

New Wide 10.1-Inch LED-backlit LCD from Sharp® Ideal for Tablet Computers

CAMAS, Wash. – Nov. 8, 2011 – Today, Sharp Microelectronics of the Americas (SMA) announced its new 10.1-inch WXGA LED-backlit LCD (LQ101K1LY04), ideal for computer tablet applications. Sharp technology has addressed key issues for tablets, including the prevention of pooling (image distortion) that is common with touch overlays. A 1280 x 800 wide resolution allows for superb viewing of high-resolution images, and a 160°/160° viewing angle and of brightness of 400 nits combine to deliver crisp images from any angle. Additionally, an LVDS interface helps ease the design process.

Sharp's product line also includes a 12.1-inch WXGA ideal for tablet computers. Other Sharp LCDs featuring the popular wide resolution specification include 3.0-inch, 5.0-inch, 7.0-inch and 8.5-inch products. All of the displays feature specifications perfectly suited to meet the rugged demands of the Industrial Application (IA) market. Sharp's IA panels are factory-supported for a minimum of three years. They are ideal for applications including Factory Automation, In-Flight Entertainment, Gaming, Medical Devices, Point of Sale (POS) Terminals, Transportation, Test and Measurement, and many others. For details on all Sharp LED-backlit LCDs, visit www.sharpledled.com.

Sharp continues its migration from CCFL-based LCD products to an all-LED backlight line-up, averaging nearly one replacement panel per month over the last year. Sharp assists customers in switching from CCFL to LED-backlit displays by helping them better understand the related technology benefits and design considerations; SMA's online LED-backlit LCD Resources page www.sharpledled.com/resources.html features videos, "The Switch" podcast, and technical papers to aid your LED-backlit design process. New materials are periodically being added.

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 this Sharp product is as follows:

- LQ101K1LY04 **\$250**

Sharp Customer Support

Sharp's 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.

About Sharp Microelectronics of the Americas

Sharp Microelectronics of the Americas (SMA) drives innovative LCD, optoelectronics, memory, 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.

* 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. LED: Light Emitting Diode. CCFL: Cold Cathode Fluorescent Lamp. LCD: Liquid Crystal Display. Sharp is a registered trademark of Sharp Corporation.