

For Immediate release
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LATEST SHARP LCD TV BOASTS NEW DIGITAL CAPABILITY

Sharp has announced the release of the new highly sophisticated LC32AX3X 81cm (32") LCD television. This stylish new LCD boasts the state of the art technology that has earned Sharp its international reputation as the home entertainment innovator.

Along with all the standard Sharp LCD features the LC32AX3X includes a HDMI Terminal for straightforward 'digital to digital' connection to a range of audio visual equipment. It also has a new and contemporary design featuring 'two tone' titanium and black flat design complete with modern 'tilt & swivel' stand.

Sharp's standard features on the LC32AX3X include Advanced Super View and Black TFT, high resolution 16:9 Panel (1366 x768 pixels) combined with digital amplifier delivering high power audio output and 10W & 10W per channel.

Excellence in picture quality is guaranteed thanks to technological advances like High Brightness (450cd/m2) and High Contrast (800:1) with a viewing angle of 170 degrees horizontally and 170 degrees vertically, providing a perfect view from all areas of the entertainment room.

The LC32AX3X's multi function terminals besides the HDMI terminal include two component, three audio visual 'in', one audio visual 'out' and headphones capability. Other features include built in TELETEXT Circuit, Picture, Text function and Advanced Optical Picture Control (OPC).

Deputy Managing Director of Sharp Corporation of Australia, Denis Kerr, said the LC32AX3X's HDMI digital to digital terminal brings a new dimension to Sharp's LCD technology.

"Combined audio and video interface means one cable and easy connectability with superior quality of sound and image. Sharp are proud to release the LC32AX3X which combines ease of use and outstanding picture quality," said Kerr.

The Sharp LC32AX3X is available from 23 February for a RRP of \$3,299.

For further information on this and other Sharp products, visit www.sharp.net.au, or call 1300 135 530.

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