

PRESS RELEASE

Sharp at Paperworld 2012: mobile, innovative and functional

At this year's Paperworld from 28th to 31st January in Frankfurt, Sharp is presenting its broad line-up of multifunction printers (MFPs), e-dictionaries, cash register systems and pocket calculators. The technology group is also taking the opportunity of this leading international fair for paper, office supplies and stationery products to unveil its latest MFP, the MX-M202D. This new multifunction printer is appealingly versatile, with a wide variety of functions and flexible applications specifically designed for the small office/home office (SOHO) segment.

Hamburg, December 2011 – In Hall 3.0, Stand E21, Sharp is not only presenting cash register systems, projectors and its product range for schools but also a new MFP for the home office/small office segment. The MX-M202D has an impressively large range of functions, such as an original feed system for two-sided scanning, duplex printing capability and an optional fax function. Together with the AR-5620, which is also on show at Paperworld, the MX-M202D is the second A3 MFP for the SOHO market to provide the special Sharp service concept.

“Particularly for the target group of small companies, which generally do not have an in-house IT and technical department, we have once again expanded our comprehensive service concept. With this concept, we provide a ‘care-free package’ that provides our customers with optimal service at any time,” explains Franco Fiedler, Product Manager Information Systems at Sharp Electronics Germany/Austria. This ‘care-free package’ consists of a hotline and a 48-hour on-site repair service. The package also includes an installation and maintenance service in the form of maintenance cards.

The Sharp MFP line-up at Paperworld is completed by the AL series. Here, the lightweight AL-1035 particularly catches the eye, since its handy size makes it ideal for mobile use. This versatile printer is also outstandingly well-suited to occasional use in small shops, for example on the counter. When it is not in use, it can simply be stowed away almost anywhere.

Another highlight from Sharp is the XV-Z17000 3D projector. This projector beams 2D and 3D content in full HD quality with a brightness of 1600 lumens. The contrast ratio is approximately 40,000:1. In addition, a sophisticated Colour Management System provides a large number of options for optimal adjustment of the picture to the lighting conditions of the room. This projector not only has impressive technical data but also earns acclaim from the practical test conducted by German home cinema magazine “Heimkino”: the verdict of the editors in the October/November 2011 issue was “Excellent” (1.3). With its “sensational black level”, virtually inaudible fan and outstanding performance in both 2D and 3D mode, the XV-Z17000 won praise from the testers at “Heimkino”.

In the field of SOHO cash registers, Sharp is presenting its successful XE-A series at Paperworld. These models have strikingly simple and modern design in combination with extreme ease of use.

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In addition, at this year's Paperworld, Sharp is showing a selection of its printing desk-top calculators and colourful classroom calculators. These brightly coloured educational tools not only have the looks to appeal to school-kids but also, with Direct Algebraic Logic (DAL) and WriteView™, they offer optimal key-in and display functions for learning and teaching mathematics. The Sharp portfolio of school products at Paperworld is rounded off by the graphics-capable EL9900G SII pocket calculator and the e-dictionaries that many German states now, since last year, officially allow students to use in their school-leaving examinations.

The Sharp stand at Paperworld in Frankfurt is located in Hall 3.0 (Stand E21) and is open to visitors daily from 9 a.m. until 6 p.m.

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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.