

**Media Release
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SHARP RELEASES WORLD-FIRST LCD TECHNOLOGY

Featuring truly ground-breaking technology, Sharp Corporation has released its new **G-Series AQUOS LCD TVs**, including the **world's first true 1080i high definition LCD** with a resolution which has to be seen to be believed.

Featuring bottom or side speakers, **1-Bit technology** and built-in **PC card** function, the new G-Series boasts a **new 45-inch (114.3 cms) model** for the ultimate in home television or DVD viewing. The **LC45G1X** features a new-generation LCD panel with an amazing pixel resolution of **6.22 million dots**, compared to 3.15 million dots on standard plasma TVs.

Deputy Managing Director of Sharp Corporation of Australia, Denis Kerr, said Sharp has once again released a world-first technology.

"All our new G-Series of LCD TVs boast the highest resolution screens in the LCD market today. Not even the world's largest current plasma screen has such high resolution as our new 45 inch (114.3 cms) model," Mr Kerr said.

With a 1920 x 1080 pixel HD panel in the 45-inch (114.3 cms) model, and 1366 x 768 pixel wide screen panel for the 37 (94cms), 32 (81.3cms) and 26-inch (66cms) models, the Sharp AQUOS LCD clarity is leading the way in LCD TV technology.

The standard Advanced Superview **Black TFT** LCD panel reduces glare caused by indoor lights and sunlight, and enhances black detail for a viewing experience like no other. The high brightness of **450cd/m2 and the amazing 800:1 contrast** makes for perfect viewing under bright lights or in a darkened room.

The G-Series features Sharp's standard **Quick Shoot technology**, which minimises lagging in the picture for perfect high-speed motion in an amazing 16 millisecond response time. All models feature a high-performance colour filter for true-to-life colours. The digital signal processing functions are also combined in a single digital processing chip for faster and cleaner pictures.

Sharp's advanced **1-Bit digital audio technology is standard on all G-Series LCDs**, sampling the signal up to **64 times faster than CD** for a truly pure digital sound experience. **Virtual Dolby Surround Sound** technology features in all the G-Series, providing high quality sound.

But Sharp technology extends beyond the best in its class for picture and sound quality. The G-Series also have space-saving bodies and the best weights in their class. The 26-inch (66cms) model weighs only 18kgs and the 45-inch (114.3 cms) model weighs only 31kgs.

For the computer buffs, the G-Series features a built-in PC connectivity and PC card function in all models to record and playback MPEG4 video and display still JPEG pictures.

The new models also come with all the usual high-quality Sharp features including 170 degree viewing angles, picture and picture, and picture and text functions, teletext, power save mode, 60,000 hours of backlight life and three-year warranty.

Sharp's dedication to minimising the impact on the environment is also apparent in the new G-Series. All AQUOS LCD televisions, despite impressive screen sizes, consume up to 32 per cent less power than comparable plasma televisions.

Sharp uses non-halogen resin in all cabinets and lead-free solder in circuit boards to create less of an impact on the environment. Even the electrical cords are free of vinyl chloride.

This also extends to the use of recycled products in manufacturing. The base stands of AQUOS LCDs are constructed from a resin which is made from 20 per cent recycled material. All Sharp packaging consists of cardboard and moulded pulp made from 100 per cent recycled paper.

(Bottom speaker models)	Available	RRP
LC45G1X (114.3cms)	October	\$16,499
LC37G1X (94cms)	now	\$9,999
LC32G1XSYS (81.3cms)	now	\$6,599
LC26GA3X (66cms)	now	\$5,499
(Side speaker models)		
LC37G2X (94 cms)	now	\$9,999
LC32G2XSYS (81.3cms)	now	\$6,599
LC26GA4X (66cms)	now	\$5,499

For stockists details, visit www.sharp.net.au or call 1300 135 530.

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