

## **Four new professional monitors from Sharp at ISE 2010**

**Coinciding perfectly with ISE 2010, Sharp's new line-up of professional LC displays seems predestined to achieve the attention of the entire sector. The electronics group is the first LCD manufacturer presenting a high-performance 60-inch monitor (152 centimetres). With three other product innovations, Sharp is also marking its re-entry into the lucrative high-volume market segments for 52, 47 and 42-inch screens.**

**Hamburg, December 2009** – ISE in Amsterdam is Europe's No. 1 show for professional AV and electronic systems integration. From 2 to 4 February 2010, it will provide a suitable stage for the debut of four new top displays from Sharp. The PN-E601, PN-E521, PN-E471 and PN-E421 professional monitors combine premium picture quality with reduced power consumption and also have particularly attractive narrow frames and a much lighter weight than their predecessors. These new models will be officially launched on the European market in March 2010.

“With our innovative line-up of professional monitors, a new era is dawning for Sharp,” says Peter Heins, Product Manager Professional Monitors at Sharp Electronics (Europe) GmbH. “These competitive products mean that in future Sharp will also enjoy an excellent position in the high-volume market segment for 60-inch monitors. Efficient production of the displays at the first ‘10th generation’ LCD factory in the world, namely Sharp's own plant in Sakai in Japan, also enables us to bring these new models to the market with attractive value for money,” continues Heins.

### **High performance and energy efficiency**

The new PN-E601, PN-E521, PN-E471 and PN-E421 models have outstanding performance. With screen sizes from 152 to 107 centimetres and full 1920 x 1080 pixel HD resolution, the new monitors provide high-precision images in 16:9 widescreen format. All these monitors are designed for continuous 24-7 operation and are fanless, meaning that they also guarantee totally silent operation.

For those wishing even greater flexibility from their Sharp screens, these models have an expansion capability based on a simple modular construction principle. The highlights of the next generation include the option of an interface board with additional interfaces (I/F expansion).

Despite their premium performance, these displays have particularly low power consumption. Compared to their predecessor models, the new systems are also much lighter and are therefore easier to install. The narrow housing frame blends into the picture, reducing distracting edge borders to a minimum. “With these features, our monitors are ideal for all indoor environments – from traffic control centres and other control rooms to office communication applications such as video-conferencing, all the way up the scale to digital signage solutions,” adds Peter Heins.

### **Production in the first “10th generation” LCD factory**

The 60-inch LC displays in the new line-up are manufactured at the Sharp factory in Sakai. With this plant, the Japanese electronics group has become the first company in the world to be able to produce panels from 10th generation mother glasses measuring 2.88 x 3.13 metres and to process these panels into LCDs for professional monitors. Due to this high-efficiency manufacturing process, Sharp is able to bring its screens to the market at an attractive price without diluting the excellent quality standard. Further evidence of Sharp's top-ranking position is that with a monthly capacity of 72,000 mother glasses, this plant is theoretically able to manufacture 432,000 of the new 60-inch monitors per month.

With the official market launch of the new models in March 2010, Sharp is also expanding its distribution network. In this context, the technology company is relying on strategic partnerships with distributors Kern & Stelly, Kindermann, Lang AG, Luxion and Omega Austria.

Anyone who wishes to experience a live preview of the Sharp PN-E601, PN-E521, PN-E471 and PN-E421 screens is cordially invited to visit ISE stand C33 in hall 11 from 2 to 4 February 2010.

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*Please visit [www.sharp.eu](http://www.sharp.eu) for further information.*

### **Sharp Environmental**

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 <http://www.sharp-world.com/corporate/eco/index.html>.