## SHARP.

## AQUOS

THERE'S MORE TO SEE

Crystal clear images flow from every corner. Deeper color cascades through
a refreshingly sophisticated design. Extraordinary picture detail streams through
amazing technological innovations.

Immerse yourself in the beauty of AQUOS.


Multiple styles, colors and screen sizes ranging from 13- to 65-inches are ideal for every room. With AQUOS, you will get a mix of elegance and function that could only come from Sharp — the first name in Liquid Crystal Television.


As the largest available Liquid Crystal Television in the world at the time of its introduction, the 65-inch LC-65D90U has features that are as grand as the TV itself. This luxuriously designed AQUOS ${ }^{\circledR}$ television employs Sharp's proprietary picture technology to ensure authentic, high-definition cinema-quality viewing. At full-spec 1080p resolution and with a true 16:9 aspect ratio, the 65-inch AQUOS delivers unrivaled picture quality through a screen size that is simply unparalleled.

## The LC-65D90U

## When it comes to Liquid Crystal Television, Sharp thinks big.

Vibrant colors stream from every pixel thanks to the introduction of a Four-Wavelength Backlight System. The blue, green, red and deep crimson red colors that pour out of this newly developed technology enable the LC-65D90U to reproduce red-scale colors such as wine-dark red that were previously very challenging. This titanium colored marvel from Sharp radiates reds that are purer and more accurate than ever before.

With the perfect blend of style and performance, the LC-65D90U is truly a work of art from the inside out.
True 16:9 full-spec (1080p) HD panel ( $1920 \times 1080$ pixels). Four-Wavelength Backlight system. ASV/Black TFT panel. HDTV Tuner Digital Cable Ready with CableCARD ${ }^{\text {TM }}$ slot. Quick Shoot response time of less than 12 ms . 4000:1 Dynamic Contrast Ratio. TV Guide On Screen ${ }^{\circledR}$ Electronic Program Guide. Bottom-mounted, detachable speakers. Titanium cabinet.



Bask in a new level of innovation. Since its groundbreaking introduction, AQUOS not only changed the way you look at television...but also the way television looks in your home. As the world leader* in Liquid Crystal Television, Sharp has expanded its lineup of LC-TV's to accommodate the ever-increasing demands of digital and high definition broadcasting. And now, with the LC-65D90U, currently the world's largest LC-TV, AQUOS once again reaches a new level of HDTV performance.

Clearly superior in every way. Compared to plasma TV's, AQUOS LC-TV's offer a greater selection of screen sizes, experience no image burn in and consume less power. And with proprietary technologies such as Black TFT and the Advanced Super View high-performance panel, the AQUOS displays an unparalleled level of brightness and color that just isn't seen in plasma televisions.

From 13- to 65 -inches, AQUOS continues to raise expectations and invigorate your imagination.
*According to a 2005 report from DisplaySearch, Sharp Corporation is the global leader in LCD-TV.

## AQUOS ${ }^{\circ}$ Liquid Crystal Televisions

We didn't just change the way you view TV, we changed the way TV is viewed.


With bottom-mounted, detachable speakers and remarkably slim titanium colored cabinet, the LC-45GD7U flawlessly blends into any décor. This brilliantly designed AQUOS utilizes Sharp's advanced technology to provide high brightness, full-spec HDTV 1080p resolution, $170^{\circ}$ viewing angles, TV Guide On Screen ${ }^{\circledR}$ Electronic Program Guide and a CableCARDTM slot for receiving HDTV channels*. Fully featured and elegantly designed - the LC-45GD7U is refreshingly innovative.

True 16:9 full-spec (1080p) HD panel ( $1920 \times 1080$ pixels). ASV/Black TFT panel. Digital Cable Ready with CableCARD™ slot. Quick Shoot response time of less than 12 ms . 4000:1 Dynamic Contrast Ratio. TV Guide On Screen ${ }^{\circledR}$ Electronic Program Guide. Bottom-mounted, detachable speakers. Titanium cabinet.
*Contact your local cable or satellite service provider for available HDTV.

## The LC-45GD7U

The standard by which all other 45-inch LC-TV's will be compared.


In 26-, 32 - and 37 -inch screen sizes, the D6U Series delivers unbelievable 720p resolution on a true 16:9 widescreen panel. The LC-26D6U, LC-32D6U and LC-37D6U are all Digital Cable Ready and feature bottom-mounted detachable speakers. With the included CableCARD ${ }^{\text {TM }}$ slot, stylish titanium design, 60,000 hour lamp life and Sharp's world renowned LC-TV expertise, these Liquid Crystal Televisions will grace your home for years to come.

## The D6U Series

Delight in the beauty of a refreshingly pure widescreen panel.

16:9 (720p) panel ( $1366 \times 768$ pixels). ASV/Black TFT panel. Digital Cable Ready with CableCARD ${ }^{\text {TM }}$ slot. Quick Shoot response time of less than 12 ms . 4000:1 Dynamic Contrast Ratio. Bottom-mounted, detachable speakers. Titanium cabinet.



Groundbreaking style and incredible image quality are the trademarks of every AQUOS Liquid Crystal Television. And Sharp distinguishes itself yet again with the contemporary B9U-S Series. The LC-15B9U-S and LC-20B9U-S are less than 4 -inches deep and are expertly designed to fit perfectly into small spaces. Both models feature a $500: 1$ contrast ratio and the LC-20B9U-S features high brightness of $480 \mathrm{~cd} / \mathrm{m}^{2}$, as well as HDTV and PC compatibility that is a high-tech departure from ordinary TV.

ASV/Black TFT panel. LC-15B9U-S is an EDTV Monitor. LC-20B9U-S is an HDTV Monitor and PC compatible. 500:1 Contrast Ratio. Titanium top and bottom cabinet with black side speakers.

## The B9U-S Series

Stylish black side speakers and a smooth, titanium finish.



Strikingly elegant and stylishly innovative, the LC-45GD5U is yet another testament to Sharp's leadership in Liquid Crystal Television. This 45-inch AQUOS displays breathtaking picture quality even when placed near light sources while the TV Guide On Screen ${ }^{\text {® }}$ Electronic Program Guide and included CableCARD ${ }^{\text {TM }}$ slot represent the ultimate in LC-TV convenience. The dramatic piano black finish and superior sound quality of the LC-45GD5U's side-mounted, detachable speakers make this extraordinary addition to the AQUOS line as much a design element as it is an entertainment device.

True 16:9 full-spec (1080p) HD panel (1920 x 1080 pixels). ASV/Black TFT panel. Digital Cable Ready with CableCARDTM slot. Quick Shoot response time of less than 12 ms . 4000:1 Dynamic Contrast Ratio. TV Guide On Screen ${ }^{\circledR}$ Electronic Program Guide. Side-mounted, detachable speakers. Piano black cabinet.

## The LC-45GD5U



Look into the high-definition future through
a full-spec 1080p HD panel.


At 26-, 32- or 37-inches, the D4U Series is truly state-of-the-art. Each model is designed with a sleek, piano black cabinet and is outfitted with an enhanced version of Sharp's proprietary Quick Shoot video circuit, which enables a fast response time of less than 12ms. In addition, the true 16:9 aspect ratio and side-mounted speakers ensure that the sound quality of the LC-26D4U, LC-32D4U and LC-37D4U is just as amazing as the quality of their images.

## The D4U Series

Elegance comes in an exquisite, piano black finish.

True 16:9 aspect ratio. ( $1366 \times 768$ pixels). ASV/Black TFT panel. Digital Cable Ready with CableCARD ${ }^{\text {TM }}$ slot. Quick Shoot response time of less than 12 ms . 4000:1 Dynamic Contrast Ratio. Side-mounted speakers. Piano black cabinet.



At 37-inches, the LC-37DB5U has raised the bar for widescreen LC-TV viewing. With an HDTV-compatible resolution of $1366 \times 768$ and Sharp's proprietary Advanced Super View/Black TFT panel, the LC-37DB5U radiates breathtaking color purity. A Digital ATSC Terrestrial Decoder has been built in to the wonderfully designed silver cabinet to receive off-air HDTV broadcasts without the need for a separate set-top box. Once again, AQUOS sets the standard for all other widescreen LC-TV's.

True 16:9 aspect ratio ( $1366 \times 768$ pixels). ASV/Black TFT panel. Digital ATSC decoder built-in (HDTV). Quick Shoot response time of less than 12ms. 4000:1 Dynamic Contrast Ratio. Side-mounted speakers. Silver cabinet.

## The LC-37DB5U

Experience the sophistication of this 37-inch widescreen AQUOS.



## The DA5U Series

Marvel at the magnificence of a faster response time.


Whether it's for the guest room or the kitchen, the B8U-S Series delivers superb image quality and sound to any room in your home. The LC-13B8U-S, LC-15B8U-S and LC-20B8U-S all have eye-catching silver top and bottom cabinets with black side speakers that add a touch of contemporary styling to your surroundings. All three models feature a 500:1 contrast ratio and the LC-20B8U-S features high brightness of $480 \mathrm{~cd} / \mathrm{m}^{2}$ as well as HDTV and PC compatibility. With the B8U-S Series, you will acquire style and performance that will last for years to come.

ASV/Black TFT panel. LC-13B8U-S and LC-15B8U-S are EDTV Monitors. LC-20B8U-S is an HDTV Monitor and PC compatible. 500:1 Contrast Ratio. Silver top and bottom cabinet with black side speakers.


## The B8U-S Series

Three screen sizes for maximum flexibility.


The narrow design and bottom-mounted speakers of the eloquently designed S4U-S Series make this extraordinary addition to the AQUOS line the perfect choice for smaller spaces. The ASV/Black TFT panel and 500:1 contrast ratio prove that you don't need a big screen to receive amazing picture quality. Both the LC-15S4U-S and LC-20S4U-S are compatible with progressive scan DVD players and EDTV compatibility makes the S4U-S Series ideal for the kitchen, bathroom or guest room.

ASV/Black TFT panel. EDTV monitor. 500:1 Contrast Ratio. Silver top and bottom cabinet with black bottom speakers.


## The S4U-S Series

Distinctively narrow footprint for multiple placement options.


LC-20S4U-S LC-15S4U-S


## AQUOS

THERE'S MORE TO SEE

## Technology Features

Many models in the AQUOS line are manufactured at Sharp's world class facility in Kameyama, Japan. From the initial design to the final product, Sharp's commitment to quality is reinforced by a strict testing and inspection process that is second to none.

## Four-Wavelength Backlight.

Featured in the LC-65D90U model, this technology adds a deep crimson red to the three conventional color wavelengths (blue, green and red) to reinforce overall color reproductivity.


## Full-Spec HDTV 1080p (1920 x 1080) Resolution.

In models 45-inches and larger, AQUOS utilizes true 16:9, full spec 1080p, so you can enjoy high definition programming in full HDTV resolution.


AQUOS 45-inch Models

High Quality Interlaced to Progressive Conversion technology. Sharp's unique l-to-P Conversion technology converts horizontally slanted lines and edges into smoothly stretched lines. I-to-P Conversion technology ensures detailed HDTV images and smooth pictures without jaggy edges.


High quality noise reduction for crystal clear images.
The advanced technology of AQUOS reduces "mosquito noise" while preventing picture blur.


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## Technology Features (Continued)

Active Contrast technology delivers high-contrast images.
The Advanced Super View/Black TFT LCD panels of the AQUOS excel at delivering Dynamic Contrast Ratios as high as 4000:1 and produce whiter whites and blacker blacks than ever before.


Image does not achieve full
blackness so the picture
appears dim.


AQUOS
Crisp and clear, dynamic and vivid

Natural and clear images even during rapid-motion scenes. AQUOS's Quick-Shoot feature improves the LCD response time of fast moving scenes resulting in clear, natural image reproduction. Quick-Shoot response time is less than 12 ms on most 16:9 models.

Bit-Depth Extension (BDE) technology for a more detailed picture quality.

BDE uses "spatial compression" to reduce the number of bits needed to accurately represent on-screen images.
BDE technology requires lower bit depth drivers to maintain the same level of viewable quality, allowing Sharp to deliver multiple efficiencies and a more natural and smooth picture.

Proprietary Advanced Super View LCD Panel Low-Reflection coating.

This technology allows AQUOS LCD screens to effectively reduce reflection of sunlight and interior lighting to provide vivid large-screen pictures wherever your television is placed.

Virtual Dolby ${ }^{\bullet}$ Surround.
Viewers can enjoy music and movies with simulated surround sound even without installing rear speakers. Virtual Dolby ${ }^{\circledR}$ Surround is featured on some widescreen AQUOS models.

The Most Advanced Facility for the Integrated Manufacture of LC-TVs.

Located in Kameyama, Japan, this facility represents Sharp's dedication to economic efficiency, social mindedness and the environment. With 50 years experience mass producing TVs and 30 years of experience in LCD production, this plant is the perfect location for the manufacture and assembly of Sharp's world-class LCD panels.

As a testament to its leadership in Liquid Crystal Television, Sharp will open a second plant in October 2006. The second plant will provide a steady supply of medium to large panels to respond to the growing worldwide demand for digital and high definition compatible flat panel televisions.

[^1]

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for power output decrease of about one half, assuming continuous use win brightness or dimming in standard mode and with a room temperature of $77^{\circ} \mathrm{F}$.


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## SHARP.

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