications. The modules mark the first opportunity for e-Signage product designers to benefit from the proven durability and performance of Sharp LCD modules, as well as its expert, regionally-based technical support resources. The portfolio includes a family of 60-inch, 70-inch, and 80-inch Class size LCDs, as well as specialty modules for outdoor signage, video walls, and applications that require high resolution. The modules will be on show at will be on show at Display Week 2012, June 5 – 8 in Boston, MA.

The 60/70/80-inch Class family of Sharp e-Signage LCDs features a multi-channel LVDS interface, and all models are optimized for 24/7 operation. Full-HD (a resolution of 1920 × 1080 pixels) for all modules delivers images with crisp, true-to-life detail, and Sharp's proprietary UV^2A process provides wide viewing angles and high contrast. The displays are equally compatible for use in portrait and landscape mode, making them an ideal fit for virtually any location.

Displays in the 60/70/80 Class Module Family include 60-inch (diagonal) (LK600D3LBX), 70-inch Class (69.5” diagonal) (LK695D3LBX), and 80-inch (diagonal) (LK800D3LBX) products. Each Class size is available with 350 nits, 500 nits, or 700 nits of brightness. Many models have integrated driver boards for LED backlighting and pulse-width modulation dimming.

In addition, Sharp offers specialty models to meet especially demanding requirements. The 2000-nit, 60-inch (diagonal) (LK600D3LB14) high-brightness model is designed for optimal visibility in bright daylight. A second 60-inch (diagonal) module is designed specifically for seamless video walls (LD600T3SH1). The module delivers 1500 nits of brightness via an LED backlight array, and boasts a super narrow 6.5 mm bezel. An integrated local dimming feature allows it to operate with a targeted increase in contrast up to 1,000,000:1 with reduced power consumption.

For applications that require especially high resolution, like imaging for medical diagnostics or monitors for the film or advertising industries, Sharp has QFHD Resolution LCD panels available at 3840 × 2160 pixels – four times the resolution of Full-HD. This LED-backlit LCD portfolio currently includes 60-inch (diagonal) model (LK601R3LA19), with a 31.5-inch (diagonal) (LQ315D1LG91) in development.

Availability and Pricing

Product samples and pricing may be obtained through any Sharp Representative or Distributor. Sharp displays are RoHS* compliant, upholding the company’s commitment to reducing the environmental impact of manufacturing. For pricing details on other Modules (or to schedule a sample request for the 31.5-inch diagonal LQ315D1LG91) please contact your Sharp Representative or Distributor. One-piece sample pricing for 350-nit 60/70/80-inch Class Module Family models is as follows:

Model Description	Part #	Sample Price
60-inch Class: 350 nits w/LED Driver, 60Hz I/120Hz O	LK600D3LBXX	$2,078.00
70-inch Class: 350 nits w/LED Driver, 60Hz I/O	LK695D3LAXX	$3,867.00
80-inch Class: 350 nits w/LED Driver, 60 Hz I/120Hz O	LK800D3LAXX	$6,094.00

Agency Contact: Karamy Muessig, Xposure Unlimited • Phone: 503.750.9041 • Email: karamy@xposureunlimited.com

Sharp Customer Support

Sharp's dedicated sales and field applications engineering team supports OEM and Integration customers throughout the design cycle. This way, each product's unique features can be leveraged to meet the specific demands of most any industry solution challenge. For more information, visit www.SHARPsma.com.

About Sharp Microelectronics of the Americas

Sharp Microelectronics of the Americas (SMA) drives innovative LCD, optoelectronics, imager, and RF components to market. The world's leading manufacturers of consumer and business technologies look to SMA for the products, expertise, and worldwide support they need to make their visions a reality. SMA, in Camas, Washington, is the microelectronics sales and marketing division of Sharp Electronics Corporation, a wholly owned subsidiary of Sharp Corporation. For more information, visit us at www.SHARPsma.com.

∗ The Restriction of Hazardous Substances in Electrical and Electronic Equipment (RoHS) Directive (2002/95/EC). This directive took effect July 1, 2006.

All Specification values quoted are Typical values. LED: Light Emitting Diode. LCD: Liquid Crystal Display. Sharp is a registered trademark of Sharp Corporation.

Agency Contact: Karamy Muessig, Xposure Unlimited • Phone: 503.750.9041 • Email: karamy@xposureunlimited.com