

# Sharp to Introduce World's Largest 108-Inch LCD Monitor for Commercial Applications

June 13 2008

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Sharp Corporation will introduce into the Japanese market a 108V-inch LCD monitor, the world's largest, for business and commercial applications.

This monitor will be delivered to the Shinjuku Piccadilly cinema complex, one of Tokyo's premier multiplex movie theaters, which is set to open July 19, 2008. In the future, Sharp will accept orders for this model and plans to expand sales to the global marketplace.

This unit features a widescreen 108V-inch Advanced Super View LCD panel, the maximum size that a single 8th-generation glass substrate

(2,160 x 2,460 mm) manufactured at Kameyama Plant No. 2 can yield. The large display area is nearly equivalent in size to two tatami mats (approx. 3.2 m<sup>2</sup>; 1,920 H x 1,080 V pixels) and can convey images to many people in wide interior spaces.

Plus, a rich assortment of inputs, including HDMI and DVI-I connectors, provides greater connectivity with a wide variety of equipment and devices, and a fan-less design that minimizes noise and intake of dust from outside air further improves its level of technical sophistication as a commercial display.

The Shinjuku Piccadilly, where this monitor will be installed, will be one of Tokyo's premiere multiplex cinemas, and is being built under the concept of a "pure-white theater" with a predominant design theme of brilliant, immaculate "white." The entrance lobby features a huge open-ceiling foyer extending from the 1st floor through to the 3rd floor, and this 108V-inch LCD monitor will be set up in the center of the third-floor main lobby facing this open foyer.

This setting will take maximum advantage of the LCD, including wide viewing angles and high contrast even in bright locations. This impressive monitor will be showing vivid, vibrant video images such as movie trailers and advertising movie in the bright lobby befitting the name "pure-white theater" where exterior light streams in through large windows.

Source: Sharp

Citation: Sharp to Introduce World's Largest 108-Inch LCD Monitor for Commercial Applications (2008, June 13) retrieved 6 May 2024 from <https://phys.org/news/2008-06-sharp-world-largest-inch-lcd.html>

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