

BIG AQUOS

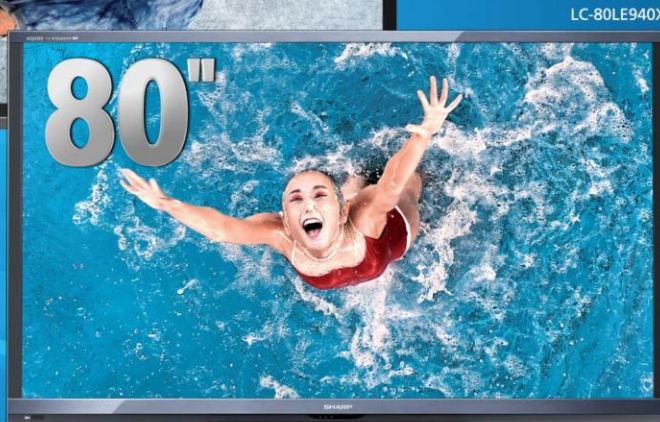


LC-90LE740X

BIGGEST EXCITEMENT EVER

Enjoy the **Biggest Excitement Ever**

Introducing the World's Biggest
AQUOS LED TV!



AQUOS **LED**

Enter a new class in home entertainment with the new AQUOS 90"! It's the biggest AQUOS LED TV in the world! The 90" class is not just *bigger*, but *better* with a dazzling 1080p full HD and high-efficiency backlit LED panel. Think BIG. Think Sharp. Because only Sharp makes big better!

JAPAN'S LEADING EDGE TECHNOLOGY IN BIG SCREEN

AQUOS LED TV

AQUOS
Quattron
3D



LC-80LE940X



A Brighter and more colorful world of 3D



Dynamic High-Brilliance Picture with Realistic Depth from Unique Sharp Quattron 3D

Super-high Luminosity

Use of Quattron along with other new technologies enhances light utilization efficiency to more than 1.8 times*1 the previous total, delivering a bright picture even for 3D.

* 1 Brightness for 3D picture display compared with brightness of Sharp liquid crystal display without 4-color technology or UVFA technology.

Reduced Crosstalk*2

Sharp's unique technology delivers high-quality 3D by reducing the ghost images [i.e., crosstalk*2] that often occur in 3D reproduction.

* 2 Crosstalk occurs when the image for the left eye and image for the right eye overlap. The perception of depth in a 3D image is produced using separate images for the left eye and for the right eye.

Vividly Clear 3D Reproduction

Full color reproduction and high-contrast, clear expression from Quattron 3D technology provides an unprecedented degree of realism for home video.

Energy Savings

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



No Super-high Luminosity



Super-high Luminosity



No Reduced Crosstalk



Reduced Crosstalk



No Vivid Clear 3D Reproduction



Vivid Clear 3D Reproduction



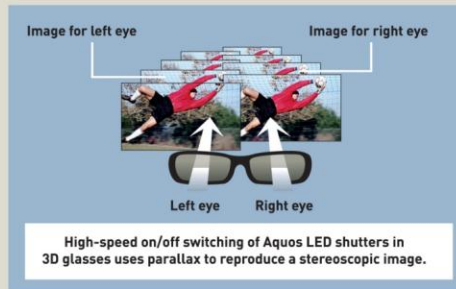
Principles of AQUOS Quattron 3D

When we view an object, our left eye and right eye each look from slightly different angles. The difference in these viewing angles, i.e. parallax, enables processing in the brain to produce one image with perception of the depth using the images from the left eye and right eye. With a 3D image, perception of height, width, and depth is achieved by separately projecting to the left eye an image recorded at one angle for the left eye and projecting to the right eye an image recorded for the right eye at another angle.

With Sharp's active shutter system, lenses in special glasses turn on an image recorded at one angle for the left eye and an image recorded at another angle for the right eye. This system produces a high-quality 3D image in full high-definition.

Note:

- The concept of 4 colors for Quattron 3D is based on characteristics of liquid crystal display and differs from the general concept of 3 primary colors in optics.
- Special 3D glasses (supplied or optional) are required for viewing 3D.



Precautions on Viewing Stereoscopic 3D

- Avoid viewing stereoscopic 3D if you are in poor health or feeling unwell.
- Immediately stop viewing stereoscopic 3D when you feel discomfort.
- The sense of three-dimensionality may vary from person to person.
- Avoid viewing stereoscopic 3D if you have a pre-existing over sensitivity to light, heart disease, or are pregnant, in poor health, feeling unwell, or inebriated.
- Use the 3D glasses only for the specified application.
- To protect from optical nerve damage, children under seven years of age should avoid viewing stereoscopic 3D.

The Technology of Quattron 3D Improves 3D Images



Quattron 3D maximizes the viewer experience whether viewing movies sports, or the wonders of nature.



LC-60LE940X

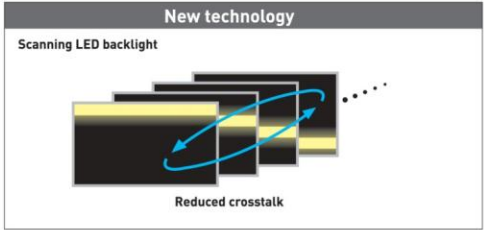


Supplied 3D glasses

Scanning LED Backlight Technology

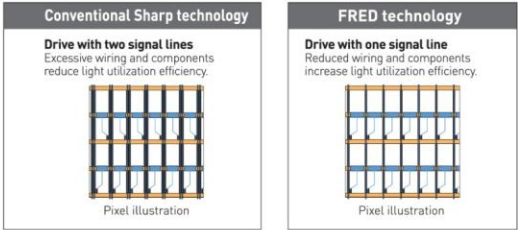
The new AQUOS TVs include scanning LED backlight technology for reduction of crosstalk*1 in 3D images, in addition to 100Hz double frame drive and double-speed scanning technology to reduce after images in pictures with rapid motion. This new technology limits crosstalk by reducing the optical perception of after images using high speed on/off light control and separate drive.

*1 Crosstalk occurs when the image for the left eye and image for the right eye overlap. The perception of depth in a 3D image is produced using separate images for the left eye and for the right eye.



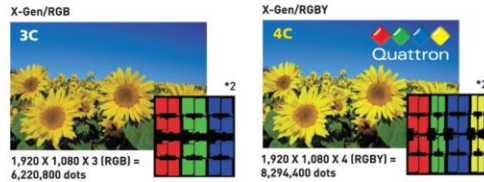
Frame Rate Enhanced Driving (FRED) Technology: 3D Display High-Speed LC Drive Technology

Conventional 3D display uses two signal lines for high-speed LC panel drive. FRED technology, in contrast, enables high-speed response using only one signal line for high-speed LC drive. This reduces wiring and components in the LC panel and improves light utilization efficiency, providing a bright picture with low power consumption.



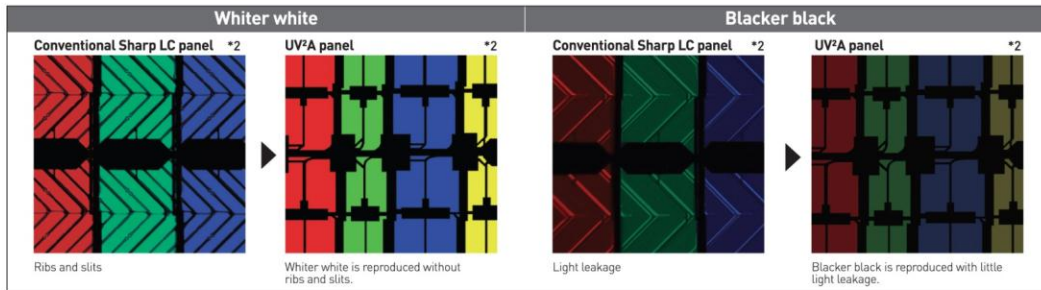
4-Color Technology System and X-Gen Panel Technology

The newly developed 4-color system and X-Gen Panel are Sharp's unique leading-edge technologies that dramatically improve color expressiveness and picture quality to an unprecedented degree. The 4-color system adds yellow reproduction to the conventional primary colors of red, green, and blue (RGB plus Y). This markedly enhanced yellow reproduction provides an unprecedented wide range in gradations to deliver colors just as they are in nature. Compared with the conventional 3 primary color panel's 6.2 million dots, more than 8 million dots of the 4-color system deliver greater precision with unprecedented color expression through the addition of yellow.



Ultraviolet-induced Multi-domain Vertical Alignment (UV²A)*1 Technology in X-Gen Panels

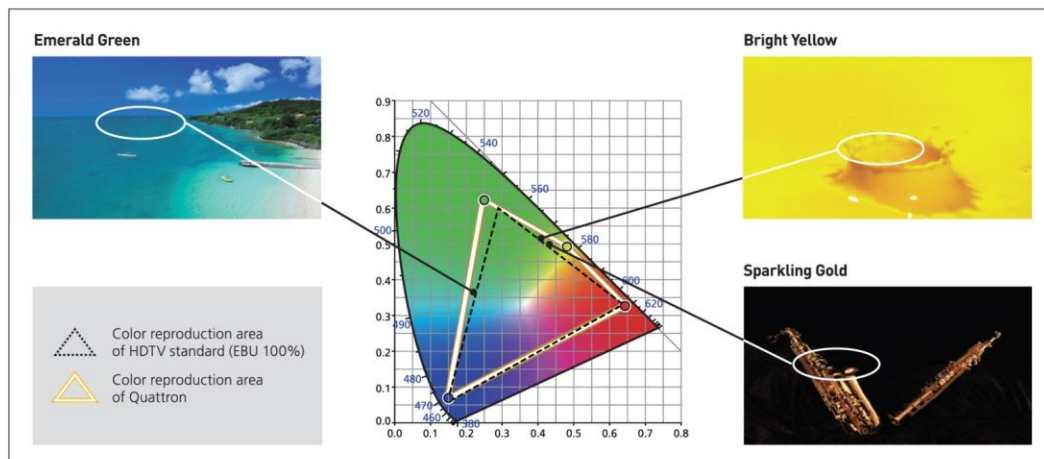
Unprecedented deep black and brilliant white are produced using light-polarization technology at the picometer level (One picometer is one trillionth of a meter). In addition, a high-precision picture with fast control of the liquid crystal molecules in fully uniform response is achieved by applying ultraviolet light to the light polarization film in the manufacturing process.



*1 Ultraviolet-induced multi-domain vertical alignment (UV²A) is a manufacturing method in which UV light is used for precision control of liquid crystal molecules to ensure uniform alignment in a specific direction.
*2 The enlarged panel images are created from microscope photography.

Improved Color Reproduction

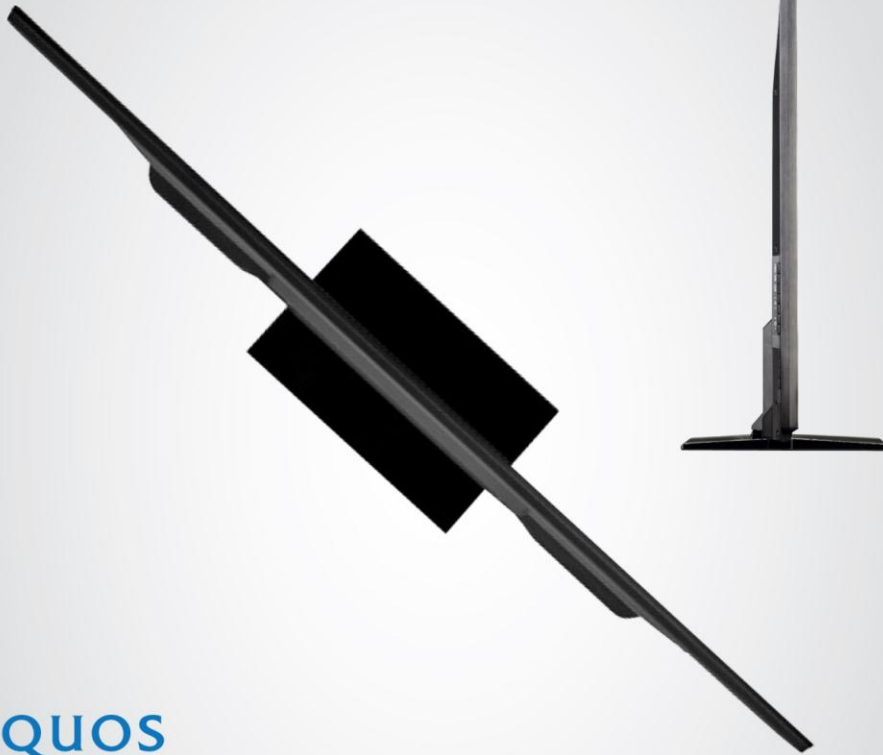
The addition of yellow pixels enables the reproduction of colors which displays were previously unable to accurately depict. The 4-color system creates a vast array of colors and improves expressiveness.



Sophisticated Design for Advanced Lifestyles

Thin and Seamless Flat Design for AQUOS Quattron Series

Continuing Sharp's history of innovation and originality, the new AQUOS LED TVs offer a stunning new contemporary design that pushes the envelope for flat-screen television artistry.



AQUOS
Quattron



Environmentally Advanced

Making a Tangible Contribution to Environmental 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 are based. So to make a reduction of CO2 emissions worldwide, Sharp products are equipped with various energy-saving eco-features that make our TVs true energy savers.

Seven Ecological Features

ECO

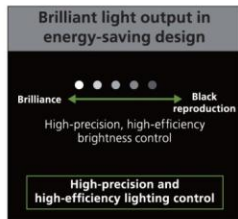
To really become an environmentally advanced company, Sharp has further strengthened its efforts towards making the new products. To achieve that goal, seven superior ecological features and additional ecological features are built into AQUOS LE models with series numbers of 830M and higher.

1 4-Color Technology

In addition to the three primary colors red, green and blue, the brilliant yellow subpixels 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.

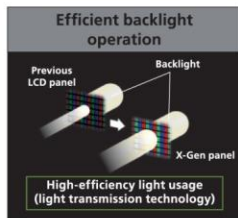
2 LED

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.



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.



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.

Mercury Free

• Innovation Meets Ecology

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

• New Manufacturing Complex — Green Front Sakai



Portions indicated by dotted lines and rooftop solar cell panels are an artist's concept of the completed appearance.

With plants for leading-edge Aquos LED panels and thin-film solar cells, the new Green Front Sakai factory complex will ensure the most efficient manufacturing processes and consumption of energy. In the new factory, Sharp will produce Aquos LED 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 Aquos LED panels and Sharp thin-film solar cells as one of the biggest solar factories worldwide*1 with a production capacity that can be increased to one gigawatt.

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



AQUOS LED TV



Stylishly Simple & Advance Design



LC-60LE940X





Quattron 3D system picture quality

- Sharp's one-of-a-kind technology creates the brightest 3D display.
- Convert 2D to 3D with a simple remote control operation.
- Scanning backlight technology reduces crosstalk to produce clear 3D images.
- The additional yellow sub-pixels in the new Quattron panel reproduce a full expression of colors and enable an unprecedented level of color reproduction.
- The full-HD panel (1,920 x 1,080 x 4 dots) enables a high-precision picture reproduction with over 8 million dots.
- AquoMotion 200/240 eliminates blur.
- Quad Pixel Plus enhances picture detail and uniformity.

Smart Connectivity

- Applications such as Picasa, You Tube, Twitter and Skype can be linked with this function.

Stylishly simple and advanced design to match any interior

- Stylishly simple design with full flat and seamless body to match any interior.

Environmentally conscious design

- The new Quattron system provided 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.
- Compliant with RoHS.

High-fidelity sound

- SRS TruSurround HD™.
- Audio Engine™ LSI by YAMAHA achieves genuine 3D surround.

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 Aquos LED TV.
- AQUOS LINK enables easy operation of a Sharp Blu-ray Disc Player using the AQUOS remote control.
- Instaport enables quick switching of HDMI inputs.
- Quick start mode.
- PC input (15-pin mini D-sub).
- Swivel tabletop stand.
- RGB-CMY 6-color management system.
- HDMI with ARC.



AQUOS LED TV



New Quattron system picture quality

- The additional yellow sub-pixels in the new Quattron panel reproduce a full expression of colors and enable an unprecedented level of color reproduction.
- High-speed Aquos LED technology reduces motion blur and 3D crosstalk.
- The X-Gen panel based on Sharp's unique UV²A technology produces Mega Contrast delivering pure black and brilliant white.
- AquoMotion 200/240 eliminates blur.
- Quad pixel plus enhances picture detail and uniformity.
- Brightness control with ultra-brilliant Aquos LED and high transmission.

Stylishly simple and advanced design to match any interior

- Low depth and narrow bezel.
- Illuminated touch sensor keys.

Environmentally conscious design

- The new Quattron system provides high environmental performance.
- Environmental design with mercury-free LED backlights.
- 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.
- Compliant with RoHS.

High-fidelity sound

- SRS TruSurround HD™ and bass enhancer for various scenes.
- Audio Engine™ LSI by YAMAHA achieves genuine 3D surround.

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 Aquos LED TV.
- Communicate with Skype™ (available soon). Visit <http://www.skype.com> or <http://www.aquos.world.com>
- AQUOS LINK enables easy operation of a Sharp Blu-ray Disc Player using the AQUOS remote control.
- Convert 2D to 3D with a simple remote control operation.
- IP control via LAN.
- Instaport enables quick switching of HDMI inputs.
- Quick start mode.
- PC input (15-pin mini D-sub).
- Swivel tabletop stand.
- RGBCMY 6-color management System.
- HDMI with ARC.
- Built-in 3D emitter.

Series	Screen Size	3D	Quattron	NET	Backlight	Resolution	USB	HDMI Terminal
LE740	90"	●		●	Direct LED	Full HD	3	4
LE940	80" / 60"	●	●	●	Direct LED / Edge LED	Full HD	3	4
LE840	52" / 46"	●	●	●	Edge LED	Full HD	3	4
LE835	52" / 40"	●	●	●	Edge LED	Full HD	3	4
LE735	70"		●	●	Direct LED	Full HD	3	4
LE640	60"	●		●	Edge LED	Full HD	3	4
LE631 / LE630	60"				Edge LED	Full HD	1	3
LE440	50" / 39" / 29" / 24"				Edge LED	FHD / FHD / WXGA / WXGA	1 / 1 / 1 / 1	2 / 2 / 2 / 1
LE350	32"				Edge LED	WXGA	1	1
LE340	32"				Edge LED	WXGA	1	1
LE240	32"				Edge LED	WXGA	1	1
DC50	24"				Edge LED	Full HD	1	1
DC30	22"				Edge LED	Full HD	1	1



AQUOS LED TV



LE740 Series

AQUOS 3D

- 90" Full HD (1920 x 1080) Made in Japan Aquos LED Panel
- 2D video/image are convertible for 3D video/image
- AquoMotion 200 / 240 reduces motion blur image (100 / 120Hz) Panel+Backlight control
- X-GEN Panel with UV-A Technology
- Internet TV: Youtube / Twitter / Facebook / etc.
- "Time Shift Plus" Function (Digital Broadcast only)
- Hi-quality sound: 3D [YAMAHA] & 2D [SRS] Surround



LE940 Series

AQUOS Quattron 3D

- 4th Generation Quattron with High Speed Aquos LED
- 4 Colour Technology [Red, Green, Blue and Yellow]
- Quad frame drive & backlight control for low crosstalk on 3D
- Resolution : 1,920 x 4 x 1,080
- HDMI x 4; USB x 3
- "AquoMotion Pro" reduces motion blur image (200 / 240Hz Panel + Backlight control)
- Internet video streaming YouTube lean back
- Skype ready
- Hi-quality sound: 3D [YAMAHA] & 2D [SRS] Surround
- 3D [2D→3D simulation]
- DivX+ HD movie USB play back



LE840 Series

AQUOS Quattron 3D

- 4th Generation Quattron with High Speed Aquos LED
- 4 Colour Technology [Red, Green, Blue and Yellow]
- Quad frame drive & backlight control for low crosstalk on 3D
- Resolution : 1,920 x 4 x 1,080
- HDMI x 4; USB x 3
- "AquoMotion Pro" reduces motion blur image (200 / 240Hz Panel + Backlight control)
- Internet video streaming YouTube lean back
- Skype ready
- Hi-quality sound: 3D [YAMAHA] & 2D [SRS] Surround
- 3D [2D→3D simulation]
- DivX+ HD movie USB play back





LE835 Series

AQUOS Quattron 3D

- Quattron for ultimate colour
- Quad pixel plus (8,294,400 sub pixel=1920 x 4 x 1080)
- Quad frame drive reduces blur image with AQUOMOTION PRO
- Internet Video Streaming YouTube lean back
- Skype™ ready
- Web Browser
- 3D Ready (2D→3D simulation)
- DivX+ HD movie USB play back enable
- DLNA client and wireless LAN ready
- IP Control compatible
- Built in 15W Sub woofer & YAMAHA 3D Sound



LE735 Series

AQUOS Quattron

- Quad pixel plus (1920 x 4 x 1080)
- Reducing motion blur: Fine motion Advanced 100/120Hz
- Internet video streaming YouTube lean back
- DLNA client and wireless LAN ready
- DivX+ HD movie USB playback enable
- 1080/24P signal input for the film frames just like the theaters
- Instaport™ for quick switching between HDMI ports
- SRS TruSurround HD and Bass Enhancer for various scene
- Design concept are "Flat and Narrow"
- AQUOS LINK for one touch control of "AQUOS BD" and "AQUOS AUDIO"
- Eco picture control for auto adjusting by picture source brightness



LE640 Series

AQUOS 3D

- FHD (1920 x 1080) Made in Japan Aquos LED Panel
- X-GEN Panel with UV²A Technology
- Beautiful 3D picture
- 2D video/image are convertible for 3D video/image
- Internet TV: YouTube / Twitter / Facebook / other
- Hi-quality sound system: SRS TS HD & YAMAHA 3D Surround
- DivX+HD movie USB play back enable
- DLNA client and wireless LAN ready
- IP control compatible
- Slim and narrow design gives a stunningly stylish impression



AQUOS LED TV



LE631 / LE630 Series

AQUOS LED

- Full HD (1920 x 1080) Made in Japan Aquos LED Panel
- X-GEN Panel with UVVA Technology
- Fine Motion Advanced 100/200Hz for reducing motion blur
- Antenna Booster
- 1080/24P Signal Input for the film frames just as theater
- Ecological features, such as Advanced OPC (Optical Picture Control)
- USB Movie, Music & Photo playback
- SRS® TruSurround HD and Bass Enhancer for various scene
- HDMI Terminals
- PC Input (15-pin mini D-sub)



LE440 Series

AQUOS LED

- FHD (1920 x 1080) Aquos LED Panel (50"/39") — WXGA (29"/24")
- USB Movie, Music & Photo playback (50"/39"/29")
- USB Music & Photo only (24")
- 2 HDMI terminals (50"/39"/29") — 1 HDMI terminal (24")
- D-sub 15 pin terminal for PC and analogue RGB signals (50"/39"/29")
- Sleep Timer
- Teletext
- Selectable Multilingual On-Screen Display (English / Simplified-Chinese / Arabic / Persian / French / Thai / Portuguese / Vietnamese / Russian / Spanish / Malay / Indonesian)
- Narrow Bezel Design



LE350 Series

AQUOS LED

- Narrow Bezel Designer Series
- WXGA Aquos LED Panel
- Photo Frame Mode for enjoyment viewing photo
- Super Eco Mode for environment friendly
- Easy color Adjustment mode
- Enjoy TV viewing by using USB for Video, Music and Photos
- Antenna Booster
- 1080/24P Signal Input for the film frames just as theater
- HDMI terminal for simple digital connection with AV equipment
- D-sub 15 pin terminal for PC and analogue RGB signals





LE340 Series

AQUOS LED

- WXGA Made in Japan Aquos LED Panel
- Low power consumption of industry-leading class
- Analogue image quality improvement
- High Sensitivity tuner
- 1080/24P Signal input for the film frames just as theater
- USB Movie, Music & Photo playback
- HDMI terminal for simple digital connection with AV equipment
- D-sub 15 pin terminal for PC and analogue RGB signal (Auto On / Off)
- Photo Frame Mode
- Super Eco Mode
- Corresponding to Hotel-Mode



LE240 Series

AQUOS LED

- WXGA [1366 x 768] Aquos LED Panel
- Low power consumption of industry-leading class
- Analogue image quality improvement
- High Sensitivity tuner
- 1080/24P Signal input for the film frames just as theater
- USB Music & Photo only
- HDMI terminal for simple digital connection with AV equipment
- D-sub 15 pin terminal for PC and analogue RGB signal (Auto On / Off)
- Photo Frame Mode
- Super Eco Mode



DC50 Series

AQUOS LED

- Full HD (1920 x 1080) Aquos LED Panel
- Photo Frame Design
- Photo Frame Mode
- Super Eco Mode
- USB Movie, Music & Photo playback
- Antenna Booster
- Made from control Japan Quality
- 1080/24P Signal input for the film frames just as theater
- D-sub 15 pin terminal for PC and analogue RGB signal (Auto On / Off)
- Complied with RoHS



DC30 Series

AQUOS LED

- Full HD (1920 x 1080) Aquos LED Panel
- Photo Frame Design
- Photo Frame Mode
- Super Eco Mode
- USB Movie, Music & Photo playback
- Antenna Booster
- Made from control Japan Quality
- 1080/24P Signal input for the film frames just as theater
- D-sub 15 pin terminal for PC and analogue RGB signal (Auto On / Off)
- Complied with RoHS

