



## SHARP generates 4-colour excitement in Middle East by launching QUATTRON LED TV's

- New Quattron technology adds Yellow to traditional RGB colour palette
- Quattron range to be the Catalyst for SHARP growth strategy in the region



Mr. Masahiro Yokota at the Quattron Launch held in Dubai

**Dubai, 11 May 2010:** Leading Global LCD manufacturer, SHARP has launched its new QUATTRON LED TV range in the Middle East equipped with its revolutionary Quattron quad pixel technology that adds a fourth colour – Yellow - to the traditional Red, Green and Blue palette.

The new Quattron LED TVs with SHARP's patented Quad Pixel technology were unveiled at a press conference and launch event in Dubai on 11 May by Mr. Masahiro Yokota, Divisional General Manager, LCD Digital System Division, Audio Video System Group, SHARP Corporation. Also present were Mr. Fred Yamaguchi, Mr. Eiji Taninaka and other Senior Executives of SHARP Middle East – FZE.



Addressing the press conference to unveil the new Quattron series, Mr. Masahiro Yokota said: "As Japan's No. 1 LCD brand, SHARP is delighted to bring about a whole new dimension to the LED TV market in the Middle East by launching the next generation AQUOS models of Quattron LED TVs in Dubai. Our proprietary Quattron technology will revolutionise the TV industry because it will influence the way in which you would like to watch television. The innovative Quattron technology promises the next level of growth for SHARP, as part of the company's aggressive global strategy to take on the leadership position in LCD TV technology.

The new Quattron LE-820 series featuring Quad Pixel technology come in 52, 46 and 40-inch sizes, and they all have Sharp's UltraBrilliant Edge-lit LED technology as standard. They are just 39mm deep, and the panel glass on the LE820 series extends to meet the edge of the TV for a more seamless look. The X-Gen LCD panel with UV2A technology has unique photo-alignment precisely controls the alignment of the liquid crystal molecules, while minimizing light leakage, to reproduce amazingly bright whites and extremely deep blacks. The mercury-free LED backlighting reduces energy consumption over that of conventional fluorescent-backlit LCDs, and every set has an eco picture control.

In his comments to the media, Mr. Fred Yamaguchi ,Managing Director, SHARP Middle East said : “The new Quattron technology is not just a step forward in SHARP’s vision, but the ushering in of a new era in TV technology because it introduces a fourth colour sub-pixel, yellow, to the conventional LCD three-colour palette. This new four-colour technology enables billions of colours to be displayed, and brings to TV a range of never before seen colours – dazzling golds, tropical ocean blues, and sunflower yellows, to name a few. This is a fantastic distinction that will shape consumer standards for LCDs. Along with their pioneering colour reproduction; these new Quattron models feature an energy-efficient LED backlight and décor-enhancing style. The technology also uses smaller dots to make up images, enabling ultra-high resolution”.

Mr. Eiji Taninaka, Director ,CE Division, SHARP Middle East FZE, said: The Quattron range of LED TVs that we have introduced to this huge Middle East & Africa market will help boost our market share in this region and aid us in our aim of market leadership in the LED TV segment. The LCD market in the Middle East & Africa will grow to over **3.5** million units with Sharp planning to achieve at least **10% market share of** LCD TVs in the region, most of it fitted with LED technology. With the launch of this AQUOS range equipped with Quattron technology, and as a result of our commitment to delivering high quality, hi-tech and innovative TV products, we forecast a **30%** growth in sales this year for this region”.

Quattron LED TV’s will be available in the MEA market from July 2010 onwards.