

New Small-format Sharp® LED-backlit LCDs Feature Wide Viewing Angles

More Features in Popular Diagonal Sizes Help Designers Meet LED Market Demand

CAMAS, Wash. – May 15, 2011 – Today, Sharp Microelectronics of the Americas (SMA) announced three more new additions to its small-format LED-backlit LCD product line. These TFT-LCDs include one 4.3-inch display, one 7.0-inch display, and one 8.5-inch display. The displays deliver an extremely high contrast ratio of between 800:1 to 1000:1. 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.

All three panels feature wide, symmetrical viewing angles between 160° to 176° with Sharp's signature Advanced Super View (ASV) technology (the 7.0-inch and 8.5-inch panels are Sharp's first in their size class to feature ASV). ASV helps eliminate color shift, gamma curve shift, and image retention. This makes the displays an especially good fit for applications such as Medical Devices and Navigation, where extremely precise images are required. These LCDs are also ideal for industrial applications such as ATMs, Multimedia, Office Automation, Point of Sale (POS), Test and Measurement, VoIP, White Goods, and many others.

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 LCD line-up. 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 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

4.3-inch WQVGA Landscape LED-backlit LCD (LQ043T3DW03)

This new 4.3-inch WQVGA 480x272 LED-backlit display adds even more choice to Sharp's 4.3-inch diagonal display portfolio. Its features include 400 nits of brightness and a high 800:1 contrast ratio for excellent color rendering and viewability, and a wide symmetrical viewing angle of 160° with Sharp's ASV technology. The panel features a long LED backlight operating life of 50,000 hours.

7.0-inch WVGA Landscape LVDS LED-backlit LCD (LQ070Y3LW01)

This 7.0-inch WVGA 800x480 LVDS LCD module is ideal for industrial applications. Its features include a wide, symmetrical viewing angle of 170° with Sharp's ASV technology, 360 nits of brightness with a high 800:1 contrast ratio. The panel features a long LED backlight operating life of 50,000 hours.

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8.5-inch WVGA Landscape LED-backlit LCD (LQ085Y3DW01)

This new 8.5-inch WVGA 800x480 display features an especially thin profile to aid in developing sleek, lightweight finished products to ease the design process. It offers a superb contrast ratio of 1000:1 plus 350 nits of brightness. Viewability is further enhanced with Sharp's ASV technology and a wide, symmetrical viewing angle of 176°.

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:

- **4.3-inch LQ043T3DW03** **\$115**
- **7.0-inch LQ070Y3LW01** **\$187**
- **8.5-inch LQ085Y3DW01** **\$216**

Sharp Customer Support

Sharp's dedicated sales and field applications engineering team supports OEM and Integration customers throughout the design cycle. This helps ensure that each product's unique features are 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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