



**Sharp's Got Gaming and More:
New Full HD AQUOS® LCD TV Has Enhanced Features and a New Silhouette
that Appeals to More Than Just Gamers**

MISSISSAUGA – February 12, 2008 – Gamers now have a television that can play up to their level, as Sharp, the leading innovator in flat-panel Liquid Crystal Display Televisions introduces the second generation of AQUOS® LCD TVs custom-built for gamers and style-conscious consumers. Created as the perfect complement to the most advanced gaming systems, the new AQUOS GP3U model series will also appeal to the discerning consumer with an eye for the best in contemporary design.

The new series, now available in three glossy colour finishes, black (LC32GP3UB), white (LC32GP3UW) and dark crimson red (LC32GP3UR), cuts a slimmer silhouette while putting the widescreen features up front and centre. The slim-line design has a significantly smaller footprint, yet the unique swivel stand allows for ultimate viewing flexibility. As with other AQUOS TVs, the bottom-mounted speaker of the GP3U series ensures a slimmer overall width for a better fit in the widest variety of home environments. The result is a model that complements the latest in contemporary interior design while providing a widescreen experience that can fill any room.

"The rapid growth in popularity and the evolution of the gaming industry has set the bar high for LCD TV innovation," said Kevin Andrews, Display Product Manager, Consumer Electronics, Sharp Electronics of Canada. "Sharp has responded with this one-of-a-kind product which enhances the game-playing experience – and also sets the standard for LCD TV design for the future."

Beneath the sleek elegance of its silhouette are the features that add substance to the style. The lag time between the game console input and the TV is imperceptible with the Vyper Drive® feature, while the "Game Mode" button on the remote control allows for quick access to the side terminal inputs, giving gamers an easy connection to the video game console and instant activation of the Vyper Drive®. That flexibility is further enhanced with the subwoofer audio output, which allows for an active subwoofer connection, providing the strong bass sound integral to a more powerful gaming experience.

A full array of connection options, including two sets of component inputs and three HDMI version 1.3 (x.v.Color™) inputs, allows for compatibility with 1080p signals from a full range of traditional, HDTV, Blu-Ray and advanced gaming devices.

However, it is not just gamers that can expect an enhanced viewing experience. Users can also play cinematic content in its native format, when played from a compatible video source, because the LC-32GP3U also supports 1080p, 24 frames per second high-definition video. The 15-pin D-sub terminal (or a DVI-I to HDMI adapter) enables easy PC connectivity as well.

In addition to these features, the GP3U is manufactured with elements that have defined the Sharp 1080p line: a pixel response time of 6ms, which delivers smooth video playback in fast-moving action sequences; Full HD 1080p resolution, Sharp's proprietary Advanced Super View Panel and a 4-wavelength backlight system, for deeper, more vivid reds, and the 2000:1 True Contrast Ratio (10,000:1 Dynamic Contrast Ratio), so that even in the darkest scenes, gamers will never miss a detail.

And as with all HD AQUOS models, the 32-inch set comes with built-in ATSC, QAM and NTSC tuners, which allows for compatibility with all available analog and digital over-the-air and cable TV programming. It also features a wide viewing angle of 176 degrees and a high brightness rating of 450 cd/m sq. The long-life backlight system provides 60,000 viewing hours under normal viewing conditions.

Pricing and Availability

Immediate availability at select retailers across Canada. MSRP for all models is \$1499.99

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About Sharp Electronics of Canada Ltd.

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 revolutionary AQUOS® LCD Televisions and has won numerous awards for the technology behind the AQUOS® line. Sharp Electronics of Canada Ltd. is located in Mississauga, Ontario. For more information, visit www.sharp.ca

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