AQUOS

SHARP LCD TV Line-up 2010

Quattron

3C is over,
4C has arrived.

SHARP

Quattron

4 COLOUR REVOLUTION
QUATTRON DEBUT

Sharp's leading-edge liquid crystal technology has produced the revolutionary
4-primary colour technology for a first in the industry.[1]
It employs a four-colour filter that adds yellow (Y) to the three primary colours of red,
green and blue (RGB), expanding the colour gamut and faithfully rendering nearly all colours
that can be discerned with the unaided human eye, especially golden yellow.
Combined with Sharp's 1080P and X-Gen panel that applies UV^2A [2] technology,
the displays deliver an unprecedented high-quality picture as well as
reduce energy consumption with an LED backlight.

Innovation is in our DNA

[1] Based on publicly available information as of March 2010.
[2] Ultraviolet-induced multi-domain vertical alignment (UV^2A) is a manufacturing method in which UV light is used for precision control of liquid crystal molecules to ensure uniform alignment in specific directions.

Quattron

LE⌃DING-EDGE TECHNOLOGY FOR THE BEAUTY
OF NATURE AND THE BEAUTY OF ART

4-Primary Colour Technology System and X-Gen Panel Technology

The newly developed 4-primary colour system and X-Gen panel are Sharp's unique leading-edge technologies that dramatically improve colour expressiveness and picture quality to an unprecedented degree. The 4-colour system adds yellow reproduction to the conventional primary colours of red, green, and blue (RGB plus Y). This markedly enhanced yellow reproduction provides an unprecedented wide range in gradations to deliver colours just as they are in nature.

Compared with the conventional 3-primary colour panel's 6.2 million dots, the more than 8 million dots of the 4-primary colour system deliver greater precision with unprecedented colour expression through the addition of yellow.

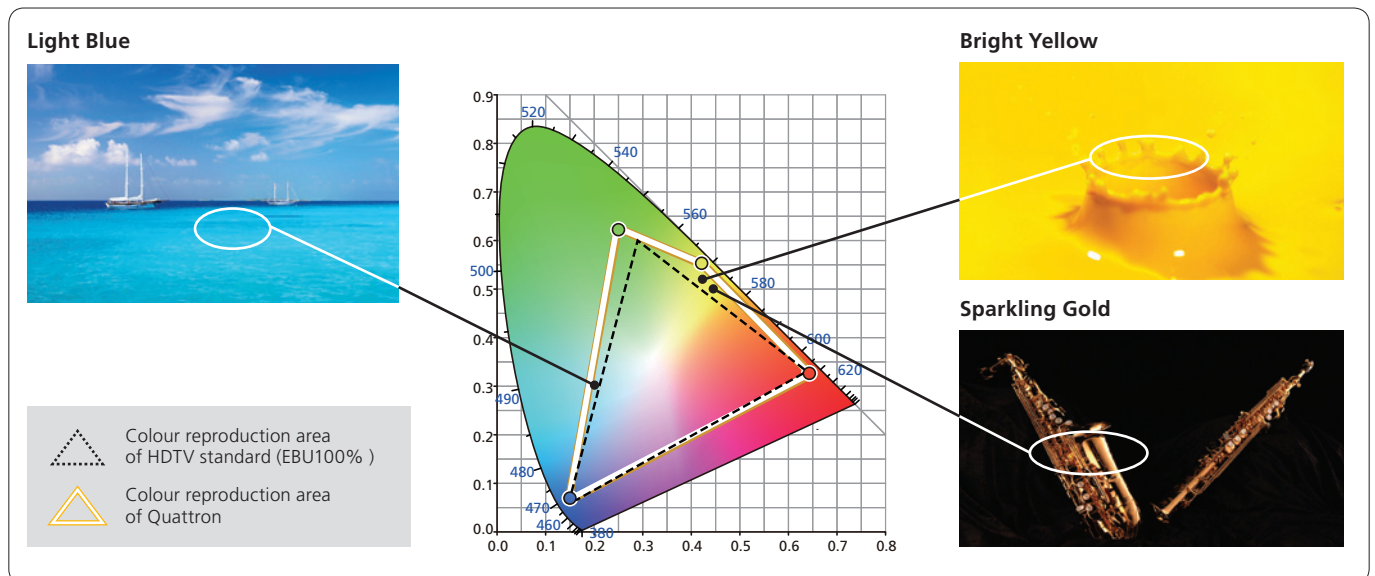**X-Gen/RGB**

1,920 X 1,080 X 3 (RGB) = 6,220,800 dots

X-Gen/RGBY

1,920 X 1,080 X 4 (RGBY) = 8,294,400 dots

Improved Colour Reproduction

The addition of yellow pixels enables the reproduction of colours which displays were previously unable to accurately depict. The 4-colour system creates a vast array of colours and improves expressiveness.

Light Blue

Bright Yellow

Sparkling Gold

Colour reproduction area of HDTV standard (EBU100%)

Colour reproduction area of Quattron

Energy Savings

The high transmissivity of the new 4-primary colour filter in Quattron enables lower power consumption by using the LED backlight more efficiently than does a conventional panel. Using the yellow colour component improves efficiency for higher brightness.

*The pictures on this page are simulated illustrations and pictures for the purpose of explaining features.

AQUOS Delivers Impressively Advanced Picture Quality

X-Gen Panel

The next-generation LCD panels are produced using Sharp's uniquely developed UV^2A*1 photo-alignment technology. Together with fast response, this technology achieves a higher contrast ratio by enhancing light efficiency and eliminating backlight leakage to deliver the deepest black as well as the brightest white.

High-efficiency LED Backlight

Using LEDs as the light source in AQUOS enables precise brightness control and high-speed response. With LED light diffusion technology, the entire screen is lit with high efficiency and consistency in brightness.

Combined with the next-generation X-Gen panel, AQUOS achieves a higher contrast ratio and delivers vibrant red colours with deeper black for high-precision detail in dark scenes.

Enabling Higher Brightness with Less Power and Expressing Vivid Intermediate Colours

Why yellow? Conventional RGB displays need excessive lighting to produce vivid intermediate colours, such as yellow, cyan and magenta, and high brightness from all light sources to deliver a bright picture. Yellow is the solution to enable both a wider colour gamut and brighter picture with less power.
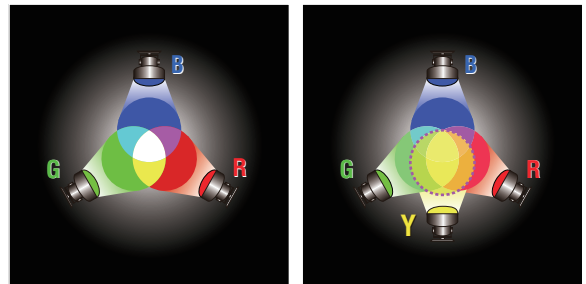
3 Primary Colour Display, RGB   4 Primary Colour Display, RGBY

Colour Gamut & Energy Saving		
Pixel Colour	Colour Gamut	Energy Saving
R G B	Good	Good (100%)
R G B Y	**Great**	**Great (120%)**

Home Network (LE820 only)

DLNA® (Digital Living Network Alliance®)

The digitalization of audio-visual equipment has improved compatibility to handle digital image, video, and audio files using a computer. A home network with LAN connection enables an AV system in which content can be enjoyed regardless of where it is stored.
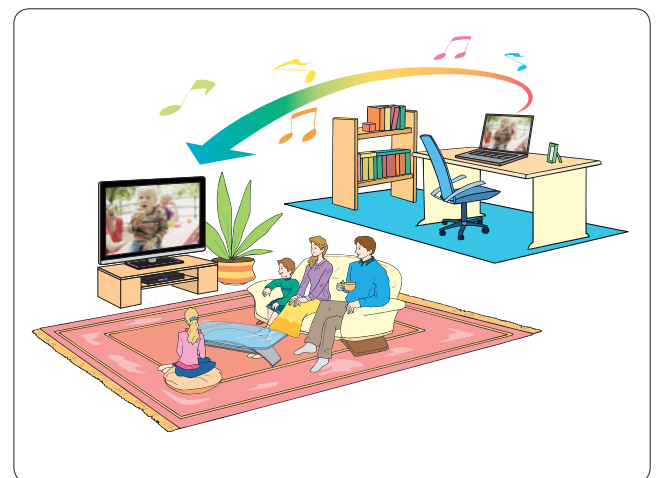
With the DLNA functionality of the AQUOS LE820 series, you can easily use the large screen in the living room or bedroom to enjoy photos and music stored on a computer in another room.

DLNA®, the DLNA Logo and DLNA CERTIFIED® are trade marks, service marks, or certification marks of the Digital Living Network Alliance.

*1 Ultraviolet-induced multi-domain vertical alignment (UV^2A) is a manufacturing method in which UV light is used for precision control of liquid crystal molecules to ensure uniform alignment in specific directions.

DivX HD Video Playback

The new AQUOS series enables high-quality reproduction of HD video recorded in DivX format on USB memory, providing a wider range of entertainment.

Slide Show & Video

Slide Show: By combining the photo viewing and music playing function, customers can enjoy their original slide show, sharing the memories with friends and families.

Video: The new AQUOS series enables high-quality reproduction of HD video recorded in DivX format on USB memory, providing a wider range of entertainment.
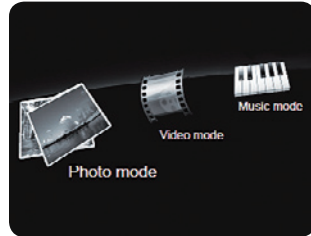
Music Player   Photo Viewer
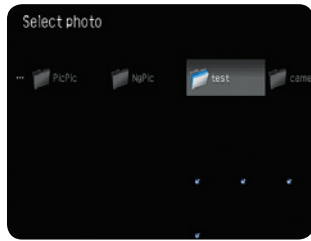
100Hz/120Hz Fine Motion Advanced

AQUOS models use 100Hz/120Hz Fine Motion Advanced technology developed from Sharp's highly advanced LCD technology. This provides a picture with 100/120 frames per second (double the conventional 50/60 frames per second) by supplementing the picture with Sharp's unique algorithm. Also, the technology coupled with the X-Gen panel developed for high-speed moving images provides smooth and clear pictures for quick-moving sports scenes and clear lettering in moving captions without motion blur. (LCLE820M series, LC-40L650M)


Example with motion blur   Example of 100Hz/120Hz Fine Motion Advanced without motion blur

Crystal Clear Technology

A conventional panel diffuses light at the surface, resulting in reduced picture intensity and compromised black levels. The Crystal Clear technology deflects light at nearly equal intensity, drawing it away from the screen and achieving deep black levels.

Ambient light   Ambient light

Conventional technology   Crystal Clear technology
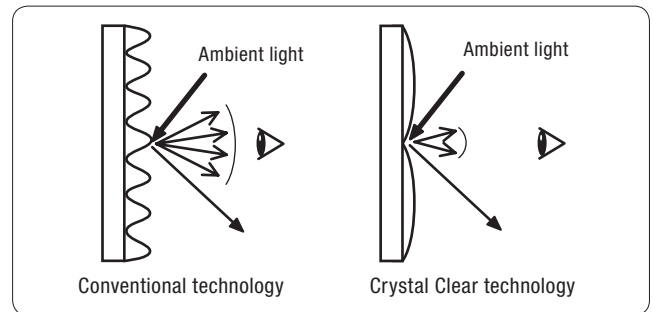
Long-life 100,000-hours LED Backlight

Through the use of a direct LED backlight system, Sharp has achieved a backlight operation of 100,000 hours before brightness decreases by one half. This provides a longer service life than conventional CCFL systems.

Optical Picture Control (OPC)

OPC automatically adjusts the screen brightness according to the ambient room brightness. This is not only eco-friendly, since it leads to greater conservation of energy, but also easy on the eyes.

Mercury Free

The LED backlight is made without mercury, which reduces the burden on the environment.

DivX®, DivX Certified® and associated logos are registered trademarks of DivX, inc. and are used under license.

*The pictures on this page are simulated illustrations and pictures for the purpose of explaining features.

SOPHISTIC︿TED DESIGN
FOR ADVANCED LIFESTYLES

Thin and Seamless Full Flat Design

Continuing Sharp's history of innovation and originality, the new AQUOS LED LCD TVs offer a stunning new contemporary design that pushes the envelope for flat-screen television artistry. At only 1.5inches approximate (39mm) slim, the full flat front glass (on the LE820 series) extends to meet the slim border for a subtle edge that benefits the elegance of a modern home theatre.

≈1.5"
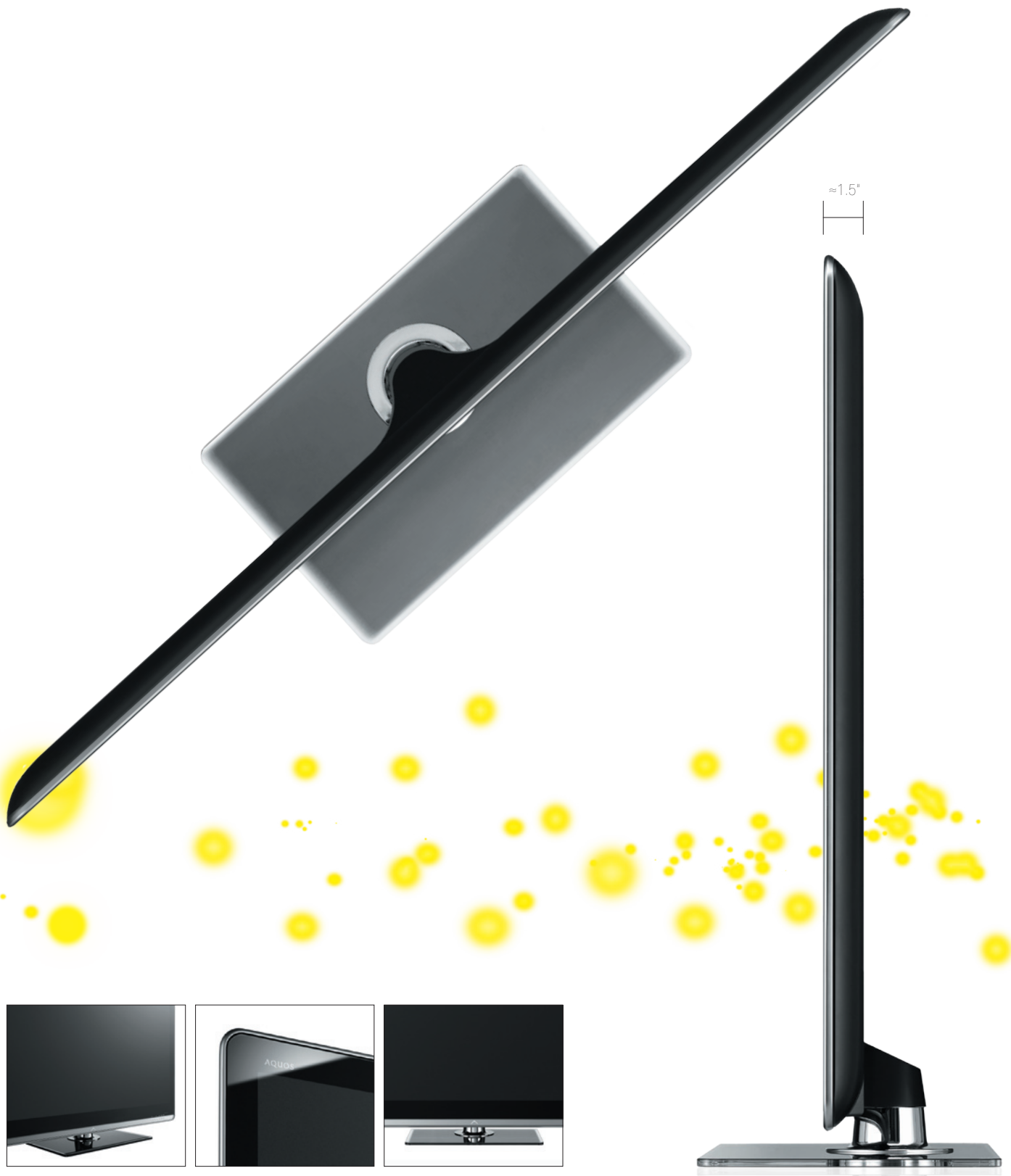
ENVIRONMENT⌃LLY FRIENDLY

Making a Tangible Contribution to Environmetal Protection

Many manufacturers today make good products, but few produce "green products". Sharp wants to be committed to the protection of the natural resources on which our lives and based. So to make a reduction of CO_2 emissions worldwide, Sharp products are equipped with various energy-saving eco-features that make our TVs true energy savers.

![Quattron logo]

Eight Ecological Features

8 ECO *   To really become an environmentally advanced company, Sharp has further strengthened its efforts towards making the new LE series. To achieve that goal, seven superior ecological features and additional ecological features are built in the LE820 series.
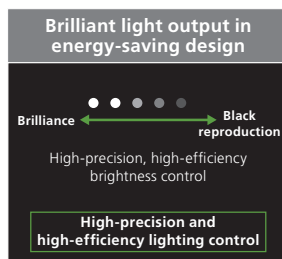
1 **4-Primary Colour Technology (LE820M series)** `NEW`

In addition to the three primary colours red, green and blue, the sub-pixels brilliant yellow enable efficient backlight operation with reproduction in higher quality. Less power is needed to reproduce the same level of yellow output than with conventional panels.

2 **LED**

Sharp's LED system enables precise brightness control and high-speed response. This reduces the light required to view the same picture and decreases power consumption.

Brilliant light output in energy-saving design

Brilliance ← ● ● ● ● ● → Black reproduction

High-precision, high-efficiency brightness control

High-precision and high-efficiency lighting control

3 **X-Gen Panel**

Compared to the conventional Advanced Super View panel, the new X-Gen panel has a wider aperture ratio, allowing easy light transmission through the panel.This greatly helps to achieve a high contrast ratio with less power.

Efficient backlight operation

Previous LCD panel   Backlight

X-Gen panel

High-efficiency light usage (light transmission technology)
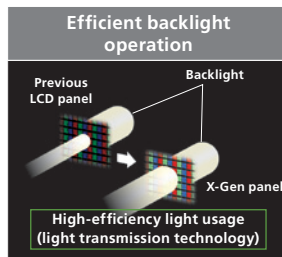
4 **Eco Picture Control**

Analyzing the picture signal to optimally control the backlight brightness and picture quality produces a high-quality picture with low power consumption.

5 **Energy Save Mode**

The LE Series represents the latest in energy-saving design with a dedicated Eco button on the remote control that allows the user to choose between two levels of energy saving: standard and advanced. Setting the power-saving level can result in decreased overall power consumption.

6 **Optical Picture Control (OPC)**

OPC automatically adjusts the screen brightness according to the ambient room brightness. This is not only eco-friendly, since it leads to greater conservation of energy, but also easy on the eyes.

7 **No-Signal Off / No-Operation Off**

The TV automatically switches into standby mode to reduce power consumption if there is no signal for 15 minutes or no operation for three hours.

**8** **Innovation Meets Ecology**

Outstanding examples are presented with our new LCD TVs of the LE820 series equipped with leading-edge technology and the 4-primary colour system (RGB plus Y). Extremely low power consumption, a mercury-free backlight, resource saving in design and packaging and high recyclability prove their environmental excellence.

MERCURY FREE

AQUOS. The difference is Sharp

Enter a shop where they sell LCD TVs. They look all the same. Examine all the brands.
Evaluate the quality of image, the crispness of colour, the reliability of Japanese technology,
and the elegance of design. Then choose the one that convinces you the most.
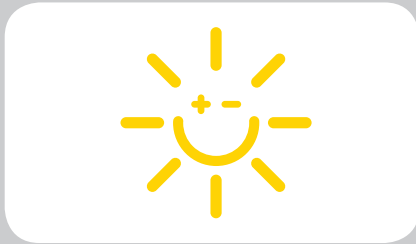

During its 50-year history, Sharp has produced solar cells with a total capacity of more than two gigawatts and is thus the world´s largest* photovoltaic manufacturer. Crystalline photovoltaic modules, thin-film solar modules, light concentrators - Sharp develops more solar technologies than any other manufacturer.

* Based on publicly available information as of August 2009.

As a technology company with an environmental approach, Sharp produces innovative LED products like LED lamps and solar street lights with integrated LEDs. This year, Sharp presents the LED backlight - the next generation in Sharp AQUOS LCD TVs. The new backlight technology can control more than 1,000 LEDs individually. Due to this innovative technology, the image is even sharper, the colours are more brilliant and the ecological characteristics are better than ever before.

New Manufacturing Complex - Green Front Sakai
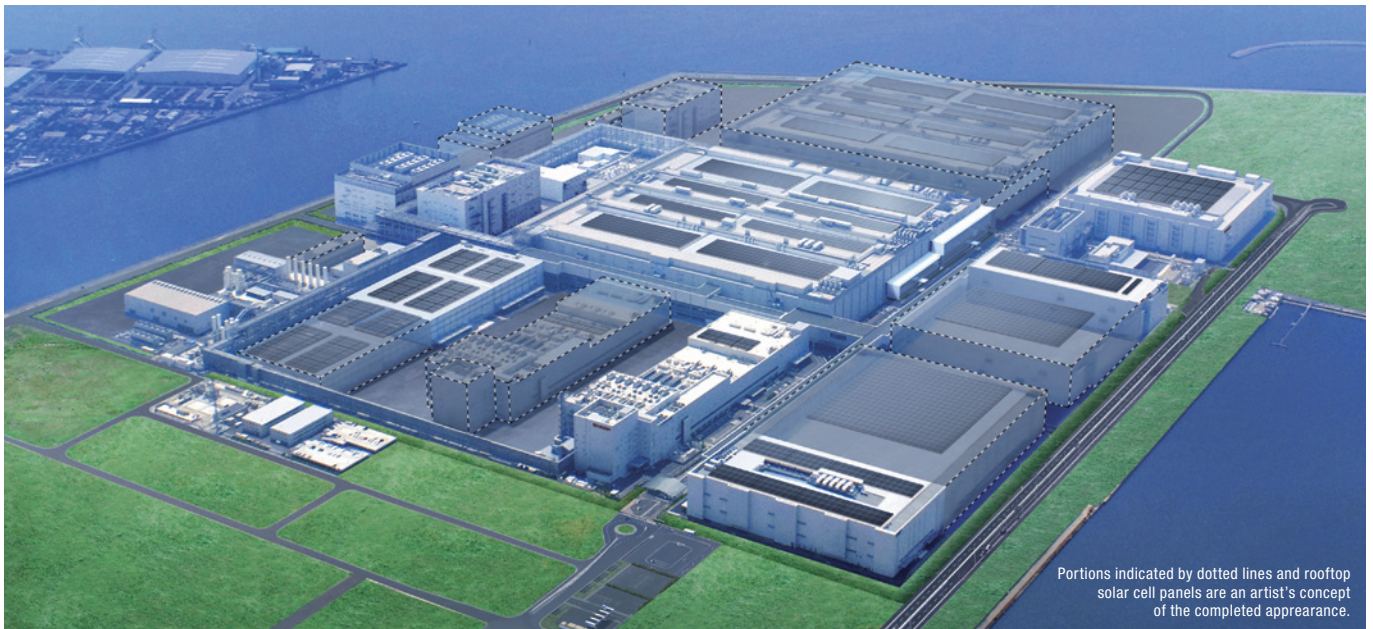
Portions indicated by dotted lines and rooftop
solar cell panels are an artist's concept
of the completed apprearance.

The 21st century manufacturing complex in Sakai, Japan will ensure the most efficient manufacturing processes and consumption of energy. In the new factory, Sharp will produce LCD panels for TVs that are the world's top class in every respect: image quality, performance and cost. This Sharp factory combines in an ideal way the production of LCD panels and Sharp thin-film solar cells as the biggest*[1] solar factory worldwide with a production capacity of one gigawatt.

GREEN FRONT

*1 Based on publicly available information as of March 2010.

*The pictures on this page are simulated illustrations and pictures for the purpose of explaining features.

Making a Tangible Contribution to Environmental Protection

What qualities should a product have? There are a thousand answers to this question. But one point is becoming increasingly important: environmental friendliness. Let us be honest. Many manufacturers today make good products. But few produce "green products".

Sharp wants to be a pioneer in this area and is committed to the protection of the natural re-sources on which our lives are based. So we want to make a contribution to the reduction of CO2 emissions worldwide when we are manufacturing products that generate and save energy. Already in 2005 Sharp could officially prove that its TVs are environmentally advanced.

AQUOS LCD TVs are designed to be environmental friendly. In Malaysia, it can already be seen adorning nearly our complete current LCD TV line-up with 5-Star Energy Seal as proven.

*Save over 25% energy with 5-Star Energy Efficiency tested by SIRIM and approved by Suruhanjaya Tenaga.

Green is the answer.

Improve Your CO_2 Footprint

With our new LE820 series, Sharp has shown already how easy saving can be. These models are equipped with advanced optical picture control (OPC), which helps to reduce the power consumption according to the room brightness. Environmentally friendly features include the long-life backlight, eco-oriented materials and design convenient for recycling.

Innovation Meets Ecology

Outstanding examples are presented with our new LE820 series LCD TVs. Extremely low power consumption, a mercury-free backlight, resource saving in design and packaging and high recyclability characterize this series.

*Applicable to selected models.

Quattron   AQUOS LED

52"

46"

40"

New Quattron system picture quality
• The additional yellow sub-pixels in the new Quattron panel reproduce a full expression of colours and enable an unprecedented level of colour reproduction.
• The full-HD panel (1,920 x 4 x 1,080 dots) enables high-precision picture reproduction with over 8 million dots.
• Brightness control with ultra-brilliant LED and high transmission.
• Using Sharp unique UV2A technology, the X-Gen panel produces a high contrast delivering pure black and brilliant white.
• 100 Hz and dejuddering technology reduces motion blur to produce clear images.

Stylishly simple and advanced design to match any interior
• Full flat and seamless design.
• Touch-sensor keys

Environmentally conscious design
• The new Quattron system provides high environmental performance.
• Environmental design with mercury-free LED backlight.
• Ultra-low power consumption.
• Eco picture control can create the same image quality with lower power consumption.
• Energy save mode.
• Optical picture control (OPC).
• No-signal off and no-operation off.

High-fidelity sound
• Audio output: 10 W x 2 + 15W subwoofer.

More TV entertainment and greater ease of use
• Enhanced TV viewing enjoyment using USB for movies (DivX HD supported), music, and photos.
• Connect to a computer over a network to view photos and listen to music on the large-screen LCD TV.
• AQUOS LINK enables easy operation of a Sharp Blu-ray Disk Player using the AQUOS remote control.

• Product design may be subject to change without prior notice.

// **LC-40L650/550/500M** //

AQUOS

LC-40L650M

40"

LC-40L550M

40"

LC-40L500M

40"

AQUOS picture quality
- Full-HD panel (1,920 x 1,080 pixels).
- Dynamic contrast ratio of 50,000:1.
- 3D Y/C comb filter.
- 8-bit signal processing for smooth picture
- 1080/24P signal input for film frames just like in theatres.

Slim-line design with elegant and modern look

High-fidelity sound
- SRS TruSurround HD™ Surround for L650&550M.
- SRS TruSurround XT® Surround. (L500M only)
- NICAM/A2 stereo.
- Audio output: 10 W x 2.
- Bass Enhancer. (L650&550M only)

Advanced digital interfaces with three HDMI inputs
- 1080P HD signals supported.
- HDMI terminal for simple digital cinnection with AV equipments.

Environmentally conscious design
- The advanced optical picture control (OPC) automatically adjusts the screen luminance according to room brightness or lighting conditions as well as reduces power consumption.
- Long-life backlight and eco-oriented materials and design convenient for recycling.

More TV entertainment
- Built-in Teletext circuit.
- Multi-format TV and video system.
- PC input (15-pin mini D-sub).
- Built-in RS-232C.
- Picture and Text function.
- USB input. (L650&550M only)

FULL HD 1080P | 100Hz 120Hz Fine Motion Advanced (for L650M only) | 24P CINEMA INPUT | USB UNIVERSAL SERIAL BUS (for L650&500M only) | DivX HD (for L650&500M only) | HDMI™ x 3 | Bass Enhancer (for L650&500M only) | srs TruSurround HD (for L650&500M only) | srs TruSurround XT (for L500M only) | ADVANCED OPC Optical Picture Control | TELETEXT

• Product design may be subject to change without prior notice.

// **LC-32L450/400M** //

AQUOS

LC-32L450M

32"

LC-32L400M

32"

AQUOS LCD picture quality
- WXGA panel (1,366 x 768 pixels).
- Dynamic contrast ratio of 25,000:1.
- 3D Y/C comb filter.
- 8-bit signal processing for smooth picture
- 1080/24P signal input for film frames just like in theatres.

Slim-line design with elegant and modern look

High-fidelity sound
- SRS TruSurround HD™ (for L450M) & SRS TruSurround XT® (for L400M).
- NICAM/A2 stereo.
- Audio output: 10W x 2 (LC-32L450M); 5W x 2 (LC-32L400M).
- Antena Booster.
- Clear voice.

Advanced digital interfaces with three HDMI inputs
- 1080P HD signals supported.
- HDMI terminal for simple digital cinnection with AV equipments.

Environmentally conscious design
- The advanced optical picture control (OPC) automatically adjusts the screen luminance according to room brightness or lighting conditions as well as reduces power consumption.
- Long-life backlight and eco-oriented materials and design convenient for recycling.

More TV entertainment
- Built-in Teletext circuit.
- Multi-format TV and video system.
- PC input (15-pin mini D-sub).
- Built-in RS-232C.
- Picture and Text function.
- Side input terminals.
- USB input. (L450M only)

24P CINEMA INPUT	USB UNIVERSAL SERIAL BUS	DIVX HD	HDMI x 3	HDMI	Bass Enhancer	SRS TruSurround HD	SRS TruSurround XT	ADVANCED OPC Optical Picture Control	TELETEXT
	(for L450M only)	(for L450M only)	(for L450M only)		(for L450M only)	(for L450M only)	(for L400M only)		

• Product design may be subject to change without prior notice.

Quattron AQUOS LED   AQUOS

Model name	LC -52LE820M	LC-46LE820M	LC-40LE820M	LC-40L650M	LC-40L550M	LC-40L500M
Display						
Backlight System	Full-HD LCD TV with Edge LED Backlight & Full Flat screen design			Full-HD LCD TV with CCFL Backlight		
4 Primary Colour technology	•	•	•	—	—	—
X-Gen panel	• (UV²A)	• (UV²A)	• (UV²A)	—	—	—
Visible screen size	132 cm (52 inches)	117 cm (46 inches)	102 cm (40 inches)	102 cm (40 inches)	102 cm (40 inches)	102 cm (40 inches)
1080/ 24P	•	•	•	•	•	•
Resolution (dots)	1,920 x 4 x 1,080	1,920 x 4 x 1,080	1,920 x 4 x 1,080	1,920 x 4 x 1,080	1,920 x 4 x 1,080	1,920 x 4 x 1,080
Widescreen format	• (16:9)	• (16:9)	• (16:9)	• (16:9)	• (16:9)	• (16:9)
Contrast ratio	5 Mega contrast	5 Mega contrast	5 Mega contrast	50,000:1	50,000:1	50,000:1
100 Hz/120Hz Fine Motion Advanced	•	•	•	•	—	—
Digital comb filter	3D Y/C	3D Y/C	3D Y/C	3D Y/C	3D Y/C	3D Y/C
Viewing angle (horizontal/vertical)	176º/ 176º	176º/ 176º	176º/ 176º	176º/ 176º	176º/ 176º	176º/ 176º
Receiving System						
PAL-B/G, PAL-D/K, PAL-I, NTSC-M	• / • / • / •	• / • / • / •	• / • / • / •	• / • / • / •	• / • / • / •	• / • / • / •
SECAM-LL', SECAM-B/G, SECAM-D/K	• / • / •	• / • / •	• / • / •	• / • / •	• / • / •	• / • / •
NTSC 4.43, PAL 60 Hz, PAL, SECAM, NTSC 3.58	• / • / • / • / •	• / • / • / • / •	• / • / • / • / •	• / • / • / • / •	• / • / • / • / •	• / • / • / • / •
Audio System						
Digital audio amplifier	•	•	•	•	•	•
Automatic volume level control/Clear voice	• / •	• / •	• / •	• / •	• / •	• / •
NICAM/A2 stereo decoder	• / •	• / •	• / •	• / •	• / •	• / •
Surround	SRS TruSurround HD	SRS TruSurround HD	SRS TruSurround HD	SRS TruSurround HD	SRS TruSurround HD	SRS TruSurround XT
Bass Enhancer	•	•	•	•	•	—
Output power	10 W x 2 + 15 W subwoofer	10 W x 2 + 15 W subwoofer	10 W x 2 + 15 W subwoofer	20 W (10W x 2)	20 W (10W x 2)	20 W (10W x 2)
Videotext						
Picture & Text	•	•	•	•	•	•
Conveniences						
AQUOS LINK	•	•	•	—	—	—
USB video player/Photo viewer/Music player	• / • / •	• / • / •	• / • / •	• / • / •	• / • / •	— / — / —
TELETEXT	•	•	•	•	•	•
Home network (DLNA)	•	•	•	—	—	—
OSD language	English, Simplified Chinese, Traditional Chinese, Arabic			English, Simplified Chinese, Traditional Chinese, Arabic		
Eco Features						
Eco picture control	•	•	•	—	—	—
Main power switch (approx. 0.01W or less)	•	•	•	—	—	—
Energy save (Eco mode)	•	•	•	—	—	—
Active Backlight Control	•	•	•	•	•	•
Low-power stand-by	•	•	•	•	•	•
OPC (optical picture control)	•	•	•	•	•	•
No-signal off/No-operation off	• / •	• / •	• / •	—	—	—
Interfaces						
S-Video/Video/Component/USB	— / 1 / 1 / 1	— / 1 / 1 / 1	— / 1 / 1 / 1	1 / 2 / 1 / 1	1 / 2 / 1 / 1	1 / 2 / 1 / —
Headphone (3.5-mm mini socket)/Digital audio out	1 / 1	1 / 1	1 / 1	1 / 1	1 / 1	— / —
PC analogue input/HDMI input/RS-232C/LAN	1 / 4 / 1 / 1	1 / 4 / 1 / 1	1 / 4 / 1 / 1	1 / 3 / 1 / —	1 / 3 / 1 / —	1 / 3 / 1 / —
Technical Data						
Power consumption (approx.) (W)	148	137	126	<190 (approx.)	<190 (approx.)	<180 (approx.)
Standby mode (W)	0.2	0.2	0.2	<1W (approx.)	<1W (approx.)	<1W (approx.)
Power Supply	110-240 V 50/60Hz	110-240 V 50/60Hz	110-240 V 50/60Hz	110-240 V 50/60Hz	110-240 V 50/60Hz	110-240 V 50/60Hz
Dimensions with stand (W x H x D) (mm)	1,260 x 861 x 340	1,127 x 785 x 340	993 x 707 x 275	986 x 640 x 115	986 x 640 x 115	986 x 640 x 115
Dimensions without stand (W x H x D) (mm)	1,260 x 811 x 39*	1,127 x 734 x 39*	993 x 659 x 39*	986 x 685 x 262	986 x 685 x 262	986 x 685 x 262
Weight with stand (kg)	35.0	30.0	23.5	TBD	TBD	TBD
Weight without stand (kg)	30.0	24.5	19.5	TBD	TBD	TBD

* Except protruding parts.   • The HDTV logo and 1080P qualifier logo are trademarks of DIGITALEUROPE.   • Dolby and the double-D symbol are registered trademarks of Dolby Laboratories.   • HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing, LLC.   • DivX®, DivX Certified® and associated logos are trademarks of DivX, Inc. and are used under license.   • DLNA®, the DLNA logo and DLNA CERTIFIED® are trade marks, servicemarks, or certification marks of the Digital Living Network Alliance.   • Design and specifications are current as of April 2010, but are subject to change without prior notice.   • On-Mode power consumption is measured according to IEC62087 Edition 2.

AQUOS

Model name	LC -32L450M	LC -32L400M
Display		
Backlight System	WXGA LCD TV	
4 Primary Colour technology	—	—
X-Gen panel	—	—
Visible screen size	82 cm (32 inches)	82 cm (32 inches)
1080/ 24P	•	•
Resolution (dots)	1,366 x 768	1,366 x 768
Widescreen format	• (16:9)	• (16:9)
Contrast ratio	25,000:1	25,000:1
100 Hz/120Hz Fine Motion Advanced	—	—
Digital comb filter	3D Y/C	3D Y/C
Viewing angle (horizontal/vertical)	176º/ 176º	176º/ 176º
Receiving System		
PAL-B/G, PAL-D/K, PAL-I, NTSC-M	• / • / • / •	• / • / • / •
SECAM-LL', SECAM-B/G, SECAM-D/K	• / • / •	• / • / •
NTSC 4.43, PAL 60 Hz, PAL, SECAM, NTSC 3.58	• / • / • / • / •	• / • / • / • / •
Audio System		
Digital audio amplifier	•	•
Automatic volume level control/Clear voice	• / •	• / •
NICAM/A2 stereo decoder	• / •	• / •
Surround	SRS TruSurround HD	SRS TruSurround XT
Bass Enhancer	•	—
Output power	20 W (10W x 2)	10 W (5W x 2)
Videotext		
Picture & Text	•	•
Conveniences		
AQUOS LINK	—	—
USB video player/Photo viewer/Music player	• / • / •	— / — / —
TELETEXT	•	•
Home network (DLNA)	—	—
OSD language	English, Simplified Chinese, Traditional Chinese, Arabic	
Eco Features		
Eco picture control	—	—
Main power switch (approx. 0.01W or less)	—	—
Energy save (Eco mode)	—	—
Active Backlight Control	•	•
Low-power stand-by	•	•
OPC (optical picture control)	•	•
No-signal off/No-operation off	—	—
Interfaces		
S-Video/Video/Component/USB	1 / 2 / 1 / 1	1 / 2 / 1 / —
Headphone (3.5-mm mini socket)/Digital audio out	1 / 1	— / —
PC analogue input/HDMI input/RS-232C/LAN	1 / 3 / 1 / —	1 / 1 / 1 / —
Technical Data		
Power consumption (approx.) (W)	<130 (approx.)	<112 (approx.)
Standby mode (W)	<1W (approx.)	<1W (approx.)
Power Supply	110-240 V 50/60Hz	110-240 V 50/60Hz
Dimensions with stand (W x H x D) (mm)	797 x 580 x 262	797 x 580 x 262
Dimensions without stand (W x H x D) (mm)	797 x 535 x 115	797 x 535 x 115
Weight with stand (kg)	TBD	11.0
Weight without stand (kg)	TBD	10.0

Quattron
Quattron is Sharp's unique 4 primary colour system that integrates an X-Gen panel and an LED backlight to deliver unprecedented reality in natural colour gradations for a high-precision picture with low power consumption.

Full-HD 1080P
Full HDTV resolution in progressive format

AQUOS LED
The AQUOS LED system enables ultra-high contrast, higher colour purity, high brightness and a wide viewing angle.

MEGA Contrast
Sharp's proprietary LED backlight technology enables amazing contrast and vivid colours.

100Hz/120Hz Fine Motion Advanced
The full-HD panel uses a newly developed 100Hz/120Hz Fine Motion Advanced technology that recreates images with twice the number of frames as conventional systems, resulting in a high response speed for moving scenes.

24P Cinema Input
The 24P format is the native rate used for movie source material shot at 24 frames per second. With 24P material input from a Blu-ray Player, the AQUOS can produce the unaltered cinema image just as it was intended.

Full 10-Bit Signal Processing
Full 10-bit signal processing reproduces images with a greater variety of colours and more precise colour gradation.

RGB Plus
Background lighting with four instead of three colours. The additional crimson-red enables the display of especially natural colours.

Slim-line Design
Featuring a thin, lightweight "slim-line" design that provides a significantly smaller footprint than previous models, the new line of AQUOS LCD TVs gives consumers the ability to put a bigger picture in a smaller space.

High-Definition Multimedia Interface
HDMI is an interface for digital audio/video signals. HDMI is compatible with the HDCP copy protection standard.

AQUOS LINK
By connecting an AQUOS unit and a Sharp Blu-ray Disc player using an HDMI cable, the player can be easily operated using the AQUOS remote control.

Bass Enhancer
The Bass Enhancer System creates powerfull bass at low frequencies befitting a large display by using an advanced digital system.

SRS TruSurround XT®/SRS TruSurround HD™
Both SRS TruSurround XT® and SRS TruSurround HD™ produce a multichannel audio experience that creates a sensation of being surrounded by sound while using only two front-facing speakers. The listener can experience 5.1-channel content without needing five speakers and a subwoofer. In addition, dialogue is produced with greater clarity and enhanced bass is delivered even from small speakers.

Audyssey EQ
Audyssey EQ eliminates sound distortion by equalizing the sound system for a typical listening room by correcting for time and frequency problems.

Optical Picture Control (OPC)
Power consumption during operation is automatically reduced by controlling the backlight brightness according to the room lighting conditions.

DOLBY DIGITAL
Dolby Digital surround is commonly used with Blu-ray and DVD players. It is compatible with 5.1-channel surround sound and provides life-like dynamic sound playback.

DTS 2.0 + Digital Out
DTS 2.0 + Digital Out is commonly used with BD and DVD players. Compatible with 5.1-channel surround, it can reproduce high-quality, dynamic sound with realism.

Teletext
Teletext information is broadcast in the vertical blanking interval between image frames in a broadcast television signal.

Swivel Stand Design
Special swivel stand design for turning in order to enjoy best picture quality from side angle. (only applicable to selected model)
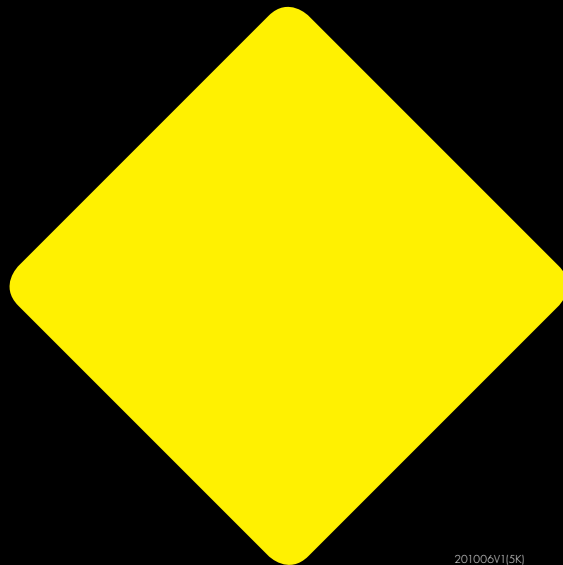
USB: Universal Serial Bus Input
USB is commonly used with for viewing of picture and video contents.
(only applicable with compatible file formats)

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