

## **Flowers for the power-saving champions: EU Commission awards the new EU Eco-label to the Sharp AQUOS LE series**

**The Environmental Flower, the prestigious European Eco-label, is regarded as a major award for the environmental performance of LCD TVs. New, more stringent criteria for this environmental label came into force just a few days ago. Sharp is therefore particularly proud to have received this award for the current LCD TVs in its AQUOS LE series. This means the LCD pioneer is one of the first TV manufacturers to be awarded the Eco-label at the introduction of the new regulations.**

**Hamburg, November 2009.** Back in 2005 Sharp was the first company to be awarded the Eco-label for its televisions. Up to the end of October 2009, in accordance with the regulations in place for the EU Eco-label until that time, Sharp's bouquet comprised 83 flowers. From the very start of the new EU Eco-label, which is based on significantly more stringent regulations, no fewer than 28 Sharp AQUOS LCD TVs already bear the environmental label which is also known as the Environmental Flower. This is an unequivocal acknowledgment of the outstanding environmental performance of the AQUOS LCD TVs. The televisions from the current LE600E and LE700E series in particular are setting new standards in terms of energy efficiency. For a screen diagonal of 32 inches (81 centimetres) AQUOS LCD TVs from Sharp now require a mere 60 watts of power rather than 271 watts<sup>1</sup>. Even the largest model with a screen diagonal of 52 inches (132 centimetres) remains below a power consumption of 100 watts (98 watts, to be exact) in Home mode, meaning its performance is significantly better than that of the competition. This performance and innovation in relation to environmental performance also convinced the European Commission which has set out even more stringent criteria in terms of energy consumption, material selection and recyclability in the new EU Eco-label with effect from 1 November.

Sharp is proud to be among the first manufacturers in the world to meet the rigorous standards of the new Eco-label with our AQUOS LE series. Even the production of the appliances in Sakai, one of the most environmentally advanced LCD factories in the world, is clear evidence of this. Furthermore, the LCD TVs stand out because of their full LED backlight. In addition to a brilliant picture, this technology also guarantees extremely low power consumption. As the reigning power-saving champions, Sharp therefore offers the customer optimum picture quality plus the two most efficient LCD TV series with LED backlight currently on the market.

The full LED backlight developed by Sharp is a new form of backlight for LCD TVs which uses energy-saving light-emitting diodes (LEDs) instead of the conventional cold cathode

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<sup>1</sup> Measured in Home mode to IEC standard 62087 Ed. 2

fluorescent lamps (CCFLs). These small light sources in the AQUOS LE appliances are also mercury-free, which represents a further enhancement by Sharp of the environment-friendliness of its televisions.

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*Further information available at [www.sharp.eu](http://www.sharp.eu)*

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 the Sharp Green Site at [www.sharp.de/green\\_site](http://www.sharp.de/green_site).*

*Information on the new EU Eco-label can also be found at <http://ec.europa.eu/environment/ecolabel/>*