

Sharp® Expands LED Backlit Display Line with New Multi-media Displays

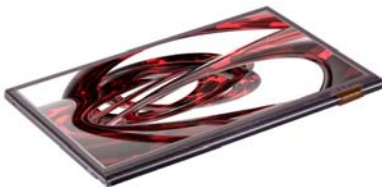
NOTE: This release differs slightly from the one released via Business Wire. The Backlight rating is 10,000 hours (MIN.) and Display Brightness is 350 nits, not 50,000 hours and 280 nits, as originally released on Business Wire, 8 a.m. EDT June 2.

CAMAS, Wash. – Tues. June 2, 2009 – Today at the Society for Information Display's (SID's) Display Week 2009 conference in San Antonio, TX, Sharp Microelectronics of the Americas (SMA) announced an expansion to its LED-backlit and touch screen display product lines. Two new TFT-LCDs – one 5.0-inch panel with resistive touch and one 7.0-inch panel – deliver LED backlighting rated at 10,000 hours (MIN.) of operation. Additionally, both panels feature built-in LED drivers, saving engineers time, effort, and expense.

These two landscape-mode, low-reflection panels incorporate high-performance color filters for increased brightness and wider color gamut. The LEDs also deliver high color rendering and energy efficiency. The crisp, vibrant images that result make both displays ideal for multi-media applications.

"Sharp's years of experience in developing LCDs, combined with the benefits of LED backlighting, continues to enable new horizons for industrial design," said Dave Hagan, LCD Product Manager, SMA. "Engineers can build display-based products that are longer-life and more environmentally friendly, without having to deal with many of yesterday's design challenges. This keeps development focused on creating amazing visual experiences."

The 5.0-inch TFT-LCD Resistive Touch Panel (LQ050W1LA0A)

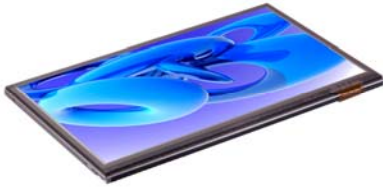


This new Sharp 5.0-inch landscape-mode panel incorporates a four-wire resistive touch panel. Fine pixel pitch makes this panel ideal for applications such as GPS and mapping, as well as instrumentation applications like oscilloscopes. Graphics and text can be displayed on a 1024 x 3 x 600 dots panel with 262,144 colors using an LVDS (Low Voltage Differential Signaling) interface that supplies +3.3V DC for TFT-LCD panel driving and backlight operation.

LQ050W1LA0A Specifications

Parameter	Specifications
Display Size	5.0" (12.6 mm) Diagonal
Active Area	109.1 mm (H) x 63.9 mm (V)
Pixel Format	1024 (H) x 600 (V)
Aspect Ratio	15:9
Brightness	350 nits
Contrast Ratio	450:1
Viewing Angle	±70° (H) +50°/-60° (V)
Operating Temperature	0° to 60°C
Storage Temperature	-25° to +70°C

The 7.0-inch TFT-LCD Panel (LQ070Y3DG3A)



This new 7.0-inch display adds yet another size option to Sharp's LED-backlight line. Graphics and text can be displayed on a 800 x 3 x 480 dots panel with 16,194,277 colors by using a 24-bit digital signal interface (RGBx8-bit) and +3.3V DC supply voltage for both the TFT-LCD panel drive and backlight supply voltage.

LQ070Y3DG3A Specifications

Parameter	Specifications
Display Size	7.0" (17.8 mm) Diagonal
Active Area	152.4 mm (H) x 91.4 mm (V)
Pixel Format	800(H) x 480(V)
Aspect Ratio	15:9
Brightness	350 nits
Contrast Ratio	300:1 (MIN.)
Viewing Angle	±65° (H) +50°/ -60° (V)
Operating Temperature	-20 to +50°C
Storage Temperature	-30 to +70°C

Availability and Pricing

Please call for one-piece sample pricing.

Product samples and pricing may be obtained through any Sharp Representative or Distributor throughout the Americas. Sharp displays are RoHS* compliant, upholding the company's commitment to environmentally responsible manufacturing.

Configuration Standards and Support

SMA customers benefit from form-factor compliance and configuration standards, allowing them to take advantage of advances in technology without allocating resources to unnecessary redesign. Parts such as mountings and connectors are identical to previous, same-sized versions for "drop-in" placement into existing designs.

Sharp's dedicated sales and field applications engineering team supports OEM and Integration Partners throughout the design cycle. This helps ensure that each product's unique features are leveraged to meet the specific demands of most any industry solution challenge. For more information, visit www.SHARPsma.com.

About Sharp Microelectronics of the Americas

Sharp Microelectronics of the Americas (SMA) drives innovative LCD, optoelectronics, memory, imager, and RF components to market. The world's leading manufacturers of consumer and business technologies look to SMA for the products, expertise, and worldwide support they need to make their visions a reality. SMA, in Camas, Washington, is the microelectronics sales and marketing division of Sharp Electronics Corporation, a wholly owned subsidiary of Sharp Corporation. For more information, visit us at www.SHARPsma.com.

* The Restriction of Hazardous Substances in Electrical and Electronic Equipment (RoHS) Directive (2002/95/EC). This directive took effect July 1, 2006.

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