SHARP

News Release

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New Products in Sharp's Small Format Industrial Display Suite Offer Updated Size Options and Enhanced Performance Features

Application developers to benefit from key advances, Sharp's commitment to the Industrial/Medical Market segments

CAMAS, Wash. – Sept. 6, 2007 – Today, Sharp Microelectronics of the Americas (SMA) unveiled four new products in its industrial LCD display suite. The offerings expand Sharp's display options in several popular mobile device sizes, with one new 5.7-inch, one new 3.7-inch, and two new 3.5-inch models. Each product offers a unique set of advanced optics and enhanced features designed to provide Industrial Applications (IA) developers with a wider range of display performance choices.

SMA's proprietary technology enhancements to various products in the suite include breakthrough transflective display technology that allows for higher contrast in outdoor, high-ambient lighting environments. A unique application of Chip-on-Glass technology sets a new standard in integration, compactness, and durability for industrial-grade displays. The product line also introduces SMA's first VGA-based LCD modules in its mobile industrial size class. These panels are well suited for applications including test instruments, human-machine interfaces, fish finders, GPS devices, VoIP Phones, portable gaming devices, portable monitoring devices, and white goods.

"Our goal is to provide Industrial Applications developers with all of the display options they need to bring their best design ideas to life," said Sriram Peruvemba, Associate Director, Display Products, at Sharp Microelectronics of the Americas. "This requires Sharp's engineers to continue innovating with the broadest spectrum of display sizes combined with the strongest possible feature set. We hope our product advances, paired with drop-in integration and configuration standards, will help developers push their own creative boundaries and continue to succeed in an increasingly competitive market."

The SMA Mobile Industrial Display Suite

5.7-inch Landscape-mode VGA (LQ057V3DG01)

SMA's first 5.7-inch VGA landscape LCD module is loaded with features that deliver rich graphics and information content. The lightweight, compact 640 x 480 pixel format display features 400 nits of brightness and a substantial 600:1 contrast ratio for high visibility in a variety of adverse conditions. The display's transmissive low-light LCD capabilities are complemented by an anti-glare polarizing filter to improve visibility in bright ambient light situations. A wide-angle (160˚ H/150˚ V) viewing area provides for optimal usability in dynamic, real-world industrial settings.

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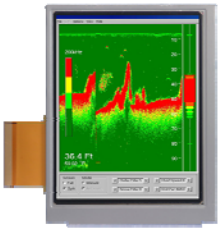
3.7-inch Portrait-mode Switchable VGA/QVGA (LS037V7DW03)

This 3.7-inch portrait mode CG-Silicon switchable VGA/QVGA LCD module introduces groundbreaking new transflective display technology from SMA. Combined with symmetric viewing angles and antiglare coating, the new technology delivers some of the best viewing capability available in its size class. Chip-on-Glass technology offers reduced power consumption, as well a decrease in size and weight that makes it highly desirable for integration into compact hand-held and mobile devices. The 480 x 640 pixel format display's transflective capability, along with LED backlighting, enables optimum performance in high and low ambient light environments.



3.5-inch Portrait-mode QVGA (LQ035Q7DH07)

The new 3.5-inch portrait-mode a-Silicon QVGA LCD module matches the design footprint of SMA's previous 3.5-inch LCD model LQ035Q7DH06, but with an improved brightness of 250 nits. The 240 x 320 pixel format display's transflective technology allows for excellent viewability and low power consumption in bright ambient-light conditions, and features such as an LED backlighting system offer high brightness in low-light environments.

3.5-inch Portrait-mode QVGA (LQ035Q7DB05)

An alternative choice for "palm-held" devices in the popular 3.5-inch size, this transflective portrait-mode display is compatible with SMA's 3.52-inch LQ035Q7DB03F model, but with improved brightness through a more powerful LED backlighting system. The durable and power-efficient display also leverages SMA's innovative industrial use of Chip-on-Glass technology, making it easy to integrate into any design. The 240 x 320 pixel format panel's transflective technology allows for excellent viewability in any ambient light condition. Wide viewing angles in both transmissive and reflective mode offer excellent "at-a-glance" readability.

SMA Configuration Standards, Commitment to Industrial Market, and Support

SMA customers benefit from form-factor compliance and configuration standards, allowing them to take advantage of advances in technology without allocating resources to unnecessary redesign. Parts such as mountings and connectors are identical to previous, same-sized versions for "drop-in" placement into existing designs. SMA's commitment to the Industrial Market ensures that its portfolio of products is constantly updated and investment in customer support insures that expert-level assistance is always a phone call or mouse click away.

Availability and Pricing

One-piece sample pricing for the new Industrial Display Suite products are as follows:

- **LQ057V3DG01 - $299**
- **LS037V7DW03 - $144**
- **LQ035Q7DH07 - $109**
- **LQ035Q7DB05 - $112**

To view full product specification sheets, or for more information, visit www.sharpsma.com. Product samples may be purchased through any Sharp Representative or Distributor throughout the Americas. Sharp displays are RoHS* compliant. A dedicated sales and field applications engineering team at Sharp supports OEM and Integration Partners during every step of the design cycle.

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About Sharp Microelectronics of the Americas

Sharp Microelectronics of the Americas, in Camas, Washington, is the microelectronics sales and marketing division of Sharp Electronics Corporation, a wholly owned subsidiary of Sharp Corporation. Sharp Corporation is a worldwide developer of innovative technologies that are leading the next generation of electronic products for consumer and business markets. Sharp Microelectronics of the Americas offers forward-thinking LCD, Optoelectronics, Memory, Imager, and RF/IR components. Sharp Microelectronics of the Americas offers these products along with packaging and integration skills that help design engineers throughout North and South America bring their aspirations to market. Sharp Microelectronics of the Americas is dedicated to improving people's lives through the use of advanced technology and a commitment to quality, value, and design. For more information, visit www.sharpsma.com.

* The Restriction of Hazardous Substances in Electrical and Electronic Equipment (RoHS) Directive (2002/95/EC). This directive took effect July 1, 2006.

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