

# Sharp presents 4096 x 2160 consumer LCD TV screen

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In a high definition world, 1080p has been the latest standard for LCD screens. All of that is quickly changing thanks to Sharp Corporation's newest LCD prototype that boasts a whopping four-times higher resolution display than the standard full HD.

With a resolution of 4096 x 2160, the 64-inch display was designed to meet the changing needs of the motion picture industry. Studios are changing from film to digital media, so it makes sense for resolutions to change, also.

A company spokesperson says this is the first time an LCD has been produced with a resolution this high. The previous version, unveiled last year in Yokohama, Japan, measured only 56 inches with a lower resolution of 3840p x 2160p.

The prototype was on display this week at the CEATEC expo in Chiba, Japan.

Back in January, Panasonic presented a 150-inch, 11 feet-wide, 4,096 x 2,160 resolution plasma TV at the [Consumer Electronics Show](#). Though it's creation, much like Sharp's latest consumer LCD, remain concept designs that won't soon be found in stores.

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