

Stunning, Clear and Slim – Sharp LCD TV Supermodel

Sleek, elegant, large and with amazingly intense colors: The next generation LCD TV AQUOS LC-XS1E with screen diagonals of 52 inch (132 centimeters) and 65 inch (165 centimeters) integrates the RGB LED backlight technology. Films look more realistic than ever. Its unparalleled black levels are also impressive: The 1,000,000:1 contrast does the next generation of Sharp LCD TV's proud.

Berlin, IFA 2009. The two sets with diagonals above 130 centimeters (52 inch or 65 inch) stand out due to their RGB LED backlight technology – a world-wide innovation developed by Sharp. The technology consists of more than 1,000 segments, each of which contains and controls¹ several LEDs². This results in brilliant colors and black levels previously unheard of in LCD TV's. The backlight technology, best-ever contrast ratio of an AQUOS LCD TV of more than 1,000,000:1, and the 100 hertz technology guarantee a whole new televisual experience.

“As a pioneer of LCD technology we have set major trends and developed markets with our large screen diagonals and ultra-flat sets. By presenting our next generation of flatscreen TV's, the new XS1E series, we have raised the bar yet again,” said Hiroshi Sasaoka, Executive Vice President of Sharp Electronics Europe. “Our focus here is on unique image quality with superb color reproduction, excellent sound, and a modern, energy-saving design. Our unparalleled contrast ratio and active RGB LED backlight system ensure superb brilliance,” Sasaoka added.

The extra-large dimensions of Sharp's XS1E range are a real eye-catcher, with the 52 inch and 65 inch diagonals guaranteeing a real movie theater atmosphere in living rooms. At the same time, the ultra-flat design is a real showpiece. The new AQUOS³ LC-52XS1E weighs just 44 kilograms, and rounds out the product line's excellent specifications.

Star designer Toshiyuki Kita came up with the XS1E's design exclusively for Sharp. With a depth of just one inch (2.54 centimeters) at its narrowest point and two inches at its widest point, the XS1E sets are Sharp's slimmest LCD TV's. New designs have also flowed into the XS1E in terms of audio system integration: The speaker bar with a stainless steel look to match the screen is mounted separately under the screen. This feature and the slim dimensions give the overall TV and audio concept a feeling of lightness. The audio system is detachable and was developed together with Sharp's partner Pioneer.

Sharp's next-generation LCD TV's also set themselves apart due to their energy consumption - according to IEC⁴, the larger model, LC-65XS1E, has a consumption of 561 watts (IEC6087) while the smaller model, LC-52XS1E, consumes 343 watts

¹ Local Dimming

² One segment consists of some LEDs in colours red, green and blue (RGB)

³ Weight LC-65XS1E = 63 kg

⁴ IEC = International Electrotechnical Commission

(IEC6087). When in standby mode, both models consume just 1.5 watts⁵. The XS1E's OPC⁶, or Optical Picture Control, automatically adjusts the backlighting to the ambient light intensity. The TV's reduced luminosity when used in dark rooms helps to save energy.

Both of the models in the AQUOS XS1E range are available since January 2009 for 9,000 euros (LC-52XS1E) respective 12,000 euros (LC-65XS1E).

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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 CO₂ 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>.

⁵ Accumulated Consumer data from LCD-Panel plus AVC-Receiver

⁶ OPC = Optical Picture Control