

# AQUOS

A Household Name in  
Televisions for  
the 21 Century



## Why an AQUOS LCD TV?

AQUOS incorporates the very latest SHARP technology to achieve a stunning audio-visual performance that will keep you glued to your sofa.



Product availability may vary according to region.

## High-Quality Picture

### 1 Proprietary Advanced Super View LCD Panel

#### Low-Reflection Black TFT Coating Effectively Reduces the Glare of Ambient Light

On the AQUOS LCD screen, reflection is effectively reduced to provide vivid large-screen pictures. You needn't worry about placement. You can even enjoy a high-quality picture in a room facing the setting sun.

#### Comparison with the effect on a Sharp Plasma TV



Screen glare reflected from ceiling lights



AQUOS Low-reflection screen

Note: These images are simulated for purposes of illustration.

### 2 High Contrast Ratio

#### High-Contrast Picture Even in a Brightly-Lit Living Room

Screen vividness is determined by the contrast of white and black. LCD screens generally provide a high contrast, but AQUOS produces whiter whites and blacker blacks by employing a black TFT LCD. Clear, crisp pictures can be viewed, even in a brightly-lit living room.

#### Comparison with the effect on a Sharp Plasma TV



Blacks are not sufficiently dark, so the screen appears dim.



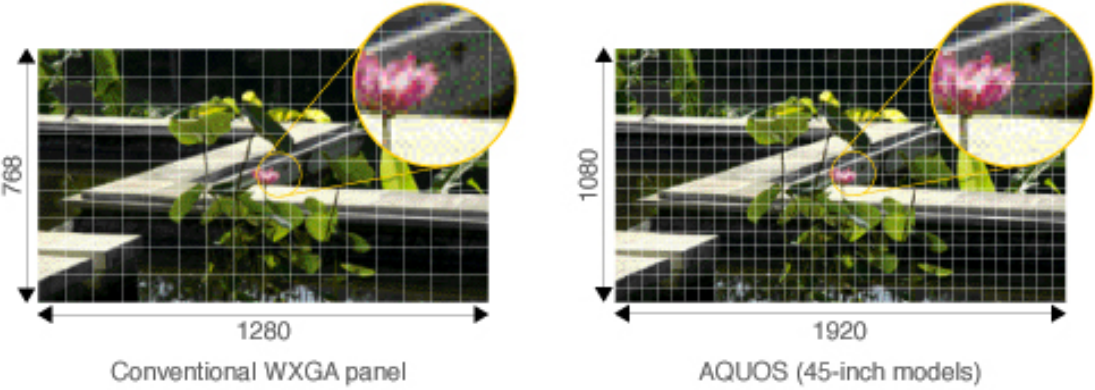
AQUOS Crisp and clear, dynamic and vivid pictures

Note: These images are simulated for purposes of illustration.

### 3 High-Resolution Full HD Panel

#### High-Resolution Full HD Panel Enables Full Enjoyment of Natural Pictures

To deliver the dynamism of a large screen, AQUOS employs a high-resolution, high-definition LCD panel (approx. 6.22 million pixels in the full HD panel for the 45-inch). A beautiful 1080i High Definition TV-format picture can be reproduced in its entirety. Other wide models (37", 32", 26") also employ high-resolution LCD panels of approx. 3.15 million pixels, delivering high-quality images.



Note: These images are simulated for purposes of illustration.

### 4 Quick Shoot Technology

High-efficiency LCD drivers using Quick Shoot (QS) technology reproduce clean, clear pictures which are easy to view. They reduce the sense of visual lag in images depicting high-speed motion with quick, snappy response.

Note: Quick Shoot is not featured on certain models.



Note: These images are simulated for purposes of illustration.

### 5 High-Performance Colour (Filter) System

Thanks to the newly developed high-performance colour (filter) system, the range of colour reproducibility has been extended.

Note: This colour (filter) system is not featured on certain models.



Note: These images are simulated for purposes of illustration.

### 6 All-Digital 1-Chip Image Processing LSI

Digital signal processing functions, essential for high-quality images, are integrated onto a single digital signal processing chip.

- Pattern-Matching I/P Conversion
- Advanced Scaling
- Colour Management/RGB Control
- High-Level Graphics

Note: This LSI is not featured on certain models.



# High-Quality Sound

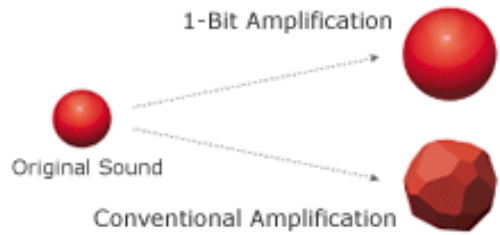
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## 1 Superior Sound with Innovative 1-Bit Audio

Along with being a leader in LCDs, SHARP is also setting the standard in sound reproduction. Selected AQUOS televisions come equipped with an ultra-high resolution 1-bit amplifier to transform your listening experience. A 1-bit amplifier samples the original audio signal at a staggering 2.8224 MHz — 64 times faster than CD — for spine-tinglingly realistic audio.

Note: 1-bit audio is not featured on certain models.

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## 2 Virtual Dolby® Surround

- Virtual Dolby® surround sound allows viewers to enjoy a powerful three-dimensional sound field with only the internal speakers.
- Even without installing rear speakers, viewers can enjoy movies and music with more realistic sensations.



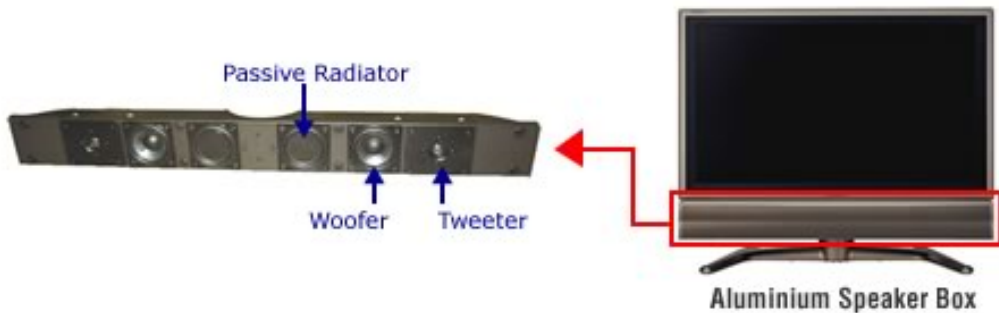
Note: Virtual Dolby® Surround is not featured on certain models.  
Dolby is a registered trademark of Dolby Laboratories.

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## 3 Self-Enclosed Single Aluminium Speaker Box (Some G-Series Models)

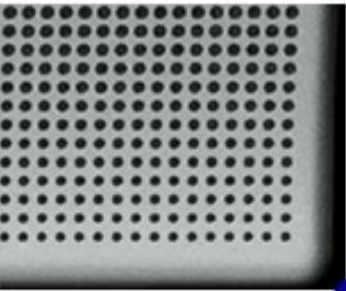
For wide-range, high-quality sound with an impressive 3-D sensation, G-Series TVs employ a 2-way, 4-speaker system. To preserve sound quality, the detachable, self-enclosed aluminium speaker box is mounted separately from the main unit.

### Single Aluminium Speaker Box



4 Stainless Steel Speaker Grill (Some G-Series Models)

Predecessor Model: AD Series



New Product: G Series

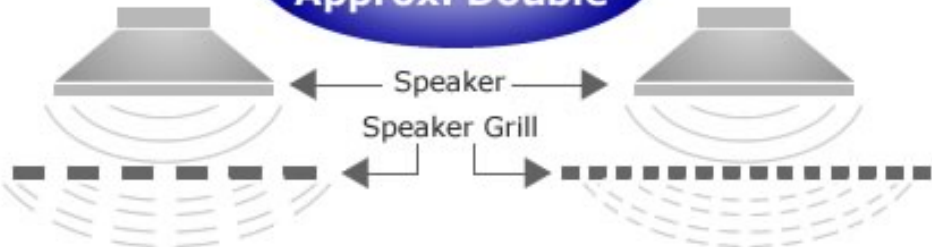


22%



50%

Aperture Ratio:  
Approx. Double



Ecologically Conscious SHARPAQUOS

Energy-Saving

As Screen Size Increases, Energy-Saving Design Is All the More Necessary  
CO<sub>2</sub> resulting from electric power generation needed for daily life is a continuing cause of global warming. AQUOS LCD TVs, even the 32" wide screen type\*<sup>1</sup>, consume only approx. 227 kWh of power per year. Compared to a satellite digital Hi-Vision CRT TV of similar screen-size and features (32C-HE1\*<sup>2</sup>), AQUOS consumes an impressive 16% less. In addition, the built-in Brightness Sensor Function\*<sup>3</sup> automatically adjusts the screen brightness depending on the room brightness, helping to further reduce power consumption. An energy-saving TV, AQUOS serves to reduce CO<sub>2</sub> emissions.

Comparison of Annual Power Consumption

SHARP 32V-Inch LCD TV: LC-32GD3/32GD4

Approx. 227 kWh/year

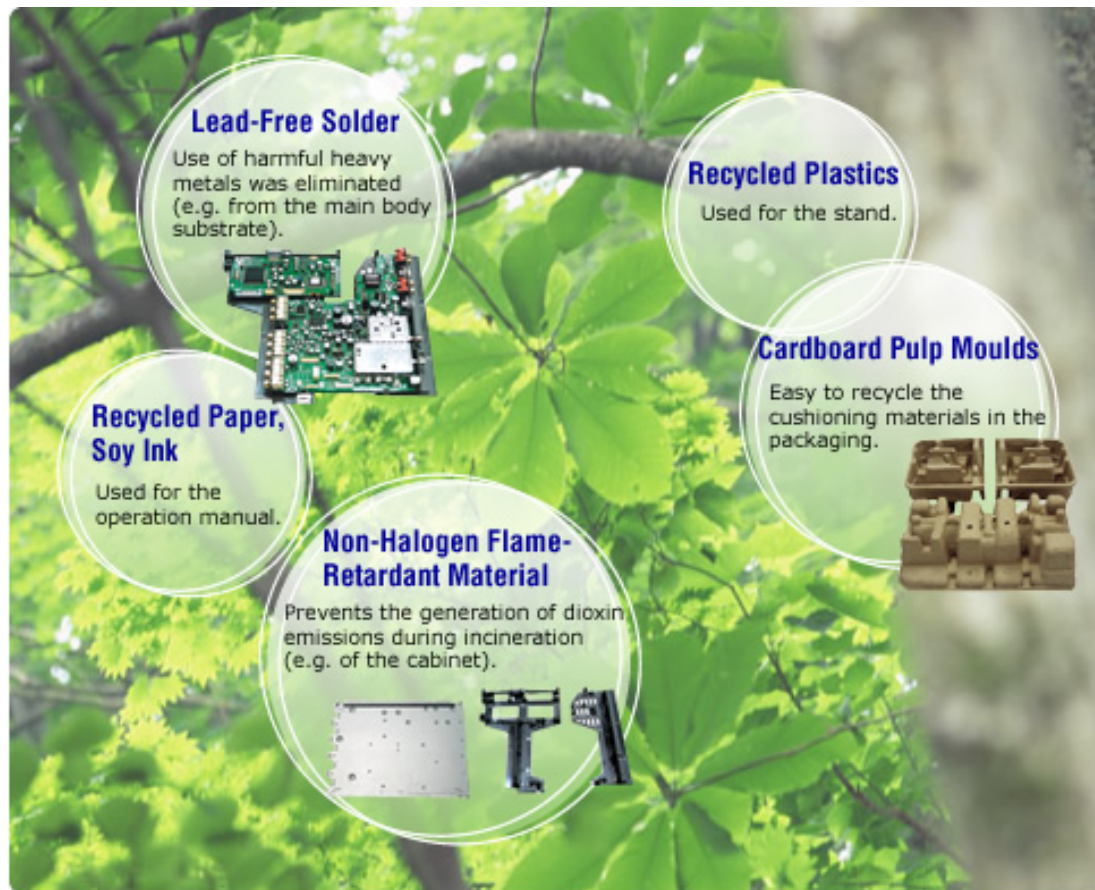
APPROX. 16%  
LESS POWER CONSUMPTION

SHARP 32-Inch CRT TV: 32C-HE1\*<sup>2</sup>

Approx. 271 kWh/year

\*<sup>1</sup>LC-32GD3/32GD4 (Japanese models). \*<sup>2</sup>Sharp satellite (BS) Digital Hi-Vision TV released in Sept. 2000 for the Japanese market. \*<sup>3</sup>Some models do not employ this sensor.





## 1 Green Materials

### AQUOS Employs Eco-Conscious Materials

AQUOS employs non-halogen resins in the cabinet and lead-free solder on the main circuit boards. Thus SHARP uses materials and parts that create less impact on the environment, even after they are disposed of.

## 2 Saving Resources

### Approx. 60,000-Hour Long-Life Design Without Replacement

The LCD panels used in AQUOS TVs suffer very little performance degradation over their operational lives. Thus users can enjoy beautiful on-screen images during the entire lifetime of the AQUOS LCD TV backlight, which is about 60,000 hours\*.

\* 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 25°C (77°F).

## 3 Recycling

### Use of Eco-Oriented Recycled Materials

The base stands for AQUOS TVs are constructed from a resin composed of at least 20% recycled materials. Also, the protective packaging materials consist of cardboard and moulded pulp made from 100% recyclable paper, helping to further reduce the burden of waste products on the environment.

## **4 "Super Green" Kameyama Facility**

### **Under Way – One of the Most Advanced LCD Facilities for the Integrated Manufacture of LCD TVs**

With the crystallization of Sharp LCD technology and TV technology, the most advanced facility for the integrated production of AQUOS (from the manufacturing of LCD panels to the assembly of final products) was completed in Kameyama, Mie Prefecture, Japan, and started operation in January 2004. AQUOS G series, the new flat TVs for the next era, are produced at this facility.

### **Highly Advanced Technology to Keep Environmental Impact to a Minimum**

A cogeneration system and photovoltaic power generating system supply the plant with about one-third of the energy needs in-house. This, in combination with the use of exhaust heat, enables the plant to reduce CO<sub>2</sub> emissions by about 40% per year. In addition, the plant collects all the waste water from the production process and recycles it with water purification technology. The plant is a "Super Green Factory" with highly-advanced technology Sharp has striven for.