



Sharp launches the world's first integrated LED TV with Blu-ray Player

Sharp Corporation of Australia has launched the world's first LED backlight LCD TV with an integrated Blu-ray player, the AQUOS LC-40LB700X.

Consumers can experience a new TV entertainment lifestyle experience by using a single remote to watch TV and also play Blu-ray, DVD and CD discs. Complicated connecting cables are unnecessary thanks to the all-in-one design and the single remote control achieves a new level of simplicity and ease of operation.

Set in a piano black finish, a new world of superb images is achieved with the AQUOS LED System, Sharp's latest and most advanced technology. The integration of an X-Gen Panel with advanced pixel control and Ultra Brilliant LEDs for enhanced effect provides crystal clear and crisp images and a superior level of picture quality and brightness.

The integrated Blu-ray player features BD LIVE™ to access additional content via an internet connection and a USB terminal for added local storage. High definition audio is achieved with spectacular sound reproduction thanks to 5.1 Dolby TrueHD, Dolby Digital Plus, DTS-HD Master Audio and DTS-HD high resolution audio output.

Better for the environment as well as the eye, the new LED LCD TV delivers an energy efficient, eco-friendly performance with an impressive reduction in energy consumption compared to conventional LCD TVs. The LED backlight technology delivers a low power consumption of 139W, producing less heat generation and boasting a backlight life of 100,000 hours and a six-star energy rating.

With an ultra high dynamic contrast ratio, the LC-40LB700X features unprecedented degrees of black and images that project incredible depth. Using Sharp's new X-Gen Panel with advanced pixel control, light leakage is minimised and more light is allowed to pass through for higher peak brightness. Superb image quality and excellent colour reproduction is also generated by a 1080/24P signal used for reproducing film frame rates as experienced in the cinema. Fine Motion Advanced Technology for 100/120Hz frame rate conversion and a fast pixel response time of 4ms, provide the ultimate screen for high-definition viewing to ensure viewers never miss a detail.

The excellent picture is matched by clear theatre-like sound that is produced by SRS TruSurroundHD™ and Bass Enhancer, acoustically enhancing listening enjoyment with clear, life-like sound.

The LC-40LB700X has a selection of connection options including HDMI x 3, AV-In x 3, Component x 2, S-Video In, PC In, RS-232C as well as AV, Optical Audio and headphone out terminals. The Blu-ray drive terminals include 1 x Ethernet network connector and BD storage/service: USB 2.0.

Additionally the HDMI and AQUOS Link feature allows users to seamlessly control compatible HDMI connected products using a single remote control. Other features include an inbuilt digital tuner and Teletext and Freeview compatibility.

Sharp, always at the forefront of the flat-panel TV industry with AQUOS, now offers a unique product that incorporates the best in image and sound quality, design and environmental performance to provide consumers with an all-encompassing entertainment experience.

The LC-40LB700X is available now in a 40 inch model at RRP \$3,299. For further product information and full specifications visit www.sharp.net.au or call 1300 135 530.

-ENDS-

For further information and images contact Melanie Micallef, AdPartners PR on (02) 9212 4335 or melanie@adpar.com.au