

He Said... She Said: Picture Quality and Environmentally Friendly Features Top Television Wish Lists as Sharp Brings AQUOS LED - The Evolution of LCD TV - to Canada

Introduction of Breakthrough New Backlit LE700 Series Spurs Sharp Electronics to Survey Canadian TV Viewing Habits

TORONTO, AUGUST 4, 2009 – Sharp Electronics is bringing AQUOS LED – the evolution of LCD TV - to Canada today with its new LE700 Series of LCD TVs with Full-Array LED backlight. The LE700 Series provides the ultimate in picture quality and value and offers Canadian consumers the lowest power consumption of any TV currently available on the market. To coincide with this launch, Sharp and Angus Reid Strategies conducted a survey to investigate current TV viewing habits of Canadians.

Although men and women might still battle it out over the remote – three quarters of men believe they control the remote whereas half the women surveyed believe they do – men and women agree picture quality, screen size, price and environmental features top household TV wish lists. With the new AQUOS LE700 Series, television viewers benefit from Sharp's Full-Array LED backlit system for premium picture quality, outstanding value and an energy efficient design made possible by AQUOS LED technology. Canadians can choose from 32, 40, 46 and 52 inch screen sizes.

It's clear that now more than ever Canadians are craving a great picture. According to the survey, Canadians are spending more time watching television – nine hours per week on average – than any of the other entertainment activities they were surveyed about including surfing the net and social networking (7.4 hours), hanging out with friends (3.9 hours) and being intimate with their partner (3.6 hours).

Canadians are also concerned with being green. A majority – 55 per cent – say environmentally-friendly features will affect their TV choice the next time they purchase a television. With the new AQUOS LE Series, they won't have to look far. The Series incorporates several eco-friendly improvements enabled by LED technology, including an UltraBrilliant full array LED backlight that allows for precise light output with higher luminance per watt, so less power is needed. The TV is also equipped with a system designed to lower power consumption during use by adjusting the screen brightness based on the level of brightness in the room. In fact, this series offers the industry's lowest power consumption of any LCD

AQUOS



TV currently available on the market.* The LC-52LE700U consumes only 105W -- exceeding the EPA's ENERGY STAR criteria for TVs: Version 3.0 -- by 68 per cent.

"We're extremely proud, given Sharp's long history of Super Green manufacturing, to bring AQUOS LED to Canadian consumers," says Bill Friend, Vice President, Consumer Products Division, Sharp Canada. "Our LED backlit televisions exceed the latest ENERGY STAR criteria for all four screen sizes, while still offering television lovers the superb picture they've come to expect from an AQUOS."

In addition to lower power consumption, the AQUOS LE Series is built to last. As a solid-state light source, LEDs generate less heat and are more durable, leading to a longer lifespan of an expected 100,000 hours, two thirds longer than traditional LCD TVs. This means, if the average viewer watched four hours of TV a day, an AQUOS LED TV would entertain two or three generations during its 70 year lifespan.

While screen size and environmental features draw viewers in, the survey illustrates it's picture quality that matters most to Canadians when choosing a television. While men are looking for action with sports and movies, women are looking for some drama. And whether it's the living room or the bedroom – Canadians are watching television in just about every room of the house. One per cent of Canadians even have a television in their bathroom.

Picture quality with the proprietary AQUOS LED system incorporates Sharp's UltraBrilliant LED backlight technology that illuminates the TV to extremely high brightness and contrast levels. The system includes a full array of LEDs evenly dispersed behind the diffuser, resulting in more uniform colours and brightness across the entire screen, as well as improved colour purity for the smoothest picture possible. Additionally, this series uses Sharp's proprietary next-generation Full HD 1080p X-Gen LCD panel with 10-bit processing, designed with advanced pixel control to minimize light leakage, producing extremely deep black levels. The X-Gen panel also provides a wider aperture to allow more light to pass through the panel, resulting in higher peak brightness.

Rounding out this premium picture, the LE Series offers Fine Motion Enhanced technology for 120Hz Frame Rate Conversion and a fast pixel response time of 4ms, providing the ultimate medium for high-definition viewing, ensuring viewers never miss a detail. For flexible room placement, the series has



*Sharp Electronics of Canada Ltd.
335 Britannia Road, East
Mississauga, Ontario L4Z 1W9
Phone: 905-890-2100*



impressive 176-degree viewing angles, enabling the colour reproduction to appear bright and vivid from virtually anywhere in a room – even the bathroom.

The AQUOS LE Series also includes Sharp’s AQUOS Net™** capability, a service that gives users instant access to customized Web-based content as well as real-time customer support. In screen sizes larger than 40 inches, AQUOS owners will also love Sharp’s Aquos Advantage program premium that offers toll-free customer support, expert setup advice and personalized priority service for as long as they own their AQUOS LCD TV—free of charge. Sharp’s AQUOS Advantage program also offers free expert advice to Canadians buying—or even thinking of buying—a Sharp AQUOS LCD TV. In addition, Sharp will provide all AQUOS Advantage members with a complementary 32” HD LCD TV for the duration of any required out of home repair. For more information visit www.aquosadvantage.com.

From the best in customer support, to the most awe-inspiring picture clarity, Sharp’s new AQUOS LED TVs are ushering in the evolution of LCD TV for Canadians. So, while they’re fighting over the remote, they can’t deny AQUOS LED is the right choice for the most vivid, energy efficient, value-packed TV performance in any room in the house.

Canadian Availability:

- The LC-52LE700U will be available in August for a Suggested Retail Price of \$3,299.99
- The LC-46LE700U will be available in August for a Suggested Retail Price of \$2,799.99
- The LC-40LE700U will be available in August for a Suggested Retail Price of \$2,299.99
- The LC-32LE700U will be available in August for a Suggested Retail Price of \$1,299.99

For more information on Sharp’s full line of Liquid Crystal Televisions, contact Sharp Canada at:

www.sharp.ca

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About Sharp Canada

Sharp Electronics of Canada Ltd. Is a wholly owned subsidiary of Sharp Corporation of Osaka, Japan, a worldwide developer of the core technologies integral to shaping the next generation of home entertainment, appliance and digital office equipment systems. A world leader in Liquid Crystal Display (LCD), Sharp is the developer of the SharpVision® line of projection products and the revolutionary



*Sharp Electronics of Canada Ltd.
335 Britannia Road, East
Mississauga, Ontario L4Z 1W9
Phone: 905-890-2100*



AQUOS® LCD Televisions and has won numerous awards for the technology behind the AQUOS® line. Sharp continues to demonstrate its home entertainment leadership by advancing technologies such as High Definition Television (HDTV) and front projection technology. Sharp Electronics of Canada Ltd. is located in Mississauga, Ontario. For more information, visit www.sharp.ca.

* Using On Mode Power as specified by ENERGY STAR Version 3.0

** Except on the 32-inch (31 ½" diagonal) screen class size

The Sharp Canadian TV Habits Omni Study was conducted by Angus Reid Strategies from June 22 to June 23, 2009 and is accurate within +/- 3.1 per cent, 19 times out of 20.

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Media Contacts:

Jennifer Drogell, Hill & Knowlton Canada for Sharp:

jennifer.drogell@hillandknowlton.ca or 416-413-4630

Sydney Dare, Hill & Knowlton Canada for Sharp:

Sydney.dare@hillandknowlton.ca or 416.413.1218 x4699

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*Sharp Electronics of Canada Ltd.
335 Britannia Road, East
Mississauga, Ontario L4Z 1W9
Phone: 905-890-2100*