

**SHARP**<sup>®</sup>

2006



**AQUOS**<sup>®</sup>

THERE'S MORE TO SEE

Because you deserve **more** from your viewing experience...

Imagine...television images more lifelike than any you've seen before. Even the most rapid-action shots are crystal clear. Your screen is awash in vibrant color—whiter whites, blacker blacks, and deeper, more vivid reds than previously possible—from virtually any viewing perspective. Add sleek styling and function and the widest selection of screen sizes, and you've just imagined the newest AQUOS® televisions from Sharp, the first name in Liquid Crystal Television.

...AQUOS. There's always more to see.



LC-65D90U



AQUOS® televisions set the standard for ultra-large screen, high-definition, cinema-quality viewing. Sharp continues its leadership with the new 57-inch LC-57D90U. Full-spec 1080p resolution and a true 16:9 aspect ratio—plus unmatched image quality—make the 57-inch AQUOS a remarkable centerpiece for any media room. The LC-57D90U utilizes the next generation of Sharp's proprietary Advanced Super View/Black TFT panel, which provides unparalleled 4ms response time, ensuring crisp action images, and an incredible 1500:1 contrast ratio, for very bright, accurate whites and blacker blacks. The Four-Wavelength Backlight System makes colors exceptionally vibrant and provides deeper, more vivid reds. And new Multi-Pixel Technology allows you to enjoy a clear TV picture in vivid color from anywhere in the room with 176° x 176° viewing angles.

For sophisticated style and powerful performance on an even grander scale, there's the 65-inch LC-65D90U, the world's largest available Liquid Crystal Television. This luxuriously designed AQUOS television employs Sharp's proprietary picture technology to ensure authentic, high-definition, cinema-quality viewing.

## LC-65D90U and LC-57D90U

Making a *more* powerful visual statement...thanks to *more* advanced technology.

True 16:9 full spec (1080p) HD panel (1920 x 1080 pixels). Fast response time. High contrast ratio. Four-Wavelength Backlight System. ASV/Black TFT panel. HDTV tuner, Digital Cable Ready with CableCARD™ slot. Multi-Pixel Technology on LC-57D90U only. Bottom-mounted, detachable speakers. Titanium cabinet. LC-65D90U currently available. LC-57D90U available March.

65"



LC-65D90U



LC-57D90U

57"



With their enhanced picture quality and attractive, titanium finish cabinetry, the D90U and D50U additions to the AQUOS® family meet the requirements of the most discriminating viewer.

The LC-45D90U and LC-37D90U provide the true 16:9 full spec (1080p) HDTV viewing that can turn your living room, family room, or den into a high-performance media room. Featuring Sharp's advanced picture technology, these televisions deliver 1.5 times the contrast ratio of previous models, plus significantly faster response time, for seamless display of rapidly moving images. The Four-Wavelength Backlight System ensures brilliant colors flood these screens edge-to-edge, and Multi-Pixel Technology provides rich, natural hues from every viewing angle, up to 176° horizontally and vertically.

The LC-32D50U boasts a true 16:9 widescreen panel and HDTV resolution of 1366 x 768 pixels. Stylish, with bottom-mounted speakers, it offers the same Multi-Pixel Technology available in the D90U models.

True 16:9 full spec (1080p) HD panel (1920 x 1080 pixels) on D90U models, and true 16:9 (720p) panel (1366 x 768 pixels) on the LC-32D50U. 1200:1 contrast ratio. Four-Wavelength Backlight System on D90U models. ASV/Black TFT panel. Quick Shoot response time of 6ms. HDTV tuner. Dual HDMI, and DVI-I for PC compatibility. RS-232C for custom installs. Bottom-mounted speakers, detachable on D90U models. Titanium cabinet. Available May.

## LC-45D90U, LC-37D90U, LC-32D50U

Setting the standard for *more* viewing excitement.

45"



LC-45D90U

37"



LC-37D90U

32"



LC-32D50U



With screen sizes from 26-inches to 45-inches, the D40U Series offers an elegant HDTV choice for your living room, family room or den. Each model is a contemporary classic with a striking piano black cabinet, true 16:9 aspect ratio (1366 x 768 pixels) and breathtaking picture quality. The Advanced Super View/Black TFT Panel with Multi-Pixel Technology widens viewing angles, and Quick Shoot video circuitry delivers a response time of just 6ms. As a result, you can enjoy your favorite DTV and analog TV channels in stunning detail.

## The D40U Series

HDTV in ultra-stylish piano black cabinetry. What *more* could you want?

True 16:9 aspect ratio (1366 x 768). ASV/Black TFT panel. Multi-Pixel Technology. High contrast ratio of 1200:1. 176° x 176° viewing angles. Quick Shoot response time of 6ms. HDTV tuner. Dual HDMI. Bottom-mounted speakers. Piano Black cabinet. Available March.

45"



LC-45D40U

37"



LC-37D40U

32"



LC-32D40U

26"



LC-26D40U



The thoughtfully designed AQUOS® LC-20D30U is a TV dynamo that converts a smaller room into entertainment central. It's a 20-inch widescreen display, ideal for watching DVD movies—with high contrast ratio, high brightness and 170° x 170° viewing angles. Combine it with a DTV decoder from your cable or satellite provider, and it's the television that brings you brilliant high-definition viewing. Connect your PC via the computer RGB 15-pin input, and it becomes a versatile PC monitor for work, gaming and more. With its clean lines and classic matte black finish, the 20D30U complements any décor.

True 16:9 aspect ratio (1366 x 768 pixels) HDTV monitor. ASV/Black TFT panel. PC connectivity. High brightness of 480 cd/m<sup>2</sup>. High contrast ratio of 800:1. HDMI input. Bottom-mounted speakers. Matte Black cabinet. Available February.

## The LC-20D30U

*More capabilities for more kinds of entertainment.*



20"

LC-20D30U

# The S5U Series

Compact design that brings entertainment to *more* places.

A distinctively narrow footprint and bottom-mounted speakers make the LC-15S5U and the LC-20S5U perfect for small places. The ASV/Black TFT panel and 500:1 contrast ratio prove that you don't need a big screen for outstanding picture quality. Both S5U models are compatible with progressive scan DVD players and are HDTV compatible via the HD component input. Flexible viewing options and compact size make the S5U Series an ideal entertainment choice for the kitchen, bathroom, office or any smaller space.

EDTV monitor. ASV/Black TFT panel. 500:1 contrast ratio. HD compatible input. Silver cabinet with black sides.  
LC-20S5U available February. LC-15S5U available June.



20"



LC-20S5U



LC-15S5U

15"

# Advanced technology. The reason there's always *more* to see.

As the global Liquid Crystal Television leader, Sharp continually raises the bar for high-performance technology. From initial design to final product, Sharp supports its advanced technology with a commitment to quality that is second to none.

## New Multi-Pixel Technology

By dividing each pixel into two sections and developing an advanced driving system, Sharp's new Multi-Pixel Technology delivers more natural and accurate color reproduction when viewing the screen from any angle. This technology improves extreme-angle viewing by approximately 60% and produces viewing angles of 176° both horizontally and vertically.



Without Multi-Pixel Technology



With Multi-Pixel Technology

## Next-Generation Advanced Super View LCD Panel

Sharp continually improves its LCD panel technology. Its new proprietary ASV panel uses an enhanced color filter that permits more light throughput, increasing the contrast ratio by 150% to 1200:1 (1500:1 on the LC-57D90U). This creates pure whites, deep blacks and more vivid images with a higher range of colors.



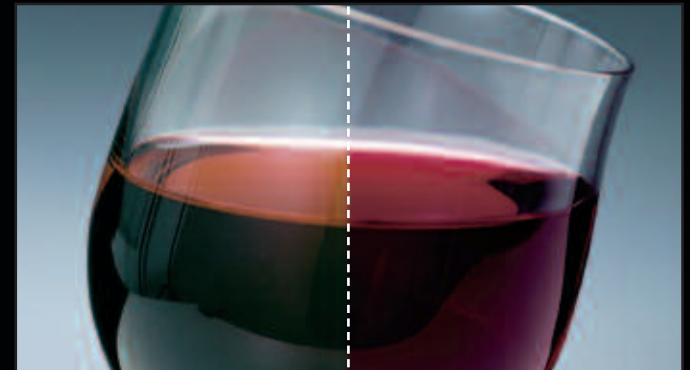
Contrast With Original Color Filter



Improved Contrast With Enhanced Color Filter

## Four-Wavelength Backlight

Featured in the D90U Series, this technology adds a deeper, more vivid crimson red to the three conventional color wavelengths (blue, green and red), reinforcing overall color reproduction.



Conventional Backlight System

Four-Wavelength Backlight System

Images on this page are simulated for comparative purposes.



## Specifications

Model Number	LC-65D90U	LC-57D90U	LC-45D90U	LC-37D90U	LC-32D50U
Screen Size*	65"	57"	45"	37"	32"
Aspect Ratio	16:9	16:9	16:9	16:9	16:9
DTV Capability	HDTV	HDTV	HDTV	HDTV	HDTV
LCD Panel	ASV/Black TFT	ASV/Black TFT	ASV/Black TFT	ASV/Black TFT	ASV/Black TFT
Number of Pixels (dots)	1920 x 1080	1920 x 1080	1920 x 1080	1920 x 1080	1366 x 768
Digital Cable Ready with CableCARD™ Slot	X	X	—	—	—
Luminance (cd/m²)	450	450	450	450	450
Contrast Ratio	800:1	1500:1	1200:1	1200:1	1200:1
Viewing Angles (H x V)	176° x 176°	176° x 176°	176° x 176°	176° x 176°	176° x 176°
Lamp Life** (Hours)	60,000	60,000	60,000	60,000	60,000
Backlight	4-Wavelength	5-Wavelength	4-Wavelength	4-Wavelength	3-Wavelength
Tuner Type	NTSC/ATSC/DCR	NTSC/ATSC/DCR	NTSC/ATSC/QAM	NTSC/ATSC/QAM	NTSC/ATSC/QAM
Quick Shoot Response Time	6ms	4ms	6ms	6ms	6ms
Audio Output	10W + 10W	10W + 10W	10W + 10W	10W + 10W	10W + 10W
Speakers Location/Type	Bottom/Detachable	Bottom/Detachable	Bottom/Detachable	Bottom/Detachable	Bottom/Fixed
OPC (Optical Picture Control)	X	X	X	X	X
TV Guide On Screen*	X	—	—	—	—
<b>Terminals</b>					
HDMI™ In	1	1	2	2	2
DVI-I with Audio In	1	1	1	1	1
RGB 15-Pin Input	—	—	—	—	—
HD Component In	2	2	1	1	1
S-Video In	1	1	1	1	1
Composite Video In	3	3	2	2	2
Audio L/R In	3	3	3	3	3
RF	3 (1 analog, 2 digital)	3 (1 analog, 2 digital)	2 (air/cable)	2 (air/cable)	2 (air/cable)
RS-232C	1	1	1	1	1
IEEE 1394	2 (i.LINK™)	2 (i.LINK)	2 (DTVLink)	2 (DTVLink)	2 (DTVLink)
Digital Audio Out	1 (optical)	1 (optical)	1 (optical)	1 (optical)	1 (optical)
Composite Out	1	1	—	—	—
S-Video Out	1	1	—	—	—
Analog Audio Out	1	1	1	1	1
Power Source AC Input	110-240V	120V	120V	120V	120V
Power Consumption	610W	480W	TBA	TBA	TBA
Cabinet Color	Titanium	Titanium	Titanium	Titanium	Titanium
Dimensions					
with stand/with speakers	61 7/8" x 45 21/32" x 17 1/8"	55 7/16" x 42 3/32" x 17 9/64"	TBA	TBA	TBA
(W x H x D)					
with stand/without speakers	61 7/8" x 45 21/32" x 17 1/8"	TBA	TBA	TBA	TBA
without stand/with speakers	61 7/8" x 41 9/64" x 5 29/32"	TBA	TBA	TBA	TBA
without stand/without speakers	61 7/8" x 36 21/64" x 5 29/32"	55 7/16" x 37 39/64" x 6 1/32"	TBA	TBA	TBA
Net Weight (lbs.)					
with stand/with speakers	174.2	165.3	TBA	TBA	TBA
with stand/without speakers	159.9	TBA	TBA	TBA	TBA
without stand/with speakers	156.6	TBA	TBA	TBA	TBA
without stand/without speakers	142.2	TBA	TBA	TBA	TBA

\*Actual screen sizes measured diagonally: 65" (64-17/32"), 57" (56.5"), 45" (44-17/32"), 37" (37-1/64"), 32" (31-1/2"), 26" (25-33/64"), 20" (19-11/16"), 15" (15-1/6")

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## Specifications

Model Number	LC-45D40U	LC-37D40U	LC-32D40U	LC-26D40U	LC-20D30U	LC-20S5U	LC-15S5U
Screen Size*	45"	37"	32"	26"	20"	20"	15"
Aspect Ratio	16:9	16:9	16:9	16:9	16:9	4:3	4:3
DTV Capability	HDTV	HDTV	HDTV	HDTV	HDTV Monitor	EDTV Monitor	EDTV Monitor
LCD Panel	ASV/Black TFT	ASV/Black TFT	ASV/Black TFT	ASV/Black TFT	ASV/Black TFT	ASV/Black TFT	ASV/Black TFT
Number of Pixels (dots)	1366 x 768	1366 x 768	1366 x 768	1366 x 768	1366 x 768	640 x 480	640 x 480
Digital Cable Ready with CableCARD™ Slot	—	—	—	—	—	—	—
Luminance (cd/m <sup>2</sup> )	450	450	450	450	480	450	430
Contrast Ratio	1200:1	1200:1	1200:1	1200:1	800:1	500:1	500:1
Viewing Angles (H x V)	176° x 176°	176° x 176°	176° x 176°	176° x 176°	170° x 170°	170° x 170°	170° x 170°
Lamp Life** (Hours)	60,000	60,000	60,000	60,000	60,000	60,000	60,000
Backlight	3-Wavelength	3-Wavelength	3-Wavelength	3-Wavelength	—	—	—
Tuner Type	NTSC/ATSC/QAM	ATSC/QAM/NTSC	ATSC/QAM/NTSC	ATSC/QAM/NTSC	NTSC/PAL-M/PAL-N	NTSC/PAL-M/PAL-N	NTSC/PAL-M/PAL-N
Quick Shoot Response Time	6ms	6ms	6ms	6ms	X	—	—
Audio Output	10W + 10W	10W + 10W	10W + 10W	10W + 10W	2.1W + 2.1W	2.1W + 2.1W	2.1W + 2.1W
Speakers Location/Type	Bottom/Fixed	Bottom/Fixed	Bottom/Fixed	Bottom/Fixed	Bottom/Fixed	Bottom/Fixed	Bottom/Fixed
OPC (Optical Picture Control)	X	X	X	X	X	X	X
TV Guide On Screen*	—	—	—	—	—	—	—
<b>Terminals</b>							
HDMI™ In	2	2	2	2	1	—	—
DVI-I with Audio In	—	—	—	—	—	—	—
RGB 15-Pin Input	—	—	—	—	X	—	—
HD Component In	2	2	2	2	1	1	1
S-Video In	1	1	1	1	1	1	1
Composite Video In	3	3	3	3	2	2	2
Audio L/R In	4	4	4	4	3	3	3
RF	1 (analog/digital)	1 (analog/digital)	1 (analog/digital)	1 (analog)	1 (analog)	1 (analog)	1 (analog)
RS-232C	—	—	—	—	—	—	—
IEEE 1394	—	—	—	—	—	—	—
Digital Audio Out	1 (optical)	1 (optical)	1 (optical)	1 (optical)	—	—	—
Composite Out	—	—	—	—	1	1	1
S-Video Out	—	—	—	—	—	—	—
Analog Audio Out	1	1	1	1	1	1	1
Power Source AC Input	120V	120V	120V	120V	110-240V	110-240V	110-240V
Power Consumption	TBA	TBA	TBA	TBA	TBA	72W	TBA
Cabinet Color	Piano Black	Piano Black	Piano Black	Piano Black	Matte Black	Silver with Black Sides	Silver with Black Sides
Dimensions with stand/with speakers	43 13/16" x 31 31/32" x 12"	37 1/4" x 28 17/32" x 12"	TBA	TBA	21 7/32" x 17 4/32" x 9 34/64"	19 1/32" x 18 22/32" x 9 17/32"	TBA
(W x H x D) with stand/without speakers	TBA	TBA	TBA	TBA	—	—	—
without stand/with speakers	43 13/16" x 29 31/32" x 4 31/32"	37 1/4" x 26 7/32" x 4 19/32"	TBA	TBA	21 7/32" x 15 14/32" x 4 1/32"	19 1/32" x 17 2/32" x 3 31/32"	TBA
without stand/without speakers	TBA	TBA	TBA	TBA	—	—	—
Net Weight (lbs.) with stand/with speakers	TBA	TBA	TBA	TBA	17.2	TBA	TBA
with stand/without speakers	TBA	TBA	TBA	TBA	—	—	—
without stand/with speakers	TBA	TBA	TBA	TBA	TBA	TBA	TBA
without stand/without speakers	TBA	TBA	TBA	TBA	—	—	—

Design and specifications subject to change without notice.

\* TV Screens are measured diagonally. Screen images in this brochure are simulated.

\*\* Typical time for power output decrease of about one half, assuming continuous use with brightness or dimming in standard mode and with a room temperature of 77°F.

**SHARP**<sup>®</sup>

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