

**Sharp® Adds 13 Industrial Strength LCD Modules to its All LED-backlit Line-up***New IGZO Industrial LCD, Sharp Super Low Reflection Technology, more on show at Display Week*

**CAMAS, Wash. – June 5, 2012** – Today, Sharp Microelectronics of the Americas (SMA) announced 13 additions to its LED-backlit line of Industrial Strength TFT LCD modules, as well as its completed transition to an all-LED backlit line-up. The new panels range in size from 3.7-inch to 19.0-inch diagonal, filling in a number of popular diagonal size classes with more options and features. For details on all Sharp LED-backlit LCDs, visit [www.sharpledcd.com](http://www.sharpledcd.com).

Many of the new LCDs will be on show at Display Week 2012. Additionally, the company will introduce its new 60"/70"/80" Class e-Signage Module Family, show its new SSLR (Sharp Super Low Reflection) film technology, and debut one of its first mass production displays using IGZO technology. Display Week takes place June 5 - 8 in Boston, MA.

**Industrial Strength LED-Backlit LCDs**

Earlier this year, Sharp completed its migration from CCFL-based products to an all-LED backlight line-up. A consistent footprint in each Class size simplifies replacement, and built-in LED drivers for many models eliminate design issues.

A dedicated team of regionally-based technical support, sales, and marketing experts are available to work closely with customers as they make the switch to LED-backlit LCDs. Our Resources page at [www.SharpLEDLCD.com](http://www.SharpLEDLCD.com) also features instructional videos, "The Switch" podcast, technical papers, and other assets to aid the process. New Sharp IA panels are backed by long product life cycles and supported with extensive documentation, including Specifications, Incoming Inspection Reports, Reliability Data, and a UL Parts List.

**New LED-backlit LCD Class Sizes Include:**

3.7-inch (QVGA)	LS037V7DW05	10.4-inch (SVGA/LVDS)	LQ104S1LG81
3.7-inch (QVGA)	LS037V7DW06	12.1-inch (SVGA/Digital)	LQ121S1DG81*
4.3-inch (WVGA/ASV)	LQ043Y1DX07	15.0-inch (XGA/LVDS/ASV/Front Mount)	LQ150X1LW12
4.3-inch (WQVGA/Touch Screen)	LQ043T1DG28	15.0-inch (XGA/LVDS/ASV/Side Mount)	LQ150X1LW94
6.4-inch (VGA)	LQ064V3DG06*	15.0-inch (XGA/LVDS)	LQ150X1LG11*
8.4-inch (VGA)	LQ084V1DG43*	19.0-inch (SXGA/ASV/LVDS)	LQ190E1LW52
10.1-inch (WXGA/LVDS)	LQ101K1LY04		

\*Mass Production QA 2012

Sharp's displays are perfectly suited to meet the rugged demands of the Industrial Application (IA) market. They are ideal for applications including Automotive, Factory Automation, In-Flight Entertainment, Gaming, Medical Devices, Point of Sale (POS) Terminals, Transportation, Test and Measurement, and many others. The panels are also ideal for companies that provide value-add technology, such as projected capacitive touch overlays.

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## New Sharp LCD Technology

In March 2012, Sharp began production of new displays featuring IGZO semiconductor technology, which allows lower energy consumption through use of smaller thin-film transistors and increased pixel transparency. Sharp's proprietary UV<sup>2</sup>A technology (employed in Sharp's AQUOS<sup>®</sup> LCD TVs) enables the displays to achieve exceptional image quality. Now, the company introduces its new QFHD 31.5-inch (diagonal) IGZO display (LQ315D1LG91), one of the first IGZO-based displays in the industry. Made available for mass production.

The company has also introduced Sharp Super Low Reflection Technology (SSLR) into mass production. Super Low Reflection film incorporates NANO technology to drastically reduce reflection on an LCD screen, which, in turn, significantly improves a display's contrast ratio.

Sharp is also announcing a new line of TFT LCD modules optimized for e-Signage (electronic signage) applications. The portfolio includes a family of 60-inch, 70-inch, and 80-inch Class LCDs, plus specialty modules for outdoor, direct sunlight applications, applications that require especially high resolutions, and video wall displays. The modules mark the first opportunity for e-Signage designers to benefit from the proven durability and performance of Sharp LCD Modules.

## Availability and Pricing

Product samples and pricing may be obtained through any Sharp Representative or Distributor. Sharp displays are RoHS\* compliant, upholding the company's commitment to reducing the environmental impact of manufacturing. One-piece sample pricing for the following, select Sharp products is as follows:

Display Size (Diagonal)	Part Number	Sample Pricing
4.3-inch	LQ043T1DG28	\$37.70
10.1-inch	LQ101K1LY04	\$234.00
10.4-inch	LQ104S1LG81	\$325.00
15.0-inch	LQ150X1LW94	\$390.00
19.0-inch	LQ190E1LW52	\$682.50

## Sharp Customer Support

Sharp's significant global infrastructure includes a strong support footprint in North America to ensure that customers can find expert, hands-on support in their region. Our dedicated sales and field applications engineering team supports OEM and Integration customers throughout the design cycle. This way, each product's unique features can be leveraged to meet the specific demands of most any industry solution challenge. For more information, visit [www.SHARPsma.com](http://www.SHARPsma.com).

## About Sharp Microelectronics of the Americas

Sharp Microelectronics of the Americas (SMA) drives innovative LCD, optoelectronics, imager, and RF components to market. The world's leading manufacturers of consumer and business technologies look to SMA for the products, expertise, and worldwide support they need to make their visions a reality. SMA, in Camas, Washington, is the microelectronics sales and marketing division of Sharp Electronics Corporation, a wholly owned subsidiary of Sharp Corporation. For more information, visit us at [www.SHARPsma.com](http://www.SHARPsma.com).

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

All measurements are diagonal. All Specification values quoted are Typical values. IGZO: (InGaZnO), an oxide comprising indium (In), gallium (Ga), and zinc (Zn). LED: Light Emitting Diode. CCFL: Cold Cathode Fluorescent Lamp. LCD: Liquid Crystal Display. Sharp is a registered trademark of Sharp Corporation.