

## PRESS RELEASE

SHARP presents its extensive TV Line-up at IFA 2016 in Berlin

**With over 50 models ranging in size from 24" to 75", 19 high-performance UHD-4K-TVs, and elegant, innovative designs, SHARP delivers an impressive lineup to the European TV market.**

**Key Facts**

- Line-up with more than 50 different models
- 6 Series: UHD for the ultimate image quality
- 5 Series: Full-HD Smart TVs
- Focus on connectivity features
- All new SHARP TVs (throughout all price ranges, 32" and up) will be equipped with Harman Kardon® sound systems

*Berlin, September 1, 2016* – At IFA in Berlin, SHARP presents a whole new TV line-up. Its high end models impress with UHD image resolution, HDR (High Dynamic Range) and screen sizes up to 75". All new SHARP TVs (32" and above), from conventional entry models without smart functions to the high-end UHD TVs, are equipped with room-filling sound systems by Harman Kardon®. A graphically and structurally optimized user interface and a new remote control have been designed to improve usability.

**Ultra HD for the best image**

Boasting four times the resolution of conventional Full HD TVs, Ultra-High Definition TVs offer superior detail and sharpness. SHARP's latest product line-up features six UHD TV series with screen sizes ranging from 43" to 75", all with elegant design. The picture processing engines ACE PRO Ultra and Advanced Color Engine PRO, used by SHARP, help to transform any source content into Ultra HD while catering for a superior image quality. SHARP's Active Motion Technology enables the best motion sharpness in any scene. The flagship CUF8772 series takes picture quality one step further: the series supports Ultra HD content with a High Dynamic Range (HDR), which can be enjoyed, for example, on Ultra-HD Blu-ray discs™. The result is breathtakingly realistic and vibrant picture quality that will display content so lifelike it will tempt you to touch your screen.

**Multiple connectivity options**

The wealth of connectivity features implemented in the six Ultra-HD series is a class of its own: the Ultra-HD capable triple tuner is ready for terrestrial, cable and satellite TV signals. Three to four HDMI™ and three USB® ports (one of them USB® 3.0) create flexibility when connecting to external sources. The

HEVC/H.265 codec support enables the playback of 4K content created with 4K camcorders, broadcasted or streamed via the Internet. And there is more: Bluetooth®, dlna®, MHL™, and Miracast™ offer wireless options to easily stream content from Smartphones, Tablets or PCs to the TV. SHARP's Smart-TV-Platform, AQUOS Net+, brings a variety of apps directly into the living room. Moreover AQUOS Net+ supports local video-on-demand (VoD) services for infinite movie nights.

#### Wide selection of Full-HD-Smart TVs (5 Series)

SHARP offers more than 20 Full HD Smart TVs featuring the Aquos Net+ Smart TV Platform. Flat screens in sizes between 32" and 65" offer a perfect match for any room. Just like the UHD models, these Full HD TVs emphasize connectivity by offering wireless connections like dlna®, MHL™, and Miracast™, along with three HDMI™ connectors, two USB® ports and a slot for SD-cards. The picture processing engine ACE PRO along with the Advanced Color Engine Pro and Active Motion guarantee best picture quality and clear motion in any scene. In acknowledgement of their outstanding design, the 6130, 6350 and 6450 series were credited with the renowned "Red Dot Award: Product Design".

#### Not every TV needs to be smart (3 Series)

For customers who do not need smart features or network playback functions, SHARP provides the CFG4040 (32", 40", 43", 49" and 55") and CFG5250 (32", 49", 43" and 49") series without a Smart-TV-platform. The Full HD TVs come equipped with three HDMI™ and two USB® ports. Like all new SHARP TVs starting at 32" and above, these models feature the Harman Kardon® sound systems.

These products will be launched starting from 1<sup>st</sup> quarter 2017.

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Link Website: [www.umc-slovakia.sk](http://www.umc-slovakia.sk)

#### **About UMC**

*Universal Media Corporation /Slovakia/ s.r.o. is one of the leaders on the European market for consumer electronics. UMC is a designer, manufacturer and distributor of several owned and licensed brands which combines high quality products with cost efficiency. In European markets (excluding Russia), Sharp's LCD TV business is operated under license to Universal Media Corporation, who use their design expertise and state-of-the-art manufacturing capabilities, combined with Sharp's rich LCD heritage, to develop, manufacture and market Sharp branded LCD TVs.*

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