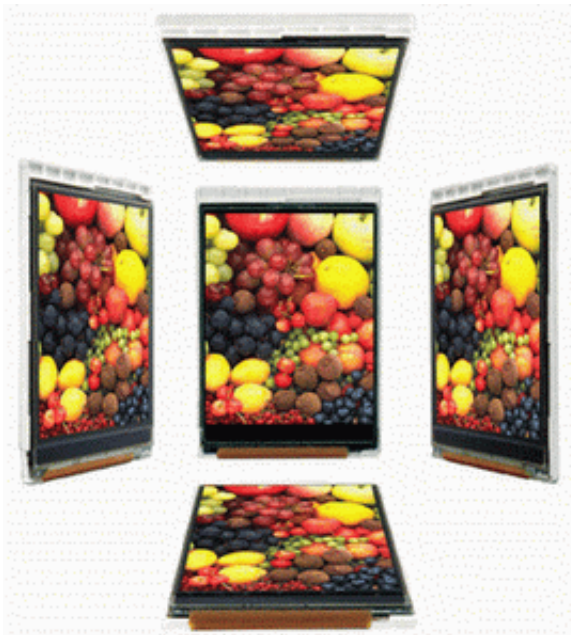


Sharp Develops New Mobile Advanced Super View LCD

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Sharp has succeeded in developing a new LCD for mobile equipment such as mobile phones. The new LCD features the industry's highest contrast ratio of 2,000:1, a wide viewing angle of 176 degrees that is top class in the industry, and a high-speed response time of 8 ms.

One-Seg-compatible mobile phones are capable of receiving terrestrial digital TV broadcasts. The total number of shipments of such phones is expected to surpass 10 million in Japan this summer. Because similar

broadcasting service has already started in Europe and the US, world demand for mobile phones able to receive digital TV broadcasting is expected to increase.

By fusing proprietary, high-resolution liquid-crystal-system technology with high-quality display technology cultivated through the development of AQUOS LCD TVs, Sharp has developed a new LCD for mobile equipment that boasts the industry's highest contrast ratio, a wide viewing angle that is top class in the industry, and image quality nearly as high as that of LCD TVs. The new LCD allows users to see clearer, more colorful images than can be seen on conventional mobile equipment.

This autumn, Sharp is scheduled to make a sample shipment of the new LCDs for One-Seg-compatible mobile phones. Sharp will then use the new LCDs to expand its lineup of mobile phones and to further develop the application of these new LCDs in digital cameras.

Source: Sharp

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