



SHARP INTRODUCES NEXT GENERATION DLP™ FRONT PROJECTORS WITH EXCEPTIONAL LEVELS OF COLOR AND BRIGHTNESS AT CES 2004

LAS VEGAS, NV, January 8, 2004 -- Building on its tradition of creating stylish and technologically cutting-edge home theaters, Sharp Electronics Corporation has introduced a brand-new generation in home theater entertainment, the SharpVision® XV-Z12000 high definition Digital Light Processing (DLP™) front projector. This sleek-bodied, whisper-quiet product takes home movie projection to a new level of viewing enjoyment with even higher contrast and brightness levels, for the clearest, crispest, truest-color images available today. The XV-Z12000 creates a cinematic experience anywhere consumers can imagine, transforming any family or media room into the ultimate high-tech home theater.

Sharp is also unveiling two new portable DLP™ front projectors, the SharpVision XV-Z200U and the Sharp DT-300. Weighing just over nine pounds each, these portable DLP™ projectors can easily be moved from room to room for an instant theater anywhere in the home. The first truly widescreen portable projectors are outfitted with Matterhorn DMD technology from Texas Instruments and a lens feature that can be adjusted to project an image from almost anywhere in the room on the screen, delivering a quick and simple set-up. These new projectors allow consumers without a dedicated "media room" to watch TV, DVDs or play computer games on a big screen and then pack it all up and put it away, saving space and avoiding clutter.

"Sharp is a market leader in consumer front projection products, and we pride ourselves on consistently delivering technologically superior products with enhanced features and functionality," said Bob Scaglione, Vice President of Marketing, Consumer Electronics Group, Sharp. "We recognize that a modern, stylish home theater set-up is important, both to home theater enthusiasts with spaces as well as first-time buyers who need to make the most out of every room. Our new DLP front projectors meet both of these needs."

SharpVision XV-Z12000

Designed to provide the home theater enthusiast with the best features available in home front projection, the SharpVision XV-Z12000 is best used in its own designated space. Using the Mustang/HD2+ DLP™ technology from Texas Instruments and Sharp's proprietary Computer & Video Integrated Composer (CV-IC) System II technology, the XV-Z12000 is a 16:9 high definition projector that boasts an unprecedented 5500:1 contrast ratio (in high contrast mode) and 900 ANSI Lumen brightness (in high brightness mode). A newly-designed optical engine co-developed with Minolta Corporation reduces the exposure down to F8 which helps produce clearer blacks as compared to conventional projectors. Also adding to the amazing contrast ratio are a new seven-segment 5x-speed color wheel and 10-bit color processing, which bring out better color purity and minimize the noise in dark scenes. Also new is the three position powered iris control that gives the consumer much more control over the contrast and brightness levels by providing three setting options, all available at the touch of a button right on the remote control.

The XV-Z12000 has a native resolution of 1280 x 720 pixels for true 16:9 widescreen movie viewing and a DVI-1/HDPC (High Definition Content Protection) terminal. The true 720p high-resolution images are fully compatible with all HDTV signals, making this the perfect movie-viewing vehicle for today as well as the future. Additional features include a "film tone" mode for reproducing a film-like atmosphere, 1:1.35 manual zoom and a lens shift function for flexible installation, 61-step color temperature adjustment, six-position Picture Setting memory function and customizable RGB Gamma Adjustment functions,

all combining to provide consumers with cinema-quality widescreen viewing in their own home.

SharpVision XV-Z200U and Sharp DT-300

The XV-Z200U and DT-300 provide consumers with a compact, lightweight product that will easily fit on a shelf, cabinet or small side table. Great for watching sports, movies, TV and even playing video games, these projectors provide high resolution DLP™ projection anywhere consumers want it, without taking up a lot of space. Both products are enhanced definition, are outfitted with a 16:9 chip, and have a native true widescreen resolution of 1024 x 576. Using the Matterhorn DLP™ technology from Texas Instruments, upgraded features include an extremely high contrast ratio of 2000:1 as well 700 ANSI Lumen brightness, for brilliant clarity and a superior image. The six-segment 5x-speed color wheel achieves flicker-less, high-grade video. The increased life of the lamp measures 4,000 hours, and the low fan noise of 30 dBA (in Eco mode) ensures that a film's dialogue and special effects are the only sounds that movie-watching guests will hear.

The projectors' lenses distinguish one model from the other. The SharpVision XV-Z200U is targeted toward a more experienced home theater consumer since its 1.2x zoom lens delivers a longer throw distance, which lends itself better to a larger room or even ceiling mounting. The Sharp DT-300 is targeted toward a first-time projection user since its short-throw 1.2x zoom lens is more suitable for use in a smaller room, perched on a small side or coffee table. Both projectors are outfitted with optical lens shift function as well as 2D keystone correction in the lens, which enables easy and flexible installation because content can be projected from the unit at both vertical and horizontal angles. Whether consumers choose to use the included swivel stand or optional ceiling mount bracket, these portable projectors truly create home theater for a wide array of consumers. End table stands and portable and fixed-mount screens are also available for even more flexibility.

The XV-Z12000 is available for a Manufacturer's Suggested Retail Price (MSRP) of \$11,999.95. The XV-Z200U will be available in January for an MSRP of \$4,499.95, and the DT-300 will be available in January for an MSRP of \$4,299.95.

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