

ISE 2012: Sharp outstanding with high brightness and interactivity

From 31 January to 2 February 2012, Integrated Systems Europe (ISE) will again be opening its doors in Amsterdam. Sharp, in addition to its extensive portfolio of professional displays and monitor installations, will for the first time be unveiling the prototype of its new interactive whiteboard, with a diagonal screen size of more than two metres (80 inches). In the field of high brightness displays, the company will also be presenting its new PN-A601 series of outdoor monitors with a brightness of 2000 candelas.

Hamburg, xxx - The ISE is Europe's biggest specialist show for professional monitors and this year for the ninth time will be welcoming manufacturers, dealers and technological leaders from all over the world. This is already Sharp's fourth appearance as exhibitor. In 2012, the main focus of the Japanese leader in innovation will be on high brightness displays, big screens and interactive displays at its stand F78 in Hall 11. One special highlight will be the big new interactive Sharp whiteboard with a diagonal screen size of more than two metres (80 inches). With these impressive dimensions, this whiteboard sets new standards and will be available to the European retail trade for the first time in this size. With its intuitive user interface, the whiteboard is designed for efficient, convenient and creative teamwork. By combining the touch panel with a touch pen and innovative detection software, modifications can be immediately integrated in existing drafts on the display.

The new high-brightness PN-A601 monitor series also on show at ISE 2012 provides an amazing brightness level of 2000 candelas. Its semi-outdoor housing allows it to be used in glaring lighting conditions. The intensive screen brightness means that the contents are clearly visible even in direct sunlight. The fact that Sharp's high brightness displays remain unfazed even when exposed to intense direct light and bright environmental conditions is also demonstrated at ISE by a video wall with eight models of the PN-V602 thin-bezel monitors, which have a brightness of 1500 candelas and can be cascaded to form walls of any size. The built-in local dimming function provides outstanding contrast and impressively clear definition. Local dimming enables individual LEDs to be switched on and off for specific purposes. For example, diodes in dark areas of the screen are automatically switched off, so that energy savings of 30 to 40% can be achieved, depending on the screen contents.

Sharp's indoor perimeter advertising system, consisting of the PN-V series of thin-bezel monitors, will also be on show at the Sharp stand. The pre-mounted system for hall events has already been successfully used at various sports events in 2011, including the finals of the European Handball Federation (EHF) Champions League in Cologne. The Sharp perimeter system is quickly assembled ready for use and is also protected by extremely resistant and high quality safety glass, making it ideal for all indoor events. The displays can also be adapted locally to the lighting conditions of the hall,

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and their high resolution ensures that pan shots are displayed without any disruptive moiré effect.

You will find Sharp in Hall 11, Stand F78 at the ISE show in Amsterdam from 31 January to 2 February 2012.

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Sharp EUROTOP Sponsorship

From 31 August 2010 to 31 December 2013, Sharp Electronics Europe GmbH is EUROTOP Sponsor of the Union of European Football Associations (UEFA). This sponsorship contract enables Sharp to benefit from the tournaments organized by UEFA over this period. After the European Under-21 championship and the qualification matches for the UEFA European Cup (EURO 2012), the sponsorship contract will climax in June/July 2012 – when the final rounds of the men's EURO in Poland and Ukraine will coincide with the 100-year anniversary of Sharp. The sponsorship ends in 2013, after the EURO 2012, the Under-21 2013 and the Women's EURO 2013. With this partnership, the Japanese technology group aims to promote public awareness of the Sharp brand and to focus attention on products in the two main business fields of Consumer Electronics and Solar Systems. The company is drawing here on its many years of experience in sports sponsorship.