



### Sharp sets the benchmark for Freeview technology

The wait is finally over. Leading electronics company Sharp has announced their new premium AQUOS D84X series which features the highly anticipated built-in Freeview|HD™ digital receivers.

Sharp is one of the first television manufacturers to offer a TV with an accredited Freeview|HD™ built-in receiver in New Zealand and the first to incorporate this with the advantage of 100HZ technology and an ultra slim bezel – a trademark of Sharp's ultra slimline design.

Sharp's LC-46D84X and the LC-52D84X LCD screens boast full 1080p High Definition and 100 HZ Fine Motion Advanced technology which effectively doubles the frame rate for fast-motion image processing. It also features the advanced optical picture control (OPC) which automatically adjusts the screen luminance according to room brightness.

Freeview General Manager, Steve Browning, says that the new Aquos D84X series "is a significant achievement. Sharp have worked closely with us to deliver a product to the highest specifications and as a result, have shown their confidence in the growing popularity of free digital television and radio that Freeview provides New Zealanders."

The built in Freeview|HD™ digital receiver allows you to access channels available on Freeview|HD™ through your UHF TV aerial wherever Freeview|HD™ coverage is available. This will save you the hassle when it comes to TV installation or set up as you don't have to purchase a separate digital receiver.

Jan Nicol, Managing Director of Sharp is confident that this new innovation will be well received by the New Zealand public. "By incorporating a built in Freeview|HD™ digital receiver, users can simply plug in their UHF aerial to receive Freeview|HD™. We are really excited about this innovation and the wealth of benefits that this technology has to offer." Says Nicol.

With an environmentally conscious design in mind, the Sharp AQUOS D84X TVs is made with eco-oriented materials, reduces power consumption and features a long-life backlight.

Sharp's new AQUOS D84X LCD TVs also features a 16:9 full-HD panel (1,920 x 1,080 pixels), which aims to deliver high resolution with the same quality as the 1080p picture signal format of high-definition broadcasting with real-life colour.

These features allow you to enjoy the latest High Definition sources whilst also future proofing you for any HD technology advancements. It also has wide viewing angles (176 degrees) so users can view the television from almost anywhere in the room.

With less cable clutter and no fuss installation, the new AQUOS D84X series sets the standard for Freeview technology and is one of the most versatile televisions available.

The AQUOS D84X series is available in 46" and 52" screen sizes and is covered by Sharp's three year warranty.

RRP: 46" \$5,999.99

RRP 52" \$8,499.99

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**Prepared on behalf of Sharp by Goode PR, Auckland.**  
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Note to editors

Since Sharp's founding in 1912, Sharp Corporation is one of the world's leading suppliers of consumer electronics goods and has worked to be an innovator of products and services. Sharp aims to become a one-of-a kind company that creates 21<sup>st</sup> century lifestyles with electronics technology. Sharp Corporation was established in New Zealand in 1968.

Sharp employs a Super Green Strategy, with the vision of becoming an environmentally advanced company and is taking environmentally conscious action in all business activities to achieve this goal. Sharp's premium model utilises Japanese-made LCD panels from Sharp's Kameyama Plant.