

Sharp Introduces 65V-Inch Digital HDTV the World's Largest LCD Model

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Sharp Corporation announces the introduction into the Japanese market of the LC-65GE1 AQUOS 65V-Inch Digital High-Definition LCD TV, the world's largest LCD model.

The LC-65GE1 features a full-spec high-definition LCD panel with resolution of 1,920 H x 1,080 V pixels that can precisely display digital content in Hi-Vision (high definition) format (1080i) exactly as broadcast, enabling users to enjoy beautiful, life-like, high-definition images on an impressively large screen that far surpasses other video systems, regardless of the brightness of the room. In addition to outstanding features deriving from its high-resolution, low-reflection

Advanced Super View LCD panel, the LC-65GE1 also reproduces high-speed full-motion video such as sports programs with bright, clear, easy-to-view images thanks to Sharp's QS (Quick Shoot) Technology that improves moving video responsiveness.

"V-inch" is a measure of the true size of the flat TV screen, standardizing on the length of the diagonal dimension of the actual viewing area.

Sharp has also developed a new Four-Wavelength Backlight that adds the wavelengths of "crimson" to blue, green and red for faithful reproduction of pure red colors. In addition, Sharp's High-Aperture Speaker System and highly rated 1-Bit Digital Amplifier deliver clear, natural, high-resolution sound.

This innovative LCD delivers crisp, super-black blacks with a high 800:1 contrast ratio and wide viewing angles of 170° vertically and horizontally.

The LC-65GE1 is designed with full attention to environmental considerations: power consumption is only 619 W, which is less than PDP televisions of the same 65V-inch class, and it uses materials well suited to recycling. Also, the ability to mount the LC-65GE1 on a wall even with its large screen size allows user to fully enjoy the LCD TV experience in a diverse range of living spaces.

This new AQUOS model has opened still more new doors for television in screen size, picture quality, color reproduction, environmental performance and design.

Sharp has also offered seven new AQUOS G Series models including 45V-, 37V- and 32V-inch models featuring a newly developed Four-Wavelength Backlight that faithfully reproduces pure red by adding the

wavelength of "crimson" to blue, green and red.

The announcement could force Matsushita to lower its prices for large plasma TVs. Sharp's 65V-inch TV can produce an image with resolution of 1,920 by 1,080 pixels, while Matsushita's 65-inch plasma set produces 1,366 by 768 pixels of resolution.

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