

ISE SHOW CONTENT: Embargoed until 7 February 2017, 10am CET

SHARP TO 'POSITIVELY DISRUPT' AT ISE

Sharp shows an ambitious new product roadmap on stand 12/E76

At Integrated Systems Europe (ISE), Sharp's first major European exhibition since its alliance with Foxconn, Sharp shows a transformed product line-up. This includes six new product categories, the launch of a new digital signage solution platform, the *Sharp Open Architecture Platform*, and an OPS (Open Pluggable Specification) format designed with Intel.

Hardware highlights include a 70" video wall display, the largest commercially available, the company's first interactive display for huddle spaces and an interactive display range with direct bonding technology. Also on stand, Sharp is showing an R&D sample of a semi-transparent Field Sequential Display (FSD) prototype.

Sid Stanley, General Manager, Visual Solutions said: "To be considered a significant vendor, we know that we need to earn market share with a broad and comprehensive product range. This is why we are investing in some mainstream areas like signage, but also in innovative and new solutions like large form factor video walls and huddle displays. Thanks to the partnership with Foxconn, we are now better positioned to do this and to offer a different choice to the market, giving resellers and integrators another vendor partnership option."

Interactive displays

Half of Sharp's stand is dedicated to interactive products for the boardroom and classroom, including new 70" and 80" BIG PAD displays (PN-70SC5 and PN-80SC5), which include 'direct bonding' for a better viewing and touch experience. Enhanced features will give users better control of their presentations and more options for collaboration and interactivity.

Sharp also launches its first 40-inch BIG PAD interactive display for small, huddle meetings and interactive signage applications. The PN-40TC1 40" touchscreen display features P-CAP capacitive touch, and offers many benefits of Sharp's larger BIG PADs at a smaller size, making it easier for small groups to share ideas and work together.

All of Sharp's BIG PAD displays promise Sharp's 'Pen-on-Paper' user experience, which means that writing on a display feels as normal and natural as writing on paper. This is delivered through a combination of hardware features and software packages that ensure technology is not a barrier, but an enabler, to productive meetings and collaboration.

Digital signage

Sharp is transforming its digital signage portfolio with new hardware, software and partnerships with third party software providers.

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In terms of monitor hardware, Sharp is showing the next generation of its PN-R and PN-U range of high-brightness displays, the PN-Y range of 'plug and play' displays with an embedded USB media player and PN-Q, a new range of affordable large-size displays. Ideal for meeting rooms and other commercial signage applications, the PN-Q series is available from 60" to 90".

In terms of software Sharp offers its own free of charge signage software, Sharp Digital Signage Software as default on its new System on Chip (SoC) displays and has also opened its SoC platform for Android™ to software vendors. *Sharp Open Architecture Platform* combines Sharp's high quality hardware, an SoC environment for Android and a choice of proprietary or third-party software players for retail or corporate signage. Sharp announces that it has already partnered with software companies CityMeo, Grassfish, Videro, and easyscreen.

Sharp's three new display ranges offer flexible connectivity options. These include embedded SoC (capable of handling 4K content) with Sharp's Digital Signage Software or an integrated USB Media Player with Sharp's new Content Distributor software, or a Mini OPS (Open Pluggable Specification) expansion slot to flexibly expand the range of user applications.

Developed with Intel, Mini OPS is a modern, smaller format of OPS. Three types of Mini OPS modules will be introduced at ISE (PC, Wireless, and HDBaseT) to give users more display and interactivity options. The compact Mini OPS modules are easy to install, use and maintain, and the future-proof high-speed connectors support the transmission of 4K content.

Video wall

Building on a strong offering in the video wall market, Sharp will launch a new 70" model, which is the world's largest commercially available video wall display. The PN-V701 combines Sharp's unique UV2A technology and Advanced UCCT (Uniform Colour Calibration Technology) with ultra slim but robust bezels to ensure a consistent, high quality image across the entire video wall with minimal picture interruption and easy image maintenance.

Future-gazing technology

Sharp will show a semi-transparent 17-inch Field Sequential Display panel on its stand. This is a prototype device being developed in Japan that has the potential to be used in a wide range of applications, from digital signage to entertainment devices. This highly power-efficient technology is entirely different to other displays available today as it uses a high frequency sequential RGBW colouring system.

Sharp is constantly developing and evaluating prototype displays across a range of technologies and Field Sequential Display is only one of area of research and development.

For more information about Sharp's Visual Solutions products and solutions, visit www.sharp.fi



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About Sharp Information Systems Europe

Sharp Information Systems Europe (SISE) is a division of Sharp Electronics Europe, which offers a comprehensive portfolio of award-winning document management and display solutions to help organisations transform the way they engage with information. Sharp's industry-leading MFPs and large production systems sit at the heart of integrated applications for digital transformation, while display solutions include video walls for immersive entertainment, digital signage and innovative interactive touchscreens for engaging presentations. Through its sales and support service Sharp helps its customers create, manage, visualise and share information, inspiring ideas from technology. For further information, please visit www.sharp.eu

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