

# Sharp Develops 108V-Inch LCD TV, the World's Largest

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Sharp has successfully developed a 108V-inch LCD TV, the world's largest, and will exhibit a prototype model at the 2007 International CES to be held in Las Vegas, USA, beginning January 8.

This 108V-inch LCD screen, which measures 2,386 H by 1,344 V mm, features a Black Advanced Super View Full-Spec HD LCD Panel manufactured at Sharp's Kameyama Plant No. 2, the first plant in the world to use eighth-generation glass substrates. The success of this development means that it is now possible to produce LCD TVs in all sizes from 13V-inches to the super-large-size class, and that LCD is the predominant display device in the flat-panel television market, for which

dramatic growth is forecast in the future.

Ever since developing the world's first 14V-inch color TFT LCD in 1988, Sharp has consistently led the world in LCD TVs with larger screen sizes, introducing a 45V-inch model in 2004 and a 65V-inch model in 2005. And, along with producing larger screens, Sharp has been meeting the demand for high image quality by achieving resolution (4096 x 2160 pixel) four times higher than the current HD, the world's highest contrast ratio (1 million:1) and fast full-motion video response rate (4 msec, 120 Hz).

Consumers have so far given LCD TVs high ratings in terms of image quality, environmental performance, and design. Assuming that LCD technologies will keep evolving, Sharp is confident that LCD TVs will continue to represent a steadily increasing percentage of the flat-panel TVs sold.

Sharp is working to bring about a further evolution in LCD TVs based on its success in developing this 108V-inch LCD TV and, as the world's leading manufacturer of LCD TVs, will continue to develop state-of-the-art products.

Source: Sharp

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