

News Release



SHARP Announces Release of 70-Inch LV-70X500E AQUOS 8K

Berlin, August 17, 2017. SHARP Corporation will release the LV-70X500E AQUOS 8K 70-inch LCD monitor to European market, which employs a high-quality 8K resolution (7.680 x 4.320 pixels) LCD panel in March 2018.

Key facts:

- World's first* 8K UHD-compatible LCD monitor
- Unprecedented reality

The product has 16 times the resolution of full-HD (2K) models. Besides the ability to display 8K resolution, it makes use of technologies Sharp has developed in wide colour gamut and high brightness to offer the most impressive life-like images ever.

The LV-70X500E has an 8K input terminal (by 4 HDMI cables), as well as input terminals for 4K and 2K, allowing up-conversion of 2K and 4K images to 8K resolution.

An LED backlight system and a colour restoration circuit combine to expand the colour reproduction range, allowing viewers to enjoy a range of content in glorious, realistic colour.

Product name	8K UHD-compatible LCD monitor
Nickname	AQUOS 8K
Model name	LV-70X500E
Date of release	March 2018 (planned)

Note: Due to the 2018 release date, price and other product information are not disclosed at this timing.

Main Features

1. Employs an 8K (7.680 x 4.320 pixels) LCD panel.
2. In addition to 8K video input, 4K and 2K video input terminals allow up-conversion to 8K.
3. SHARP's wide-colour-gamut Rich Color technology gives breath-taking colour reproduction.

* As of August 31, 2017 (based on SHARP research). 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

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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