

Sharp® Introduces Four LED-backlit LCDs for Industrial Applications

Company continues migration to all-LED line, helps customers embrace LED benefits

CAMAS, Wash. – April 19, 2011 – Today, Sharp Microelectronics of the Americas (SMA) announced four new additions to its large format LED-backlit LCD product line. These TFT-LCDs include two panels in the 10.4-inch class, one 12.1-inch panel re-issue, and one 15.0-inch panel. The LCDs are ideal for industrial applications including Factory Automation, Gaming, Medical Devices, Point of Sale (POS) Terminals, Transportation, Test and Measurement, and many others. The new LCDs will be on display along with the rest of Sharp's expanding LED-backlit product line at the Society for Information Display's 49th-annual *Display Week 2011* exhibition in Los Angeles, CA, May 17 – 19.

Sharp continues to introduce new and replacement LED-backlit panels to meet customer demand, continuing its migration from CCFL LCD products to an all-LED backlight line-up. The displays feature specifications perfectly suited to meet the rugged demands of the Industrial Application (IA) market. These include excellent viewability, resistance to mechanical shock and vibration, long operating life, and performance in extreme temperatures – including reaching full brightness upon power-up, regardless of ambient temperature conditions.

LED backlighting in LCDs helps lower power consumption and reduces electromagnetic interference (EMI) compared to CCFL-based products. LEDs are also Mercury (Hg) free, further raising the environmental performance of LED-backlit LCD products. Sharp's goal is to assist customers in switching from CCFL products to LED-backlit displays, and to help designers better understand the related technology benefits and design considerations. Please visit SMA's online LED-backlit LCD Resources page at www.sharpledlcd.com/resources.html to watch videos, listen to "The Switch" podcast, and view technical papers that may aid your LED-backlit design process.

Some individual product features are highlighted below. For additional details on these and many other currently-available Sharp LED-backlit LCDs, please visit www.sharpledlcd.com.

Product Details

10.4-inch VGA Landscape LED-backlit LCDs: LVDS and Digital Interface (LQ104V1LG81 and LQ104V1DG81)

Sharp offers two alternatives in the popular 10.4-inch size class: one with an LVDS interface (-LG81) and one with a digital interface (-DG81). Both landscape mode panels feature 450 nits of brightness and a high 800:1 contrast ratio for excellent color rendering. A built-in LED driver simplifies your design process, and both panels feature an operating temperature range of -30C to +80C.

12.1-inch SVGA Landscape LED-backlit LCD (LQ121S1LG84)

This 12.1-inch SVGA LCD is ideal for industrial applications. Its features include 50k hour backlight life, wide operating temperature range and viewing angles, and 450 nits of brightness with a high 800:1 contrast ratio. It is a re-issue of the Sharp's previous 12.1-inch LQ121S1LG81 part number. A built-in LED driver simplifies your design process, and the rugged panel withstands an operating temperature range between -30C to +80C.

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15.0-inch XGA Landscape LED-backlit LCD (LQ150X1LG91)

This new 15.0-inch XGA LCD features 350 nits of brightness and a high contrast ratio of 800:1 for excellent color rendering, along with the benefit of wide viewing angles (110° vertical and 160° horizontal). A built-in LED driver simplifies your design process, and the rugged panel withstands an operating temperature range of -20C to +70C.

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 these new Sharp products are as follows:

- LQ104V1LG81 **\$325**
- LQ104V1DG81 **\$325**
- LQ121S1LG84 **\$350**
- LQ150X1LG91 **\$375**

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.

Sharp is a registered trademark of Sharp Corporation.

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