

New High-Bright Sharp Agriculture-Grade LCDs Go to Extremes

LCD modules feature sunlight/sunglass visibility and wide temperature ranges, backed by Sharp warranties

CAMAS, Wash. – May 24, 2016 – Today, Sharp introduced two new high-performance displays optimized to perform in extreme industrial environments such as agriculture (harvesters, tractors), marine navigation, and others. The new 10.4” (diagonal) SVGA TFT display delivers 1000 nits of brightness out of the box for superb visibility in high ambient light conditions, and includes a built-in LED backlight driver. The new 7.0” (diagonal) WVGA TFT panel delivers high-brightness performance at 750 nits. Both panels are readable while wearing polarized sunglasses.

The sunlight-readable displays are latest in the suite of high brightness LCDs available under full Sharp warranty. A wide -30 °C to +80 °C operating temperature means these rugged LCDs can stand up to punishing environments. Both displays will be on show at Display Week, May 24 – 26, at the Moscone Convention Center in San Francisco, CA.

Industrial Application LCDs...Backed By Sharp

Sharp offers a full industrial display line-up, with applications including Advertising, ATM, Automotive, Climate Control, Factory Automation, Gaming/Lottery, Fitness/Sports, Home Automation, In-Flight Entertainment, Industrial Controls, Kiosks, Medical Devices, Multimedia, Point of Sale (POS) Terminals, Transportation, Test and Measurement, Wearable Technology, White Goods, and others. Contact your local Sharp Representative to learn more. Our offerings range from 0.99-inch – 23.5-inch (diagonal), and include out-of-the-box and value-added solutions for high brightness, high contrast, and multi-touch PCAP.

Customers benefit from full-service support from U.S.-based field sales and applications engineering teams. Sharp industrial displays are backed by long product life cycles, and supported with extensive documentation, including Specifications, Incoming Inspection Standards, Reliability Data, and a UL Parts List.

Availability and Pricing

Product samples and pricing may be obtained through any Sharp Representative or Distributor. One-piece sample pricing is as follows:

Size (Diagonal)	Part Number	Type	Sample Pricing
7.0-inch	LQ070Y3LG02	WVGA	\$98
10.4-inch	LQ104S1LG75	SVGA	\$255

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, WA, 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.

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