

Sharp unveils TV positioned between HD and 4K

January 6 2014, by Ryan Nakashima

Japanese electronics maker Sharp is bridging the gap between expensive 4K TVs and HD versions with an in-between solution that's also priced in the middle.

Its new Quattron+ technology doubles the vertical resolution of a high-definition set by chopping the existing pixels in half. Meanwhile, it uses a [mathematical formula](#) to double the horizontal resolution for everything but certain parts of an image.

According to Sharp, that gives its Quattron+ televisions 16 million subpixels, versus 8 million for its Quattron line and 6 million for HD. It's a middle ground before stepping up to a 4K TV, also known as "ultra HD," which has 24 million subpixels.

Quattron+ TVs can receive 4K signals. A 70-inch model is expected to retail for about \$3,200.

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Citation: Sharp unveils TV positioned between HD and 4K (2014, January 6) retrieved 26 April 2024 from <https://phys.org/news/2014-01-sharp-unveils-tv-positioned-hd.html>

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