

WHICH GLOBAL COMPANY IS PUTTING THE ENVIRONMENT UP IN LIGHTS IN SYDNEY?

On July 14, 2006, Sharp Corporation switched on the most eco-friendly illuminated advertising sign ever built in Australia.

Situated on top of a landmark building in Lavender Street North Sydney and at 18m long x 3 m high, the new sign is illuminated using the latest, energy efficient LED (Light Emitting Diode) technology.

In comparison to standard neon signs, LED uses 65% less energy, is totally silent, requires less maintenance and does not require neon gas disposal when replaced.

Deputy Managing Director of Sharp Corporation of Australia, Denis Kerr says the new LED sign is another example of Sharp's commitment to its 'Super Green Strategy', which aims to eliminate wasted energy and actions through its products, technologies and factories. This commitment extends as far as Sharp's new LCD factory in Kameyama, Japan which is powered by solar technology.

"All these energy reducing and eco friendly attributes reflect Sharp's global positioning of reducing green house gases and working towards more environmentally friendly outcomes", said Mr Kerr

The new sign also reflects Sharp re-emergence in Australia as a dominant force in specialist markets such as LCD television, where Sharp is a market leader as well as high end colour photo copiers and printers, microwave ovens, fax machines, mobile phones and recently released refrigerators.

The Sharp sign is returning to its previous premium harbour position it occupied for 25 years on the newly converted Mirvac apartment building.

ENDS

For further information please contact Belinda Worsley at Bay Street
Mediaworks on
02 9212 4335 or belinda@baystmediaworks.com.au