

# SHARP

# AQUOS



European LCD TV Lineup

# AQUOS — The apex of flat-panel TVs



LC-52HD1

# There's more to see.

Remember the first time you saw TV? It was awesome. Awe-inspiring.

Your eyes bulged with curiosity as you watched every colourful, soulful, funny, provocative and bizarre image that crossed the screen.

It moved you. Made you think. Helped you understand. You saw television, and right there and then you connected with the world.

You were hooked. You needed to see more. Oh, and there's more to see, all right.

At Sharp, we believe that there is always more to see in the world, and that wide-eyed wonderment should come every time you turn on the television, not just the first time. This is the philosophy and ethos that's built into every AQUOS Liquid Crystal television we make.

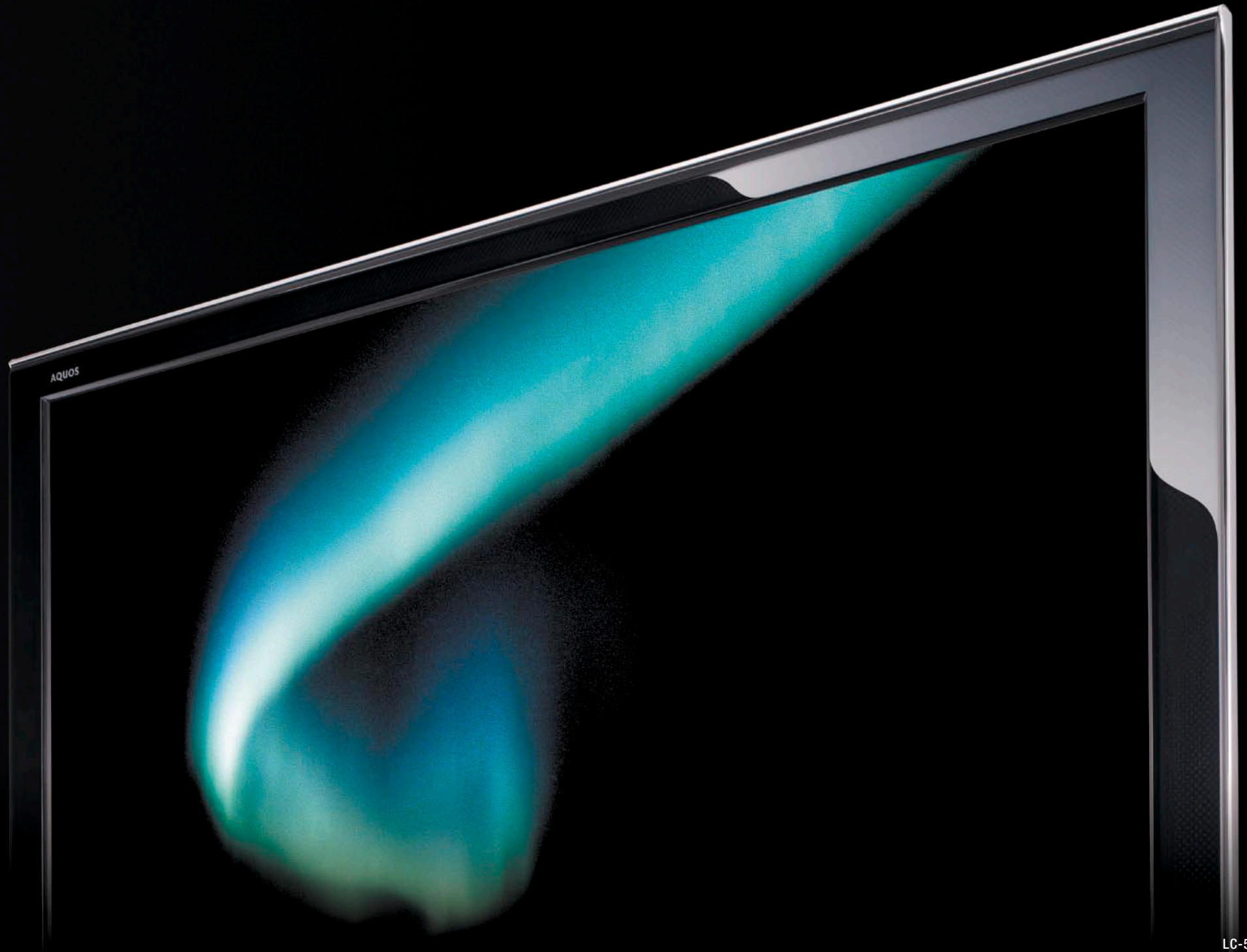
By enhancing your experience with colour, detail, and sound on an AQUOS, you are opening yourself up to an enhanced understanding of the world around you. More clarity. More feelings. More information. More laughter. More everything. Look around.

There really is always more to see.



AQUOS provides contentment wherever it is placed.





AQUOS

LC-52HD1

The AQUOS design is as stylish as a work of art.



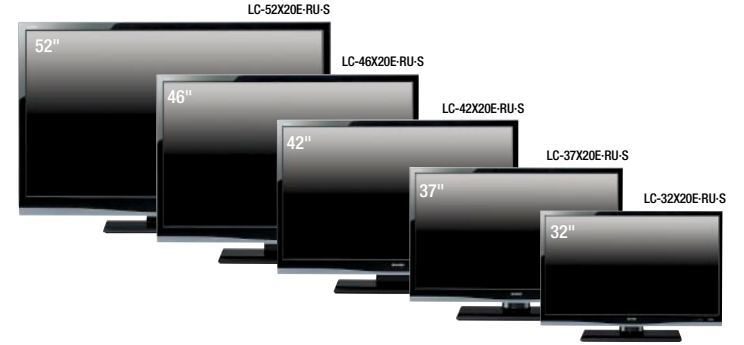
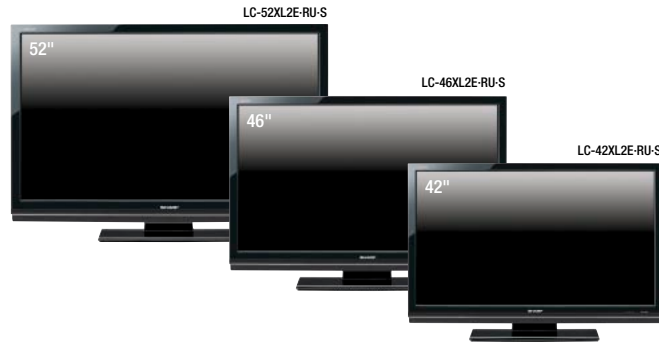
# SHARP LCD TV Lineup

## AQUOS Premium



LC-52HD1E: EISA TV award received for time shift TV.

## AQUOS Slim-Line Design



### HD1 Series



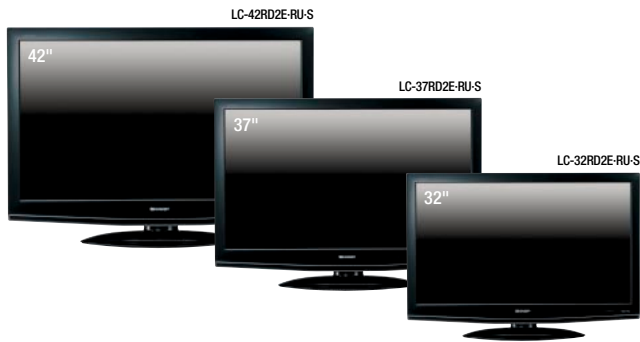
### XL2 Series



### X20 Series



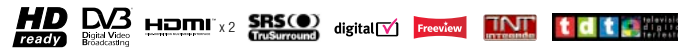
## AQUOS WXGA



### RD2 Series



### WD1/WT1 Series





# AQUOS Full HD

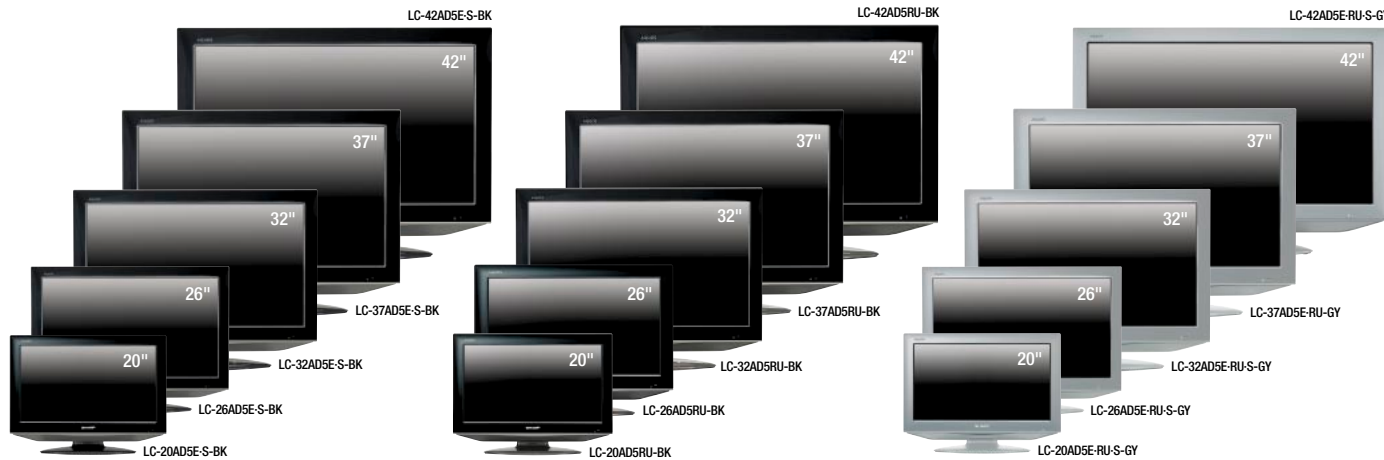


## XL1 Series



Model Series	Screen Size	Panel	100Hz	HD Tuner	DVB-T Tuner	Analogue Tuner	HDMI	RGB Plus	Dejuddering
<b>AQUOS Premium</b>									
HD1	52"/46"	Full-HD (1,920 x 1,080)	●	●	x 2 (DVB-T, S, C)	●	x 2	● (Multi-wavelength)	● (SD)
<b>AQUOS Slim-Line Design</b>									
XL2	52"/46"/42"	Full-HD	●	—	●	●	x 3	●	● (HD/SD)
X20	52"/46"/42"/37"/32"	(1,920 x 1,080)	—	—	●	●	x 3	●	● (HD/SD)
<b>AQUOS Full HD</b>									
XL1	52"/46"	Full-HD (1,920 x 1,080)	●	—	●	●	x 2	●	● (SD)
<b>AQUOS WXGA</b>									
RD2	42"/37"/32"	HD (WXGA) (1,366 x 768)	●	—	●	●	x 2	—	● (HD/SD)
WD1/WT1	42"/37"/32"		—	—	●	●	x 2	—	● (SD)
AD5	42"/37"/32"/26"/20"		—	—	●	●	x 2 (20": x 1)	—	—
<b>AQUOS Personal</b>									
A1	19"	HD (WXGA) (1,366 x 768)	—	—	—	●	x 1	—	—
SD5/D2	20"	VGA	—	—	●	●	—	—	—
S5/V1	20"	(640 x 480)	—	—	—	●	—	—	—

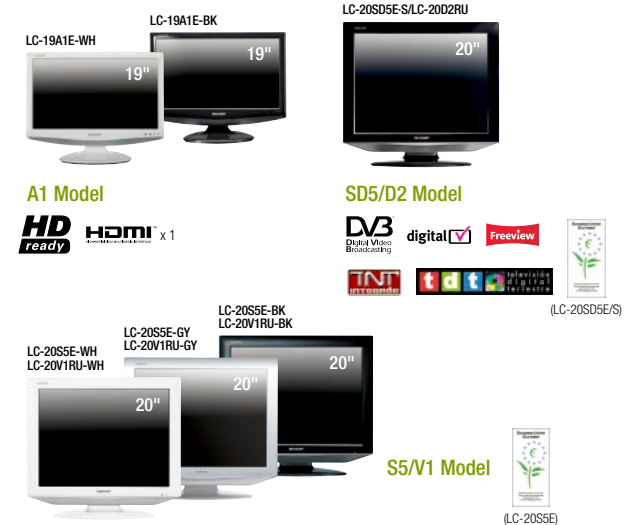
● Product design may be subject to change without prior notice.



## AD5 Series



# AQUOS Personal



## A1 Model



## SD5/D2 Model



## S5/V1 Model





AQUOS

SHARP

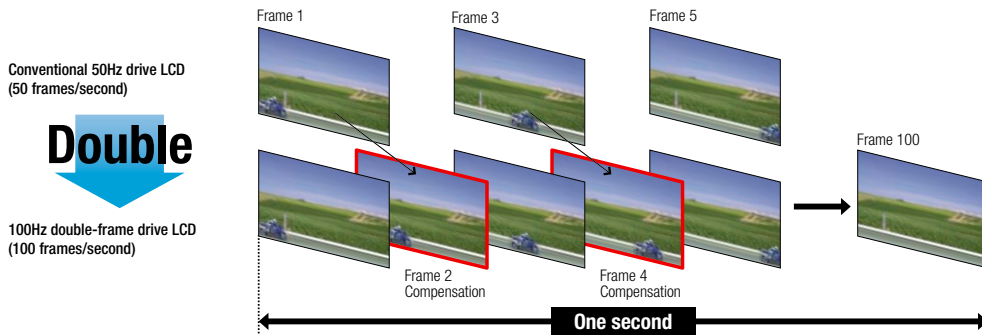
LC-52XL2

# One second on an AQUOS produces one hundred pictures to deliver smooth and precise motion.



## 100Hz Double-Frame Drive

New AQUOS models use 100Hz double-frame drive technology developed from Sharp's highly advanced LCD technology. This provides a picture with 100 frames per second (double the conventional 50 frames per second) by supplementing the picture from the preceding and following scenes using Sharp's unique algorithm. The result is the world's first 100Hz double-frame drive on full high-definition LCD TVs. Also, the technology coupled with the new Advanced Super View LCD developed for high-speed moving images provides smooth and clear pictures for quickly moving sports scenes and clear lettering in moving captions without motion blur. (HD1, XL2, XL1 and RD2 series)



Examples with motion blur



AQUOS w

100Hz double-frame drive picture without motion blur



AQUOS w

## Full-HD Panel

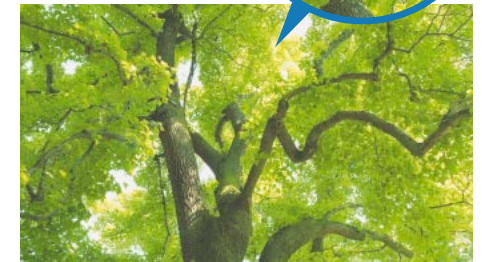
AQUOS uses a 16:9 full-HD panel (1,920 x 1,080 pixels) to deliver high resolution with the same quality as the 1080p/1080i picture signal format of high-definition broadcasting and Blu-ray Discs. With twice the image information of standard high-definition panels (1,366 x 768 pixels), AQUOS provides dynamic entertainment with outstanding detail and precision. (HD1, XL2, XL1 and X20 series)

Standard panels deliver only about 50% of the image information



Standard panel

Full-HD panels deliver high-resolution pictures with twice the precision.



Full-HD panel

\* The pictures in comparisons are simulated images only for the purpose of explaining features.



LC-52HD1

# With colours faithfully reproduced and high contrast, you will clearly see the difference between dusk and dawn on an AQUOS.

## PURE BLACK PANEL

### Dynamic Contrast

The latest LCD technology achieves a high contrast ratio of 15,000:1 (HD1 series). This enhances clarity and expressiveness of black colours, providing more realistic pictures with fine gradations for movies and other video content. It also delivers a 3,000:1 panel contrast (HD1 series), which enables the panel to produce blacker blacks and vivid colours even in brightly lit living rooms to a degree possible only with LCD. (XL2, X20 and XL1 series: 10,000:1 dynamic contrast and 2,000:1 panel contrast)



Images with poor contrast



Crisp and clear AQUOS image

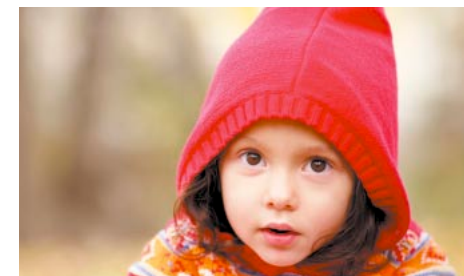


### RGB Plus and RGB Plus Multi-Wavelength Backlight

RGB Plus enables expression of pure red with the addition of crimson red to the three conventional colour wavelengths (blue, green and red). Diversifying the red wavelength enables expression of deep colouring such as for wine red and it also enables reproduction of neutral colours such as translucent clear natural skin or healthy skin. The RGB Plus multi-wavelength backlight achieves a wider range of colour reproductivity, enhancing deep colour expression for crimson red and green to reproduce fine colour nuances and natural gradations. (RGB Plus Multi-Wavelength Backlight: HD1 Series) (RGB Plus: XL2, XL1 and X20 Series)



Example of narrow colour reproductivity range



RGB plus multi-wavelength backlight

## Highlights of AQUOS Technology



**HD Ready 1080p**  
Full HD TV resolution in progressive format



**100Hz**  
A newly developed 100Hz double-frame drive recreates images with twice the number of frames as conventional systems, resulting in a high response speed for moving scenes.



**Built-in Digital Video Tuner**  
Digital programmes can be received without an additional set-top box.

- DVB-T: Standard for receiving digital terrestrial programmes.
- DVB-C: Standard for receiving digital cable programmes.
- DVB-S: Standard for receiving digital satellite programmes.



**AQUOS Link**  
The Sharp BP-HP20 Blu-ray Disc player can be easily operated.



**High-Definition Multimedia Interface**  
HDMI is an interface for digital audio/video signals. HDMI is compatible with the HDCP copy protection standard.



**RGB Plus Multi-Wavelength Backlight**  
This backlight is an enhancement of the RGB Plus Technology. The additional "pure green" makes sure that images and colours appear more natural than ever before.



**RGB Plus**  
Background lighting with four instead of three colours. The additional crimson-red enables the display of especially natural colours.



**Full 10-Bit Signal Processing**  
Full 10-bit signal processing reproduces images with a greater variety of colours and more precise colour gradation.



**SRS TruSurround XT**  
SRS TruSurround XT produces a multichannel audio experience that creates a sensation of being surrounded by sound while using only two front-facing speakers. The listener can experience 5.1-channel content without needing five speakers and a subwoofer. In addition, dialogue is produced with greater clarity and enhanced bass is delivered even from small speakers.



**truD-HD, truD**  
High-tech chip for picture optimizing for fast movement sharpness, contrast and diagonal lines.

**Advanced Super View**  
Non-reflective LCD panel particularly important when viewing television in daylight so that objects are not reflected in the picture.

**Dynamic Contrast**  
Important for deep, natural colours, especially for black.

**Viewing angle**  
The picture can be viewed with high contrast from almost any seating position in 176°.

**Optical Picture Control**  
A light sensor on the LCD TV adjusts the background lighting to the surrounding lighting and therefore helps to save electricity.

**Clear Voice Function**  
Reproduces human voices naturally.

**Automatic Volume Adjustment**  
Reduces the volume during commercial breaks to that of the previously viewed programme.

**Photo Viewer**  
High-quality digital photos can be displayed individually or in a slide show, also via remote control.

**RS-232C**  
Interface for controlling the LCD TV from a PC.

\* The pictures in comparisons are simulated images only for the purpose of explaining features.

# Slim-line Design with Space-saving, Lightweight and Elegant Body

With Sharp's advantages of integrated production, an integrated structure design promotes coordination between module and TV components and eliminates wasteful component redundancy, resulting in an extensively reduced frame width and depth on the new AQUOS series, which enhances the beauty of the image on the screen. Because the TV is smaller and slimmer, limited space can be more effectively used and a model with a larger screen size can be installed in the same place. The slimmer profile is achieved with a high-efficiency backlight and high-performance speakers. Also, the lightweight body weighs about 22% less than conventional models\* and can be easily mounted on walls.

\* For the LC-52XL2E compared to the LC-52XL1E (without stand).





# AQUOS — Part of nature, just as the name implies.

## Ecologically-Conscious Sharp and Sharp LCD TVs Lead with Global Distinction

Many Sharp products now have national and international environmental labels. The Sharp SH1 LCD TV series was the world's first generation of TVs to be awarded the EU's Eco-label.

TV appliances with the Eco-label have:

- reduced energy consumption during use and standby,
- design for improved durability, easy disassembly and recycling,
- user information for environmentally friendly use

Besides technological highlights such as Advanced Super View and Black TFT LCD, the new LCD TVs are outstanding for their environmentally sound attributes in conformity with their EU Eco-labeling. Yet again, Sharp has proven its ability to create innovative products while promoting environmental protection at the same time!

## What is the European Eco-label?

The conservation of nature is in the common interest of many companies and consumers. The aim of manufacturing innovative products that harmonise with environmental factors is also encouraged by the European Commission. Since 1992, the EU Commission, in co-operation with its member states, has established a certification scheme for products and services: the European Eco-label.

The European Eco-label, also called the "Flower",

- is a voluntary eco-label scheme
- can only be met by approx. 30% of the products per category on the market (thus guaranteeing that the selected products meet strong environmental criteria)
- has been awarded to more than 300 licensed companies on more than 2,000 products
- covers several product categories (PCs, refrigerators, TVs, washing machines, etc.)



01. LC-13SH1E	11. LC-15H2E	21. LC-32GA8E	31. LC-42SA1E
02. LC-15SH1E	12. LC-20SH2E	22. LC-37GA8E	32. LC-32RA1E
03. LC-20SH1E	13. LC-32GA9E	23. LC-32BV8E	33. LC-37RA1E
04. LC-20S4E	14. LC-37GA9E	24. LC-37BV8E	34. LC-32SA1E
05. LC-26P50E	15. LC-32BV9E	25. LC-26SA1E	35. LC-32SV1EA
06. LC-32P50E	16. LC-37BV9E	26. LC-32SA1E	36. LC-20S5E
07. LC-37P50E	17. LC-26P55E	27. LC-26SV1E	37. LC-26AD5E/S
08. LC-26GA6E	18. LC-32P55E	28. LC-32SV1E	38. LC-32AD5E/S
09. LC-32GA6E	19. LC-37P55E	29. LC-37SV1E	39. LC-20AD5E/S
10. LC-37GA6E	20. LC-20SD4E	30. LC-37SA1E	40. LC-20SD5E/S



# Cutting-edge TVs produced at a factory on the cutting edge of concepts

Since it was founded in 1912, Sharp – more than practically any other company – has pursued the goal of improving the quality of life for people all over the world with innovative and outstanding technologies. But, alongside the highest possible standards for our products, the protection and conservation of the environment is an equally important subject for us. Starting from this awareness, Sharp Corporation follows a consistent environmental strategy that systematically manages responsible dealings with our natural environment throughout the company worldwide. The urgent ecological problems, in particular, global warming, pose major challenges to humanity which can only be met with care and determination. Based on this realization and its own sense of responsibility, Sharp Corporation has adopted a number of policy guidelines for an all-embracing environmental management strategy:

- **To promote environmental awareness throughout the organization**
- **To create environmentally friendly technologies and products**
- **To minimize the eco-footprint of our factories and production processes**
- **To environmentally optimize our logistics and packaging**
- **To comprehensively communicate environmental themes to our customers and partners**

On this basis, Sharp Corporation will continue to pursue its aim of shaping the future as an environmentally friendly and progressive company that supports sustainable growth and champions the protection of the environment in equal measure.

## Kameyama — Modern production plant with advanced environmental technology



亀山  
KAMEYAMA

## Kameyama Plant: Plant No.2 (right) has been in operation since 2006.

In August last year, Sharp opened its second production facility for LCD TVs at Kameyama in Japan. The new Kameyama Plant No. 2 sets strict standards as far as protecting the environment is concerned, as Kameyama Plant No. 1 already does. This is a world first in that it is the first eight-generation LCD factory.

Since August 2006, Sharp AQUOS Full-HD LCD TV sets for the global market have been in production at Kameyama. About one-third of the electrical energy needed for production at the plant is generated in combined heat and power systems run on natural gas. Waste heat is recovered and used in air conditioning, for heating water and for producing steam. One of the world's largest photovoltaic systems assists the cogeneration system in producing energy. In addition, all the waste water is collected from the production process and recycled with water purification technology. The plant is an "environmentally improved factory" with highly advanced technology that Sharp always strives for.

AQUOS Premium

Full-HD AQUOS Premium — precision and clarity with dynamic movement powered by a 100-Hz double-frame drive



LC-52HD1



# AQUOS Premium



LC-52HD1E-RU

## HD1 Series

LC-52/46HD1E

LC-52/46HD1RU



## Built-in high-definition tuner and tuners for DVB-terrestrial, satellite, and cable

- The TV can receive terrestrial, satellite, and cable broadcasting without a set-top box, complicated wiring, or an extra power supply. The space around the TV can be kept organized and free of clutter.
- HD broadcasting can also be received\*.

\* Models for the U.K. do not receive satellite broadcasts.

## Built-in 160GB hard disc drive for recording and time shift

- Recording and playback for 1080i high-definition signals in addition to standard broadcast signals
- The TV can record high-definition programmes without a separate HDD recorder or wiring.



LC-52HD1: EISA TV award received for time shift TV.



LC-46HD1E-RU



#### Crystal-clear LCD picture quality

- Full-HD panel (1,920 x 3 x 1,080 dots)
- New RGB Plus multi-wavelength backlight system to deliver natural pure red and pure green
- Wide viewing angles of 176° horizontally and vertically
- High brightness of 450 cd/m<sup>2</sup>
- Dynamic contrast ratio of 15,000:1
- Pure black panel (3,000:1 panel contrast ratio)
- 3D Y/C comb filter

#### Sharp's high-technology 100Hz double-frame drive with full-HD panel

- High-speed 4-msec. response in reproducing moving images
- Reduces motion blur to reproduce clear images.

#### High-fidelity sound

- Surround sound and NICAM/A2 stereo
- Auto volume controls equalize volume levels of programmes from various sound sources.
- 7.5 W x 2 audio output
- 15 W subwoofer

#### Advanced digital interfaces with two HDMI inputs

- 1080P HD signals (of 50 and 60Hz) supported.

#### AQUOS link enables easy operation of a Sharp Blu-ray Disc player (debuting October 2007 or thereafter) using the AQUOS remote control.

#### The universal remote control enables operation of external equipment.

#### Environmentally conscious design

- The optical picture control (OPC) automatically adjusts the screen luminance according to room brightness or lighting conditions as well as reduces power consumption.
- Long-life backlight and eco-oriented materials and design convenient for recycling

#### More TV entertainment

- Photo viewer using USB
- Picture in picture, picture and picture, and picture and text functions.
- EPG

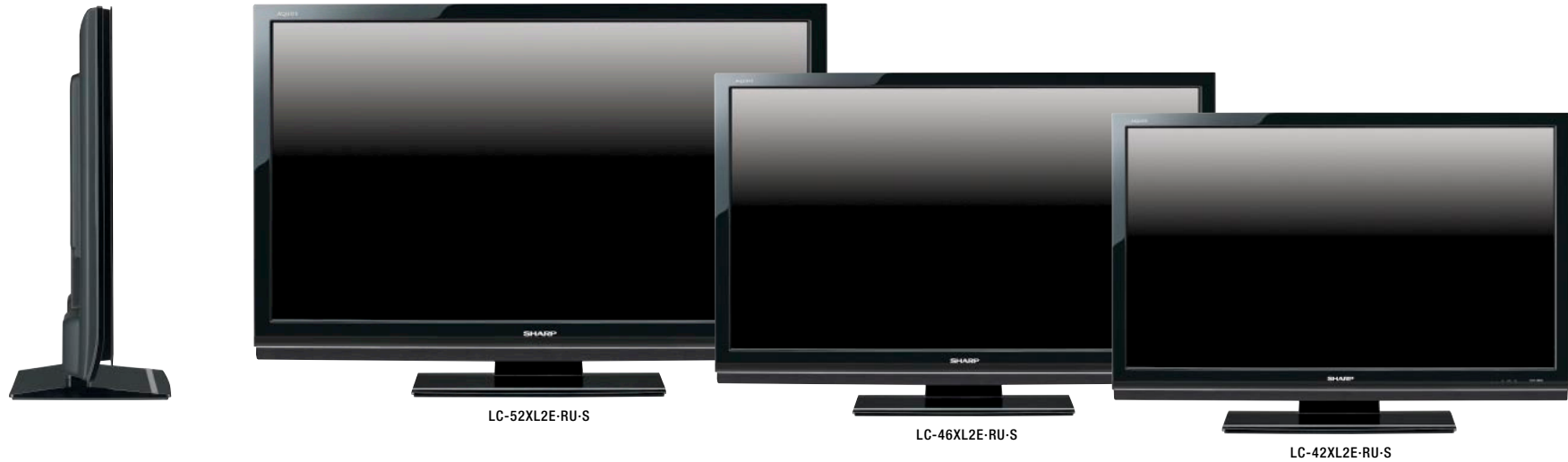
## AQUOS Slim-line Design

Full-HD AQUOS in a lightweight and low-profile design suitable for wall-hanging — just as you would decorate with your favorite pictures and photos





# AQUOS Slim-line Design



## XL2 Series

LC-52/46/42XL2E

LC-52/46/42XL2RU

LC-52/46/42XL2S

Debating September 2007 or thereafter



## Built-in DVB-terrestrial tuner

### Crystal-clear LCD picture quality

- Full-HD panel (1,920 x 3 x 1,080 dots)
- RGB Plus to deliver natural pure red
- Wide viewing angles of 176° horizontally and vertically
- High brightness of 450 cd/m<sup>2</sup>
- Dynamic contrast ratio of 10,000:1
- Pure black panel (2,000:1 panel contrast)
- Judder prevention for both HD signals and SD signals
- 3D Y/C comb filter

Full 10-bit signal processing reproduces images with a greater variety of colours and more precise colour gradation.

## Sharp's high-technology 100Hz double-frame drive with full-HD panel

- High-speed 4-msec. response in reproducing moving images reduces motion blur to reproduce clear images.

## High-fidelity sound

- SRS TruSurround XT Sound and NICAM/A2 stereo
- Auto volume controls equalize volume levels of programmes from various sound sources.
- Clear voice automatically differentiates voices and music to deliver clearer voices.
- Powerful sound: 15 W x 2 audio output

## Advanced digital interfaces with three HDMI inputs

- 1080P HD signals (of 24, 50 and 60 Hz) supported.

AQUOS link enables easy operation of a Sharp Blu-ray Disc player (debuting October 2007 or thereafter) using the AQUOS remote control.

The universal remote control enables operation of external equipment.

## Environmentally conscious design

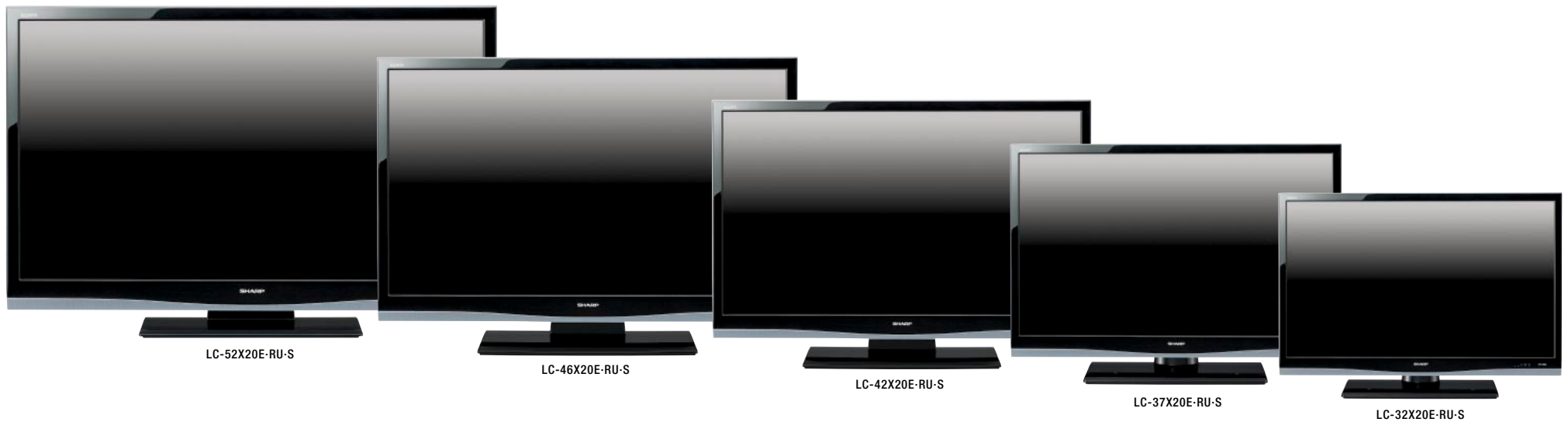
- The optical picture control (OPC) automatically adjusts the screen luminance according to room brightness or lighting conditions as well as reduces power consumption.
- Long-life backlight and eco-oriented materials and design convenient for recycling

## More TV entertainment

- Picture and text function
- Side terminal
- EPG

Models with model numbers ending with RU are for Russia and those ending with S are for Sweden.  
• Product design may be subject to change without prior notice.





## X20 Series

LC-52/46/42/37/32X20E

LC-52/46/42/37/32X20RU

LC-52/46/42/37/32X20S

Debating September 2007 or thereafter



### Built-in DVB-terrestrial tuner

#### Crystal-clear LCD picture quality

- Full-HD panel (1,920 x 3 x 1,080 dots)
- RGB Plus to deliver natural pure red
- Wide viewing angles of 176° horizontally and vertically
- High-brightness of 450 cd/m<sup>2</sup>
- Dynamic contrast ratio of 10,000:1
- Pure black panel (2,000:1 panel contrast)
- Judder prevention for both HD signals and SD signals
- 3D Y/C comb filter
- High-speed 4-msec. response in reproducing moving images reduces motion blur to reproduce clear images. (LC-52/46/42X20E-RU-S in action mode (using impulse drive))

### High-fidelity sound

- SRS TruSurround XT Sound and NICAM/A2 stereo
- Auto volume controls equalize volume levels of programmes from various sound sources.
- Clear voice automatically differentiates voices and music to deliver clearer voices.
- Powerful sound: 15 W x 2 audio output (LC-52/46/42X20E-RU-S)

### Advanced digital interfaces with three HDMI inputs

- 1080P HD signals (of 24, 50 and 60 Hz) supported.

**AQUOS link enables easy operation of a Sharp Blu-ray Disc player (debuting October 2007 or thereafter) using the AQUOS remote control.**

### Environmentally conscious design

- The optical picture control (OPC) automatically adjusts the screen luminance according to room brightness or lighting conditions as well as reduces power consumption.
- Long-life backlight and eco-oriented materials and design convenient for recycling

### More TV entertainment

- Picture and text function
- Side terminal
- EPG

AQUOS Full HD

Experience dazzling perspectives on refined full-HD AQUOS models.



LC-52XL1



LC-52XL1E-RU



LC-46XL1E-RU

### XL1 Series

LC-52/46XL1E

LC-52/46XL1RU



### Built-in DVB-terrestrial tuner

#### Crystal-clear LCD picture quality

- Full-HD panel (1,920 x 3 x 1,080 dots)
- RGB Plus to deliver natural pure red
- Wide viewing angles of 176° horizontally and vertically
- High-brightness of 450 cd/m<sup>2</sup>
- Dynamic contrast ratio of 10,000:1
- Pure black panel (2,000:1 panel contrast)
- TruD picture optimizing for fast-movement sharpness, contrast and diagonal lines
- 3D Y/C comb filter

### Sharp's high-technology 100Hz double-frame drive with full-HD panel

- High-speed 4-msec. response in reproducing moving images reduces motion blur to reproduce clear images.

### High-fidelity sound

- Surround sound and NICAM/A2 stereo
- Auto volume controls equalize volume levels of programmes from various sound sources.
- Clear voice automatically differentiates voices and music to deliver clearer voices.
- Powerful sound: 15 W x 2 audio output

### Advanced digital interfaces with two HDMI inputs

- 1080P HD signals (of 50 and 60 Hz) supported.

**AQUOS link enables easy operation of a Sharp Blu-ray Disc player (debuting October 2007 or thereafter) using the AQUOS remote control.**

**The universal remote control enables operation of external equipment.**

### Environmentally conscious design

- The optical picture control (OPC) automatically adjusts the screen luminance according to room brightness or lighting conditions as well as reduces power consumption.
- Long-life backlight and eco-oriented materials and design convenient for recycling

Sophisticated vision and design — high-performance HD-ready models



LC-42RD2



LC-32RD2E-RU-S

LC-37RD2E-RU-S



LC-42RD2E-RU-S

### RD2 Series

LC-42/37/32RD2E

LC-42/37/32RD2RU

LC-42/37/32RD2S



### Built-in DVB-terrestrial tuner

#### Crystal-clear LCD picture quality

- High-resolution wide XGA LCD panel (1,366 x 3 x 768 dots)
- 100Hz double-frame drive
- Wide viewing angles of 176° horizontally and vertically
- High brightness of 450 cd/m<sup>2</sup> and dynamic contrast ratio of 10,000:1 (LC-37/32RD2E-RU-S) and 6,500:1 (LC-42RD2E-RU-S)
- TruD HD picture optimizing for fast-movement sharpness, contrast and diagonal lines
- 3D Y/C comb filter
- High-speed response (42": 6 msec., 37/32": 4 msec.) in reproducing moving images
- Reduces motion blur to reproduce clear images.

### High-fidelity sound

- Surround sound and NICAM/A2 stereo
- BBE sound processing system
- Auto volume controls equalize volume levels of programmes from various sound sources.
- Clear voice automatically differentiates voices and music to deliver clearer voices.

### Advanced digital interfaces with two HDMI inputs

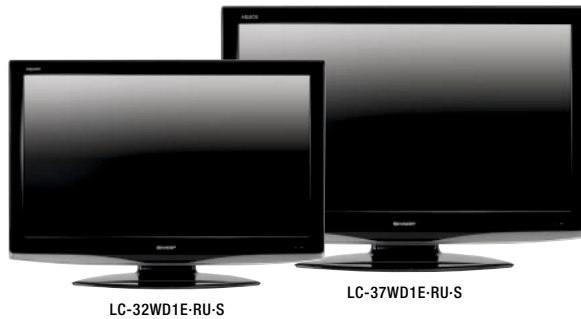
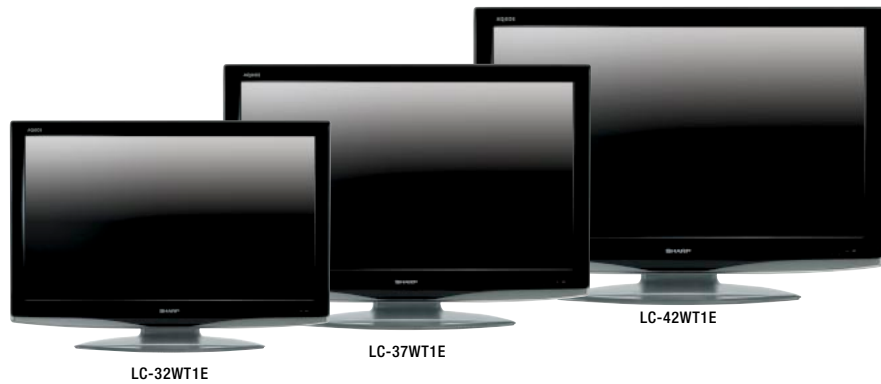
### Environmentally conscious design

- The optical picture control (OPC) automatically adjusts the screen luminance according to room brightness or lighting conditions as well as reduces power consumption.
- Long-life backlight and eco-oriented materials and design convenient for recycling

### More TV entertainment

- Picture and text function
- Side terminal
- EPG

# Look forward to the future.



## WD1/WT1 Series

- LC-42/37/32WD1E
- LC-42/37/32WD1RU
- LC-42/37/32WD1S
- LC-42/37/32WT1E



## Built-in DVB-terrestrial tuner

### Crystal-clear LCD picture quality

- High-resolution wide XGA LCD panel (1,366 x 3 x 768 dots)
- Wide viewing angles of 176° horizontally and vertically
- High brightness of 450 cd/m<sup>2</sup> and dynamic contrast ratio of 3,000:1
- High-speed 6-msec. response in reproducing moving images
- New de-juddering circuit reproduces a high-quality image.
- 3D Y/C comb filter

## High-fidelity sound

- SRS TruSurround Sound and NICAM/A2 stereo
- Auto volume controls equalize volume levels of programmes from various sound sources.

## Advanced digital interfaces with two HDMI inputs

## Environmentally conscious design

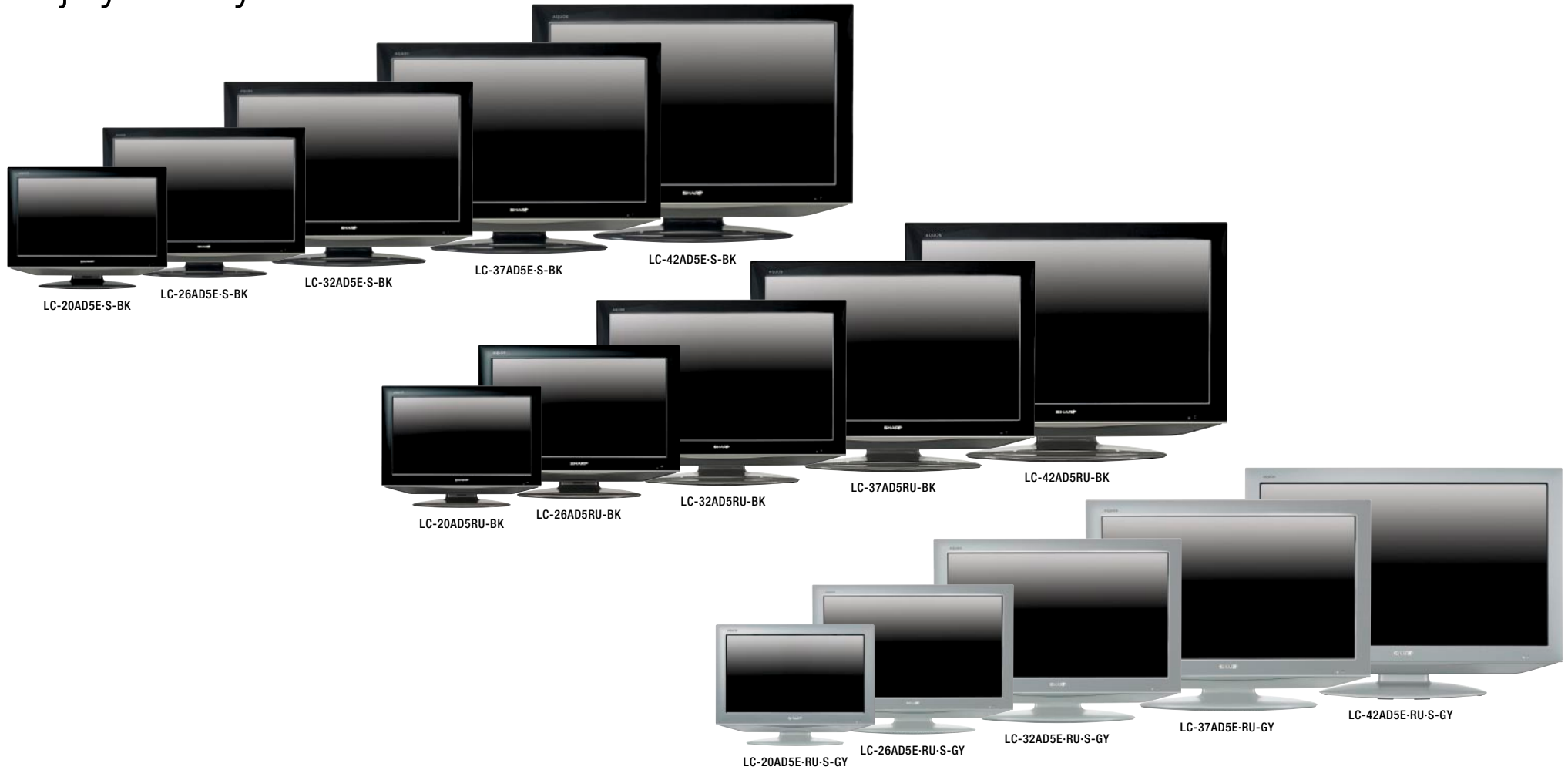
- The optical picture control (OPC) automatically adjusts the screen luminance according to room brightness or lighting conditions as well as reduces power consumption.
- Long-life backlight and eco-oriented materials and design convenient for recycling

## More TV entertainment

- Picture and text function
- Side terminal

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# Enjoy every moment.



## AD5 Series

LC-42/37/32/26/20AD5E

LC-42/37/32/26/20AD5RU

LC-42/37/32/26/20AD5S



(LC-32/26/20AD5E/S)

### Built-in DVB-terrestrial tuner

#### Crystal-clear LCD picture quality

- High-resolution wide XGA LCD panel (1,366 x 3 x 768 dots)
- Wide viewing angles of 176° horizontally and vertically
- High brightness of 450 cd/m<sup>2</sup> (470 cd/m<sup>2</sup> for 37") and panel contrast ratio of 1,200:1
- High-speed response in reproducing moving images: 42"/37"/32"/26": 6 msec., 20": 8 msec.
- 3D Y/C comb filter

### High-fidelity sound

- Surround sound and NICAM/A2 stereo
- Auto volume controls equalize volume levels of programmes from various sound sources.
- Clear voice automatically differentiates voices and music to deliver clearer voices.

### Advanced digital interfaces with two HDMI inputs (one HDMI input: LC-20AD5E-RU-S)

### Environmentally conscious design

- Long-life backlight and eco-oriented materials and design convenient for recycling

### More TV entertainment

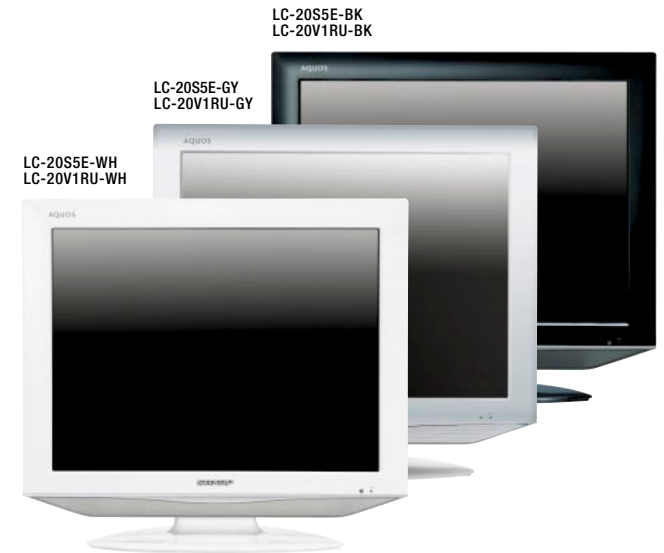
- Picture and text function
- EPG

Television enjoyment anywhere with small AQUOS models





# Enjoy every moment.



## A1 Model

LC-19A1E



### Crystal-clear LCD picture quality

- High-resolution wide XGA LCD panel (1,366 x 3 x 768 dots)
- High brightness of 300 cd/m<sup>2</sup>
- 3D Y/C comb filter

### High-fidelity sound

- Sound wide and NICAM/A2 stereo

### Advanced digital interfaces with HDMI input

### PC input (15pin D-sub)

### Environmentally conscious design

- The optical picture control (OPC) automatically adjusts the screen luminance according to room brightness or lighting conditions as well as reduces power consumption.
- Long-life backlight and eco-oriented materials and design convenient for recycling

### More TV entertainment

- Picture and text function

## SD5/D2 Model

LC-20SD5E

LC-20D2RU

LC-20SD5S



(LC-20SD5E/S)

### Built-in DVB-terrestrial tuner

### Crystal-clear LCD picture quality

- High-resolution VGA LCD panel (640 x 3 x 480 dots)
- Wide viewing angles of 170° horizontally and vertically
- High brightness of 430 cd/m<sup>2</sup> and panel contrast ratio of 500:1
- 3D Y/C comb filter

### High-fidelity sound

- Surround sound and NICAM/A2 stereo
- Auto volume controls equalize volume levels of programmes from various sound sources.
- Clear voice automatically differentiates voices and music to deliver clearer voices.

### Environmentally conscious design

- Long-life backlight and eco-oriented materials and design convenient for recycling

### More TV entertainment

- Picture and text function
- Side terminal
- EPG

## S5/V1 Model

LC-20S5E

LC-20V1RU



(LC-20S5E)

### Crystal-clear LCD picture quality

- High-resolution VGA LCD panel (640 x 3 x 480 dots)
- Wide viewing angles of 170° horizontally and vertically
- High brightness of 430 cd/m<sup>2</sup> and panel contrast ratio of 500:1
- 3D Y/C comb filter

### High-fidelity sound

- Surround sound and NICAM/A2 stereo
- Auto volume controls equalize volume levels of programmes from various sound sources.
- Clear voice automatically differentiates voices and music to deliver clearer voices.

### Environmentally conscious design

- Long-life backlight and eco-oriented materials and design convenient for recycling

### More TV entertainment

- Picture and text function
- Side terminal

AQUOS Link – View and play media in an integrated, easy and stylish way.



BD-HP20

### AQUOS Link

The BD-HP20 Blu-ray Disc player is compatible with new AQUOS-series models (HD1, XI1, XI2 and X20) on AQUOS Link to integrate HD enjoyment by enabling operations with a single AQUOS remote control.

### 68-mm Sleek Stylish Design

With a height of just 68 mm (the thinnest in the industry\*) and the same black finish as on popular AQUOS models, the BD-HP20 makes an ideal match for slim-line AQUOS TVs.

\* As of June 2007 (Sharp research)

### Blu-ray Disc Player

BD-HP20S/H/SB/RU

Debating October 2007 or thereafter



### Quick Start

The BD-HP20 can start from the stand-by mode in only approx. 10 seconds\*<sup>1</sup> (fastest in the industry\*<sup>2</sup>), letting viewers begin audiovisual entertainment without frustrating delays.

\*<sup>1</sup> Depending on the display

\*<sup>2</sup> As of June 2007

### Multi-Format Compatibility

In addition to high-definition Blu-ray Discs, the BD-HP20 delivers outstanding performance playing various disc formats (BD-ROM/R/RE, DVD video, DVD-R/RW, DVD+R/RW, audio CD, CD-R/RW)



BD-HP20

• Product design may be subject to change without prior notice.

Category		AQUOS Premium		AQUOS Slim-line Design									
Model Number		LC-52HD1E-RU	LC-46HD1E-RU	LC-52XL2E-RU-S	LC-46XL2E-RU-S	LC-42XL2E-RU-S	LC-52X20E-RU-S	LC-46X20E-RU-S	LC-42X20E-RU-S	LC-37X20E-RU-S	LC-32X20E-RU-S		
Video	Screen Size	52-inch Wide	46-inch Wide	52-inch Wide	46-inch Wide	42-inch Wide	52-inch Wide	46-inch Wide	42-inch Wide	37-inch Wide	32-inch Wide		
	Number of Pixels (Dots)	6,220,800 (1,920 x 3 x 1,080)			6,220,800 (1,920 x 3 x 1,080)			6,220,800 (1,920 x 3 x 1,080)					
	Luminance (cd/m <sup>2</sup> )	450			450			450					
	Dynamic Contrast Ratio	15,000 : 1			10,000 : 1			10,000 : 1					
	Panel Contrast Ratio	3,000 : 1			2,000 : 1			2,000 : 1					
	Viewing Angle (H/V)	176°/176°			176°/176°			176°/176°					
	Lamp Life	60,000 hours*1			60,000 hours*1			60,000 hours*1					
	RGB Plus	RGB Plus multi-wavelength backlight			RGB Plus			RGB Plus					
	Dejuddering	● (SD)			● (HD/SD)			● (HD/SD)					
	truD-HD / truD	—			—			—					
100 Hz Drive	●			●			—						
Response Speed	4 msec.			4 msec.			4 msec. in Action mode			6 msec.			
Tuner	HDTV Tuner	●		—			—						
	Digital Tuner	DVB-T/C x 2 (analogue/digital hybrid tuner),			DVB-T (analogue/digital hybrid tuner)			DVB-T (analogue/digital hybrid tuner)					
	Analogue Tuner	DVB-S/S2 x 2*2			—			—					
Audio	Amplifier	Digital			Digital			Digital					
	Audio Output	7.5 W x 2 + 15 W Subwoofer			15 W x 2			15 W x 2			10 W x 2		
	Speakers	10 cm x 4 cm + ø2 cm x 2, ø5.5 cm x 1			10 x 4 cm x 4			10 x 4 cm x 4			10 x 4 cm x 2, ø2 cm x 2		
	Stereo System	NICAM / A2			NICAM / A2			NICAM / A2					
	Surround	● (Dolby Virtual Speaker)			● (SRS TruSurround XT)			● (SRS TruSurround XT)					
	Auto Volume Control	●			●			●					
Convenience	Clear Voice	—			●			●					
	OSD Language	English / German / French / Spanish / Italian / Dutch / Swedish / Turkish / Finnish / Portuguese / Greek / Russian / Polish / Czech / Danish / Norwegian / Hungarian / Slovene / Slovak			English / German / French / Spanish / Italian / Dutch / Swedish / Turkish / Finnish / Portuguese / Greek / Russian / Polish / Czech / Danish / Hungarian / Slovene / Slovak / Norwegian / Latvian / Lithuanian / Estonian			English / German / French / Spanish / Italian / Dutch / Swedish / Turkish / Finnish / Portuguese / Greek / Russian / Polish / Czech / Danish / Hungarian / Slovene / Slovak / Norwegian / Latvian / Lithuanian / Estonian					
	AQUOS LINK	●			●			●					
	Picture in Picture	●			—			—					
	Picture and Picture	●			—			—					
	Picture and Text	●			●			●					
	EPG	●			●			●					
	OPC (Optical Picture Control)	●			●			●					
	Terminals	SCART	2			2			2				
		AV-in (V/S Video)	1/1			Side: 1/1			Side: 1/1				
Component-in		1			1			1					
HDMI		2			3 (Rear: 2, Side: 1)			3 (Rear: 2, Side: 1)			3 (Rear: 3)		
DVI		—			—			—					
RS-232C		1			1			1					
C.I.-Slot		2			1			1					
D-sub 15pin		1			1			1					
Digital Audio Output		1 (coaxial)			1 (optical)			1 (optical)					
AV Output		1 (audio out)			1 (audio out)			1 (audio out)					
Power Supply	220–240V, 50Hz			220–240V, 50Hz			220–240V, 50Hz						
Power Consumption (Approx.)	335 W	305 W	280 W	253 W	222 W	270 W	245 W	208 W	To be announced	To be announced			
Dimensions (mm)	Without Stand	1,274 x 812 x 125	1,137 x 733 x 123	1,237 x 774 x 96	1,101 x 698 x 96	1,004 x 646 x 96	1,237 x 774 x 95	1,101 x 698 x 95	1,004 x 646 x 95	898 x 581 x 95	776 x 517 x 95		
	With Stand	1,274 x 872 x 309	1,137 x 793 x 309	1,237 x 836 x 325	1,101 x 760 x 325	1,004 x 708 x 306	1,237 x 836 x 325	1,101 x 760 x 325	1,004 x 708 x 306	898 x 638 x 276	776 x 574 x 276		
Net Weight (kg)	Without Stand (Approx.)	42.0	36.5	29.0	25.5	22.5	28.5	25.0	21.5	To be announced	To be announced		
	With Stand (Approx.)	48.0	42.5	34.0	30.5	27.0	33.5	30.0	26.0	To be announced	To be announced		

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\*1 Typical time for power output decrease of about one half, assuming continuous use with brightness or dimming in standard mode and with a room temperature of 25°C (77°F). \*2 Models for the U.K. do not receive satellite broadcasts.

Category		AQUOS Full HD		AQUOS WXGA						
Model Number		LC-52XL1E-RU	LC-46XL1E-RU	LC-42RD2E-RU-S	LC-37RD2E-RU-S	LC-32RD2E-RU-S	LC-42WD1E-RU-S LC-42WT1E	LC-37WD1E-RU-S LC-37WT1E	LC-32WD1E-RU-S LC-32WT1E	
Video	Screen Size	52-inch Wide	46-inch Wide	42-inch Wide	37-inch Wide	32-inch Wide	42-inch Wide	37-inch Wide	32-inch Wide	
	Number of Pixels (Dots)	6,220,800 (1,920 x 3 x 1,080)		3,147,246 (1,366 x 3 x 768)			3,147,246 (1,366 x 3 x 768)			
	Luminance (cd/m <sup>2</sup> )	450		450			450			
	Dynamic Contrast Ratio	10,000 : 1		6,500 : 1	10,000 : 1		3,000 : 1			
	Panel Contrast Ratio	2,000 : 1		1,500 : 1	1,800 : 1		1,200 : 1			
	Viewing Angle (H/V)	176°/176°		176°/176°			176°/176°			
	Lamp Life	60,000 hours*1		60,000 hours*1			60,000 hours*1			
	RGB Plus	RGB Plus		—			—			
	Dejuddering	● (SD)		● (HD/SD)			● (SD)			
	truD-HD / truD	truD		truD-HD			—			
	100 Hz Drive	●		●			—			
	Response Speed	4 msec.		6 msec.	4 msec.		6 msec.			
Tuner	HDTV Tuner	—		—			—			
	Digital Tuner	DVB-T (analogue/digital hybrid tuner)		DVB-T (analogue/digital hybrid tuner)			DVB-T (analogue/digital hybrid tuner)			
	Analogue Tuner	—		—			—			
Audio	Amplifier	Digital		Digital			Digital			
	Audio Output	15 W x 2		15 W x 2	10 W x 2		10 W x 2			
	Speakers	10 x 4 cm x 2		ø7 cm x 2, ø2 cm x 2			12.6 x 5.8 cm x 2			
	Stereo System	NICAM / A2		NICAM / A2			NICAM / A2			
	Surround	●		●			● (SRS TruSurround)			
	Auto Volume Control	●		●			●			
	Clear Voice	●		●			—			
Convenience	OSD Language	English / German / French / Spanish / Italian / Dutch / Swedish / Turkish / Finnish / Portuguese / Greek / Russian / Polish		English / German / French / Spanish / Italian / Dutch / Swedish / Turkish / Finnish / Portuguese / Greek / Russian / Polish			English / German / French / Spanish / Italian / Dutch / Swedish / Turkish / Finnish / Portuguese / Greek / Russian / Polish			
	AQUOS LINK	●		—			—			
	Picture in Picture	—		—			—			
	Picture and Picture	—		—			—			
	Picture and Text	●		●			●			
	EPG	●		●			●			
	OPC (Optical Picture Control)	●		●			●			
	Terminals	SCART	2		2			2		
		AV in (V/S Video)	1/1		Rear: 1/1, Side: 1/—			Side: 1/1		
		Component in	1*3		1*3			1		
HDMI		2		2			2			
DVI		—		—			—			
RS-232C		1		1			—			
C.I.-Slot		1		1			1			
D-sub 15pin		1		1			1			
Digital Audio Output		—		—			—			
AV Output		1 (audio out)		1 (audio out)			1 (audio out)			
Power Supply	220-240V, 50Hz		220-240V, 50Hz			220-240V, 50Hz				
Power Consumption (Approx.)	305 W	275 W	214 W	165 W	142 W	190 W	177 W	141 W		
Dimensions (mm)	Without Stand	1,273 x 812 x 126	1,137 x 733 x 125	1,027 x 667 x 142	917 x 600 x 126	795 x 531 x 124	1,027 x 673 x 111	913 x 599 x 110	796 x 531 x 110	
	With Stand	1,273 x 875 x 309	1,137 x 796 x 309	1,027 x 724 x 307	917 x 657 x 307	795 x 588 x 255	1,027 x 730 x 293	913 x 656 x 293	796 x 588 x 243	
Net Weight (kg)	Without Stand (Approx.)	37.2	31.7	30.5	21.5	18.0	28.5	20.0	17.0	
	With Stand (Approx.)	41.8	36.2	33.5	24.5	20.0	32.0	23.5	19.0	

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\*1 Typical time for power output decrease of about one half, assuming continuous use with brightness or dimming in standard mode and with a room temperature of 25°C (77°F). \*2 Models for the U.K. do not receive satellite broadcasts. \*3 Component signals can be input to D-sub 15 terminals with the supplied conversion cable.

Category		AQUOS WXGA					AQUOS Personal			
Model Number		LC-42AD5E-RU-S	LC-37AD5E-RU-S	LC-32AD5E-RU-S	LC-26AD5E-RU-S	LC-20AD5E-RU-S	LC-19A1E	LC-20SD5E-S LC-20D2RU	LC-20S5E LC-20V1RU	
Video	Screen Size	42-inch Wide	37-inch Wide	32-inch Wide	26-inch Wide	20-inch Wide	19-inch Wide	20-inch 4:3	20-inch 4:3	
	Number of Pixels (Dots)	3,147,246 (1,366 x 3 x 768)					3,147,264 (1,366 x 3 x 768)	921,600 (640 x 3 x 480)	921,600 (640 x 3 x 480)	
	Luminance (cd/m <sup>2</sup> )	450	470	450		300	430	430		
	Dynamic Contrast Ratio	—					To be announced	—	—	
	Panel Contrast Ratio	1,200 : 1					800 : 1	500 : 1	500 : 1	
	Viewing Angle (H/V)	176°/176°					160°/160°	170°/170°	170°/170°	
	Lamp Life	60,000 hours*1					50,000 hours*1	60,000 hours*1	60,000 hours*1	
	RGB Plus	—					—	—	—	
	Dejuddering	—					—	—	—	
	truD-HD / truD	—					—	—	—	
	100 Hz Drive	—					—	—	—	
	Response Speed	6 msec.				8 msec.		—	—	—
Tuner	HDTV Tuner	—					—	—	—	
	Digital Tuner	DVB-T (analogue/digital hybrid tuner)					—	DVB-T (analogue/ digital hybrid tuner)	—	
	Analogue Tuner	—					●	—	●	
Audio	Amplifier	Digital		Analogue		Digital	Analogue	Analogue		
	Audio Output	10 W x 2		2 W x 2		2 W x 2	2 W x 2	2 W x 2		
	Speakers	10 x 4 cm x 4	10 x 3.5 cm x 2	12.2 x 4.1 cm x 2		7.1 x 3 cm x 2	7 x 3 cm x 2	7 x 3 cm x 2		
	Stereo System	NICAM / A2					NICAM / A2	NICAM / A2	NICAM / A2	
	Surround	●					Sound wide	●	●	
	Auto Volume Control	●					—	●	●	
	Clear Voice	●					—	●	●	
Convenience	OSD Language	English / German / French / Spanish / Italian / Dutch / Swedish / Turkish / Finnish / Portuguese / Greek / Russian / Polish					English / German / French / Spanish / Italian / Dutch / Swedish / Turkish / Finnish / Portuguese / Czech / Slovak / Hungarian	English / German / French / Spanish / Italian / Dutch / Swedish / Turkish / Finnish / Portuguese / Greek / Russian / Polish	—	
	AQUOS LINK	—					—	—	—	
	Picture in Picture	—					—	—	—	
	Picture and Picture	—					—	—	—	
	Picture and Text	●					●	●	●	
	EPG	●					—	●	—	
	OPC (Optical Picture Control)	—					●	—	—	
	Terminals	SCART	2					1	2	2
		AV in (V/S Video)	1/1					1/1	Side: 1/1	Side: 1/1
		Component in	1*3		1			1	—	—
HDMI		2					1	—	—	
DVI		—					—	—	—	
RS-232C		1					1	1	1	
C.I.-Slot		1					—	1	—	
D-sub 15pin		1					1	1	1	
Digital Audio Output		—					—	—	—	
AV Output		1 (audio out)					—	1 (audio out)	1 (audio out)	
Power Supply		220–240V, 50 Hz					220-240 V, 50 Hz	220-240 V, 50 Hz	220-240 V, 50 Hz	
Power Consumption (Approx.)	203 W	156 W	180 W	155 W	84 W	36 W	74 W	74 W		
Dimensions (mm)	Without Stand	1,036 x 677 x 134	919 x 602 x 117	797 x 534 x 116	663 x 451 x 116	522 x 360 x 103	462 x 320 x 75	478 x 400 x 89	478 x 400 x 89	
	With Stand	1,036 x 736 x 292	919 x 651 x 293	797 x 583 x 243	663 x 500 x 243	522 x 395 x 225	462 x 360 x 196	478 x 435 x 225	478 x 435 x 225	
Net Weight (kg)	Without Stand (Approx.)	25.4	19.1	14.5	11.5	6.5	4.7	5.5	5.4	
	With Stand (Approx.)	28.0	21.2	16.0	13.5	7.3	5.2	6.2	6.2	

Category		Blu-ray Disc Player
Model Number		BD-HP20S/H/SB/RU
Nickname		AQUOS Blu-ray
HD Disc Format		Blu-ray
Media	BD-ROM/R/RE	●/●/●
	DVD Video	●
	DVD-RW/R	●
	DVD+RW/R	●
	CDDA/CD-RW/R	●
Formats	MPEG2/H.264/VC1	●
	Linear PCM	7.1 ch
	DTS Digital Surround	●
	Dolby Digital Plus	●
	Dolby TruHD	● (48 kHz)
Features	HDMI (Output Resolution)	1080P (24Hz output)
	1080P 24 Hz Output (1080P 24FPS)	●
	Quick Start	●
	Control via HDMI (AQUOS LINK)	●
	OSD Language	English / German / French / Spanish / Italian / Dutch / Swedish / Portuguese
	Output	Video
	S-Video	x 1
	Component	x 1
	HDMI	x 1
	Analog Audio Output: L/R	x 1
	Analog Audio Output: Multi CH	x 1 (5.1ch)
	Digital Out: Opt.	x 1
	Digital Out: Coax.	x 1
Remote Control		Unified
Region	BD	B
	DVD	2
Weight (kg) (Approx.)		4.0
Dimensions (W x H x D) (mm)		430 x 68 x 335

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\*1 Typical time for power output decrease of about one half, assuming continuous use with brightness or dimming in standard mode and with a room temperature of 25°C (77°F). \*3 Component signals can be input to D-sub 15 terminals with the supplied conversion cable.

# Qualified to accompany you through life

## Sharp has become synonymous with LCD technology.

Ever since the release of the first LCD pocket calculator in 1973, and still today. No surprise then that the latest generation of LCD televisions comes from the Sharp plant in Kameyama, one of the most modern production facilities in the world.



### LCD Pocket Calculator

First electronic calculator. A revolution in LCD technology that sets the stage for future developments.



### TFT LCD Colour Display

The world's first 14" colour TFT LCD, delivering a sharp bright picture on a display only 1.1" thick.



### LCD Camera Display

The debut of the LCD ViewCam solidifies Sharp's position in the vanguard of LCD technology.



### 28" TFT LCD Display

The 28" TFT LCD display, the world's largest, brings a new level of excitement to the consumer market.



### AQUOS LCD Television

Sharp introduces the first AQUOS LCD TV models, with the industry's highest brightness – winning numerous awards and enthusiastic global reviews.



### 3D LCD Monitor

Sharp redefines LCD technology once again with a 3-D screen that achieves an unprecedented level of realism.



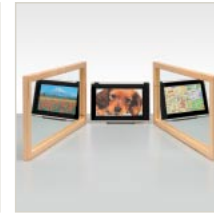
### Kameyama LCD Plant

Sharp begins production at the world's first fully integrated LCD facility. This "super-green factory" sets new standards in eco-innovation.



### Dual-View LCD exhibited at WPC EXPO 2005

Sharp develops a new Dual-View LCD. Volume production begins in 2005, marking the introduction of the world's first practical application of this technology.



### Triple-View LCD

Sharp develops the industry's first Triple-View LCD, which can display three full-screen images at the same time.

● 1973 ● 1988 ● 1992 ● 1995 ● 1999 ● 2001 ● 2002 ● 2003 ● 2004 ● 2005 ● 2006



LC-20V1



LC-20C2



LC-30HV2



LC-37HV4



LC-45GD1



LC-65GD1

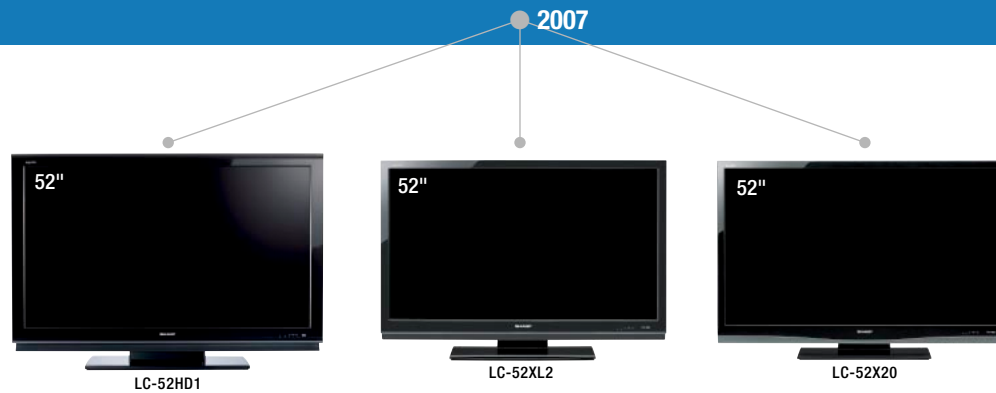


LC-52XD1

**World's Largest LCD TV\*1 — AQUOS 108"**



Screen size = 108V-inch (2,386 H x 1,344 V mm ; 2,738 mm on the diagonal)



\*1 As of August 2007

# SHARP

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