

## News Release

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## SHARP Announces Release of AQUOS 8K in Japan, China, Taiwan, and Europe

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**Berlin, August 31, 2017.** SHARP Corporation announces the release of the AQUOS 8K Series of 8K-compatible TVs and monitors, a world first\*. Positioned as the core of the 8K Ecosystem, SHARP's key medium-term strategy, these products will be released in China in October, in Japan in December, in Taiwan in February 2018, and in Europe in March 2018.

### Key facts:

- World's first\* 8K-Compatible TVs and Monitors
- Closer than ever on-screen reality

8K is a revolutionary technology for ultra-high-definition images with 16 times the resolution of full-HD which could not be expressed with 4K images. It reproduces images at ultimate reality, with ultra-fine details even the naked eye cannot capture. Apart from displaying TV broadcasts and other media contents, 8K will dramatically impact many aspects of our lives: medicine, business, security, signage etc.

SHARP has been leading the industry by releasing 8K-related products in Japan. In October 2015, the company released an 85-inch 8K monitor using an 8K LCD panel, and the advanced wideband digital satellite broadcast receiver compatible with 8K ultra-high-definition (UHD) broadcasts in 2016, followed in June 2017 with the release of a 70-inch 8K monitor.



SHARP AQUOS 8K TV  
(Photo shows LC-70X500 for the Japanese market)

SHARP is eager to bring worldwide consumers the thrill of this revolutionary technology, and to this end it is releasing the world's first\* 8K TV in Japan and China, and the world's first\* 8K monitor in Taiwan and Europe.

SHARP is also complementing its 8K TVs by accelerating development of 8K broadcast receivers, 8K cameras, and other 8K products to lead the world by establishing an 8K Ecosystem.

The 8K Ecosystem is SHARP's strategy aimed at sparking innovations in society by creating the seeds of new industries centered from 8K ultra-high-definition technology.

\* As of August 31, 2017 (based on SHARP research). [8K-compatible LCD TVs] For consumer-use LCD TVs having an HDMI input port for 8K and an LCD panel with resolution required for 8K (7,680 x 4,320 pixels). The TV alone is not equipped to receive 4K/8K broadcasts via BS/110° CS digital broadcasting. [8K monitors] For consumer-use video monitors having an HDMI input port for 8K and an LCD panel with resolution required for 8K (7,680 x 4,320 pixels).

This release and press pictures can be downloaded from our website: [www.umc-slovakia.sk](http://www.umc-slovakia.sk)

**About Sharp/UMC (Universal Media Corporation)**

*S-UMC is one of the leaders in the European market for consumer electronics. UMC is a designer, manufacturer and distributor of TV-sets, combining high quality products with cost efficiency. In 2015, Sharp transferred the license for its TV business in the European market to UMC. In February of 2017, Sharp became the majority stockholder of UMC and established the company's office as the head of its European consumer business. In 2017/2018, additional devices such as smartphones, audio devices, or small domestic appliances will be added to the portfolio.*

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