

News Release

October 15, 2008

FOR IMMEDIATE RELEASE

Sharp to Introduce AQUOS DX Series—World's First*¹ LCD TVs with Built-In Blu-ray Disc Recorders—Featuring 16 Models Including Three Color Variations

Sharp Corporation will introduce into the Japanese market the 16-model AQUOS DX Series (including 52V-, 46V-, 42V-, 37V-, 32V-, and 26V-inch*² models), the world's first series of LCD TVs equipped with Blu-ray Disc Recorders.

Consumers can experience a new TV entertainment lifestyle by not only watching TV, but also playing Blu-ray Discs and DVDs and recording in HD on Blu-ray Discs, all with a single unit.

Complicated connecting cables are unnecessary thanks to the all-in-one design and the single remote control achieves a new level of simple, easy operability for all consumers. For example, consumers can navigate the TV-viewing, disc-playing, recording, and pre-set record functions all with just one action, and the newly developed Motion Guide offers "one-shot" disc playing by playing discs automatically when they are inserted.

As for recording and playing media, the Digital W Tuner lets consumers record programs while watching TV, and the H.264/AVC (Advanced Video Coding) standard of the MPEG-4 suite enables 5X extended HD video recording (5X Mode)*³, which allows for extended recording time while retaining the same exact full-HD quality as the original high-definition broadcast. The DX Series also features 2X Mode and 3X Mode with Full-Capture Extended HD Recording, which allows recording of audio surround-sound data and extended HD recording while keeping intact the program data links embedded in the original video*⁴.

The TV itself is made from a high-class, high-quality Kameyama LCD panel*⁵ that achieves a remarkable feeling of depth and delivers high-gradation images with smooth picture quality. Plus, the DX Series comes complete with Sharp's 1-Bit digital amp to faithfully recreate original sounds and its side-port Bass Reflex Speaker to deliver powerful deep bass sounds from a compact sound system.

Sharp, always at the forefront of the flat-panel TV industry with AQUOS, now offers a new kind of product that incorporates the best in image quality, sound quality, design, and environmental performance to provide consumers with an all-encompassing entertainment experience.

Product name	Terrestrial/BS/CS110° Digital High-Definition (HD) LCD TV		
Nickname	AQUOS		
Model name	LC-52DX1 -B/-W	LC-46DX1 -B/-W	LC-42DX1 -B/-W/-R
Color	Black and white	Black and white	Black, white, red
Dot count (H x V)	Full HD (1,920 x 1,080)		
Design type	Bottom-speaker design		
Suggested retail price	Open		
Date of introduction in Japan	November 20, 2008		
Initial monthly production	4,000 units	5,000 units	10,000 units

Product name	Terrestrial/BS/CS110° Digital High-Definition (HD) LCD TV		
Nickname	AQUOS		
Model name	LC-37DX1 -B/-W/-R	LC-32DX1 -B/-W/-R	LC-26DX1 -B/-W/-R
Color	Black, white, red	Black, white, red	Black, white, red
Dot count (H x V)	Full HD (1,920 x 1,080)	HD (1,366 x 768)	
Design type	Bottom-speaker design		
Suggested retail price	Open		
Date of introduction in Japan	November 20, 2008		
Initial monthly production	15,000 units	33,000 units	13,000 units

Major Features

1. World's first LCD TV with built-in Blu-ray Disc Recorder
2. New Motion Guide enables controlling functions while watching TV
3. Smooth picture quality of a Kameyama LCD panel combined with the superior sound of Sharp's proprietary 1-Bit digital amp
4. Three color variations to match different interiors
5. Environmentally friendly, energy-efficient design

*1 As of October 15, 2008 for digital HD LCD TVs with built-in Blu-ray Disc Recorders.

*2 "V-inch" is a measure of the true size of the flat TV screen, standardizing on the length of the diagonal dimension of the actual viewing area.

*3 5X mode (approx. 4.8 Mbps) allows the user to record high-definition BS/110°CS digital broadcasts for five times as long as DR mode. (When using a 50 GB [single-sided, dual-layer] disc, approximately 21 hours and 40 minutes can be recorded.)

*4 Except when using 5X Mode. When using 5X mode, audio surround-sound data can be retained and recorded without conversion, however, the program link data cannot be recorded.

*5 52V-, 46V-, 42V-, and 37V-inch models are built with full-HD LCD panels; 32V- and 26V-inch models are built with HD LCD panels.

Specifications

Product name		LCD color TV	
Model name		LC-52DX1-B	LC-52DX1-W
Color		Black	White
LCD panel	Screen size	52V-inch (115.2 H x 64.8 V cm; 132.2 cm on the diagonal)	
	Drive system	TFT (thin-film transistor) active-matrix drive	
	Dot count	1,920 H x 1,080 V pixels	
	Screen brightness	450 cd/m ²	
	Contrast	2000:1 (living room contrast 900:1)	
	Viewing angle	Vertical: 176°, horizontal 176°	
	Backlight source	Internal (built-in fluorescent tube)	
Speakers		6.5 cm diameter x 3, 2.0 cm diameter x 2	
Max. audio output (JEITA)		Total 30.0 W (7.5 W + 7.5W + 15.0 W)	
AC power supply voltage		100 V AC, 50/60 Hz	
Power consumption		312 W	
Standby power consumption		0.1 W	
Annual power consumption* ⁶		255 kWh/year	
Main unit dimensions	Display section only	125.3 W x 12.5 D (9.0 at thinnest section) x 82.5 H cm	
	With table stand	125.3 W x 31.6 D x 89.8 H cm	
Main unit weights	Display section only	Approx. 30.5 kg	
	With table stand	Approx. 35.0 kg	
TV reception channels		VHF channels 1 to 12 UHF channels 13 to 62 Cable TV channels 13 to 63 Digital BS channels 001 to 999 Digital CS110° channels 000 to 999 Digital terrestrial channels (excluding One-Seg) 011 to 528 (with cable TV pass-thru)	
Input/output jacks		HDMI input (2 sets)* ⁷ D4 video input (2 sets) S2 video input Video input (3 sets) Analog RGB input (with audio input jack) Monitor output (combined with mini jack) Headphone output Digital audio output (optical) B-CAS card slot VHF/UHF antenna input BS/CS110° antenna input Telephone line (2,400 bps) LAN (10Base-T/100Base-TX) Controller (RS232C) AC power input	

Accessories	<p>Table stand (pre-assembled with main unit)</p> <p>Wireless remote control</p> <p>AAA dry cell battery (alkaline)</p> <p>AC power cord</p> <p>VHF/UHF antenna cable</p> <p>B-CAS card</p> <p>Tipover-prevention hardware</p> <p>Operation manual</p> <p>Easy user's guide</p> <p>Warranty card</p>
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*6 Measured under standard conditions with AV position switch set to "Standard."

*7 Supports 480i, 480p, 1080i, 720p, and 1080p.

Product name		LCD color TV	
Model name		LC-46DX1-B	LC-46DX1-W
Color		Black	White
LCD panel	Screen size	46V-inch (101.8 H x 57.3 V cm; 116.8 cm on the diagonal)	
	Drive system	TFT (thin-film transistor) active-matrix drive	
	Dot count	1,920 H x 1,080 V pixels	
	Screen brightness	450 cd/m ²	
	Contrast	2000:1 (living room contrast 900:1)	
	Viewing angle	Vertical: 176°, horizontal 176°	
	Backlight source	Internal (built-in fluorescent tube)	
Speakers		6.5 cm diameter x 3, 2.0 cm diameter x 2	
Max. audio output (JEITA)		Total 30.0 W (7.5 W + 7.5W + 15.0 W)	
AC power supply voltage		100 V AC, 50/60 Hz	
Power consumption		273 W	
Standby power consumption		0.1 W	
Annual power consumption* ⁶		224 kWh/year	
Main unit dimensions	Display section only	111.7 W x 12.5 D (9.0 at thinnest section) x 75.3 H cm	
	With table stand	111.7 W x 31.6 D x 82.3 H cm	
Main unit weights	Display section only	Approx. 25.5 kg	
	With table stand	Approx. 30.0 kg	
TV reception channels		VHF channels 1 to 12 UHF channels 13 to 62 Cable TV channels 13 to 63 Digital BS channels 001 to 999 Digital CS110° channels 000 to 999 Digital terrestrial channels (excluding One-Seg) 011 to 528 (with cable TV pass-thru)	
Input/output jacks		HDMI input (2 sets)* ⁷ D4 video input (2 sets) S2 video input Video input (3 sets) Analog RGB input (with audio input jack) Monitor output (combined with mini jack) Headphone output Digital audio output (optical) B-CAS card slot VHF/UHF antenna input BS/CS110° antenna input Telephone line (2,400 bps) LAN (10Base-T/100Base-TX) Controller (RS232C) AC power input	

Accessories	<p>Table stand (pre-assembled with main unit)</p> <p>Wireless remote control</p> <p>AAA dry cell battery (alkaline)</p> <p>AC power cord</p> <p>VHF/UHF antenna cable</p> <p>B-CAS card</p> <p>Tipover-prevention hardware</p> <p>Operation manual</p> <p>Easy user's guide</p> <p>Warranty card</p>
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*6 Measured under standard conditions with AV position switch set to "Standard."

*7 Supports 480i, 480p, 1080i, 720p, and 1080p.

Product name		LCD color TV		
Model name		LC-42DX1-B	LC-42DX1-W	LC-42DX1-R
Color		Black	White	Red
LCD panel	Screen size	42V-inch (93.0 H x 52.3 V cm; 106.7 cm on the diagonal)		
	Drive system	TFT (thin-film transistor) active-matrix drive		
	Dot count	1,920 H x 1,080 V pixels		
	Screen brightness	450 cd/m ²		
	Contrast	2000:1 (living room contrast 900:1)		
	Viewing angle	Vertical: 176°, horizontal 176°		
	Backlight source	Internal (built-in fluorescent tube)		
Speakers		6.5 cm diameter x 2, 2.0 cm diameter x 2		
Max. audio output (JEITA)		Total 20.0 W (10.0 W + 10.0 W)		
AC power supply voltage		100 V AC, 50/60 Hz		
Power consumption		241 W		
Standby power consumption		0.1 W		
Annual power consumption* ⁶		201 kWh/year		
Main unit dimensions	Display section only	102.0 W x 12.5 D (9.0 at thinnest section) x 67.5 H cm		
	With table stand	102.0 W x 29.7 D x 74.2 H cm		
Main unit weights	Display section only	Approx. 21.5 kg		
	With table stand	Approx. 25.5 kg		
TV reception channels		VHF channels 1 to 12 UHF channels 13 to 62 Cable TV channels 13 to 63 Digital BS channels 001 to 999 Digital CS110° channels 000 to 999 Digital terrestrial channels (excluding One-Seg) 011 to 528 (with cable TV pass-thru)		
Input/output jacks		HDMI input (2 sets)* ⁷ D4 video input (2 sets) S2 video input Video input (3 sets) Analog RGB input (with audio input jack) Monitor output (combined with mini jack) Headphone output Digital audio output (optical) B-CAS card slot VHF/UHF antenna input BS/CS110° antenna input Telephone line (2,400 bps) LAN (10Base-T/100Base-TX) Controller (RS232C) AC power input		

Accessories	Table stand (pre-assembled with main unit) Wireless remote control AAA dry cell battery (alkaline) AC power cord VHF/UHF antenna cable B-CAS card Tipover-prevention hardware Operation manual Easy user's guide Warranty card
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*6 Measured under standard conditions with AV position switch set to "Standard."

*7 Supports 480i, 480p, 1080i, 720p, and 1080p.

Product name		LCD color TV		
Model name		LC-37DX1-B	LC-37DX1-W	LC-37DX1-R
Color		Black	White	Red
LCD panel	Screen size	37V-inch (81.9 H x 46.1 V cm; 94.0 cm on the diagonal)		
	Drive system	TFT (thin-film transistor) active-matrix drive		
	Dot count	1,920 H x 1,080 V pixels		
	Screen brightness	450 cd/m ²		
	Contrast	2000:1 (living room contrast 900:1)		
	Viewing angle	Vertical: 176°, horizontal 176°		
	Backlight source	Internal (built-in fluorescent tube)		
Speakers		6.5 cm diameter x 2, 2.0 cm diameter x 2		
Max. audio output (JEITA)		Total 20.0 W (10.0 W + 10.0 W)		
AC power supply voltage		100 V AC, 50/60 Hz		
Power consumption		212 W		
Standby power consumption		0.1 W		
Annual power consumption* ⁶		173 kWh/year		
Main unit dimensions	Display section only	91.3 W x 12.5 D (9.0 at thinnest section) x 60.9 H cm		
	With table stand	91.3 W x 29.7 D x 67.4 H cm		
Main unit weights	Display section only	Approx. 21.0 kg		
	With table stand	Approx. 23.5 kg		
TV reception channels		VHF channels 1 to 12 UHF channels 13 to 62 Cable TV channels 13 to 63 Digital BS channels 001 to 999 Digital CS110° channels 000 to 999 Digital terrestrial channels (excluding One-Seg) 011 to 528 (with cable TV pass-thru)		
Input/output jacks		HDMI input (2 sets)* ⁷ D4 video input (2 sets) S2 video input Video input (3 sets) Analog RGB input (with audio input jack) Monitor output (combined with mini jack) Headphone output Digital audio output (optical) B-CAS card slot VHF/UHF antenna input BS/CS110° antenna input Telephone line (2,400 bps) LAN (10Base-T/100Base-TX) Controller (RS232C) AC power input		

Accessories	<p>Table stand (pre-assembled with main unit)</p> <p>Wireless remote control</p> <p>AAA dry cell battery (alkaline)</p> <p>AC power cord</p> <p>VHF/UHF antenna cable</p> <p>B-CAS card</p> <p>Tipover-prevention hardware</p> <p>Operation manual</p> <p>Easy user's guide</p> <p>Warranty card</p>
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*6 Measured under standard conditions with AV position switch set to "Standard."

*7 Supports 480i, 480p, 1080i, 720p, and 1080p.

Product name		LCD color TV		
Model name		LC-32DX1-B	LC-32DX1-W	LC-32DX1-R
Color		Black	White	Red
LCD panel	Screen size	32V-inch (69.77 H x 39.23 V cm; 80.04 cm on the diagonal)		
	Drive system	TFT (thin-film transistor) active-matrix drive		
	Dot count	1,366 H x 768 V pixels		
	Screen brightness	450 cd/m ²		
	Contrast	1500:1 (living room contrast 650:1)		
	Viewing angle	Vertical: 176°, horizontal 176°		
	Backlight source	Internal (built-in fluorescent tube)		
Speakers		6.5 cm diameter x 2, 2.0 cm diameter x 2		
Max. audio output (JEITA)		Total 20.0 W (10.0 W + 10.0 W)		
AC power supply voltage		100 V AC, 50/60 Hz		
Power consumption		146 W		
Standby power consumption		0.1 W		
Annual power consumption* ⁶		129 kWh/year		
Main unit dimensions	Display section only	78.6 W x 13.0 D (9.5 at thinnest section) x 54.4 H cm		
	With table stand	78.6 W x 24.1 D x 60.7 H cm		
Main unit weights	Display section only	Approx. 15.0 kg		
	With table stand	Approx. 17.0 kg		
TV reception channels		VHF channels 1 to 12 UHF channels 13 to 62 Cable TV channels 13 to 63 Digital BS channels 001 to 999 Digital CS110° channels 000 to 999 Digital terrestrial channels (excluding One-Seg) 011 to 528 (with cable TV pass-thru)		
Input/output jacks		HDMI input (2 sets)* ⁷ D4 video input (2 sets) S2 video input Video input (2 sets) Analog RGB input (with audio input jack) Monitor output (combined with mini jack) Headphone output Digital audio output (optical) B-CAS card slot VHF/UHF antenna input BS/CS110° antenna input Telephone line (2,400 bps) LAN (10Base-T/100Base-TX) Controller (RS232C) AC power input		

Accessories	<p style="text-align: center;"> Table stand (pre-assembled with main unit) Wireless remote control AAA dry cell battery (alkaline) AC power cord VHF/UHF antenna cable B-CAS card Tipover-prevention hardware Operation manual Easy user's guide Warranty card </p>
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*6 Measured under standard conditions with AV position switch set to "Standard."

*7 Supports 480i, 480p, 1080i, 720p, and 1080p.

Product name		LCD color TV		
Model name		LC-26DX1-B	LC-26DX1-W	LC-26DX1-R
Color		Black	White	Red
LCD panel	Screen size	26V-inch (56.48 H x 31.76 V cm; 64.8 cm on the diagonal)		
	Drive system	TFT (thin-film transistor) active-matrix drive		
	Dot count	1,366 H x 768 V pixels		
	Screen brightness	450 cd/m ²		
	Contrast	1500:1 (living room contrast 650:1)		
	Viewing angle	Vertical: 176°, horizontal 176°		
	Backlight source	Internal (built-in fluorescent tube)		
Speakers		6.5 cm diameter x 2, 2.0 cm diameter x 2		
Max. audio output (JEITA)		Total 20.0 W (10.0 W + 10.0 W)		
AC power supply voltage		100 V AC, 50/60 Hz		
Power consumption		130 W		
Standby power consumption		0.1 W		
Annual power consumption* ⁶		103 kWh/year		
Main unit dimensions	Display section only	65.0 W x 13.0 D (9.5 at thinnest section) x 47.2 H cm		
	With table stand	65.0 W x 24.1 D x 53.2 H cm		
Main unit weights	Display section only	Approx. 13.0 kg		
	With table stand	Approx. 14.5 kg		
TV reception channels		VHF channels 1 to 12 UHF channels 13 to 62 Cable TV channels 13 to 63 Digital BS channels 001 to 999 Digital CS110° channels 000 to 999 Digital terrestrial channels (excluding One-Seg) 011 to 528 (with cable TV pass-thru)		
Input/output jacks		HDMI input (2 sets)* ⁷ D4 video input (2 sets) S2 video input Video input (2 sets) Analog RGB input (with audio input jack) Monitor output (combined with mini jack) Headphone output Digital audio output (optical) B-CAS card slot VHF/UHF antenna input BS/CS110° antenna input Telephone line (2,400 bps) LAN (10Base-T/100Base-TX) Controller (RS232C) AC power input		

Accessories	<p>Table stand (pre-assembled with main unit)</p> <p>Wireless remote control</p> <p>AAA dry cell battery (alkaline)</p> <p>AC power cord</p> <p>VHF/UHF antenna cable</p> <p>B-CAS card</p> <p>Tipover-prevention hardware</p> <p>Operation manual</p> <p>Easy user's guide</p> <p>Warranty card</p>
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*6 Measured under standard conditions with AV position switch set to "Standard."

*7 Supports 480i, 480p, 1080i, 720p, and 1080p.

Blu-ray Specifications (common features)

Model name		LC-52/46/42/37/32/26DX1	
Recordable discs		BD-RE Ver. 2.1 (single layer/dual layer), BD-R Ver. 1.1/1.2/LTH (single layer/dual layer)	
Playable discs		BD video, BD-RE Ver. 2.1 (single layer/dual layer), BD-R Ver. 1.1/1.2/LTH (single layer/dual layer), DVD-RW/-R, DVD video, standard audio CDs, CD-RW/-R (audio CD format), DVD-RAM ^{*8} , DVD+RW/+R (video format finalized)	
Recording compression method (BD-RE/-R)	Video:		MPEG2, MPEG-4 AVC/H.264
	Audio:		MPEG2 AAC, MPEG1-L2
Approx. BD recording time ^{*9} (BD-RE/-R: 25 GB)	Standard	Terrestrial digital broadcast high-definition recording	Approx. 3 hours (calculated at approx. 17Mbps)
		BS digital broadcast high-definition recording	Approx. 2 hours and 10 minutes (calculated at approx. 24Mbps)
	2X Mode 3X Mode 5X Mode (MPEG-4 AVC/H.264)		Approx. 4 hours and 20 minutes Approx. 6 hours and 30 minutes Approx. 10 hours and 50 minutes
Approx. BD recording time ^{*9} (BD-RE/-R: 50 GB)	Standard	Terrestrial digital broadcast high-definition recording	Approx. 6 hours (calculated at approx. 17Mbps)
		BS digital broadcast high-definition recording	Approx. 4 hours and 20 minutes (calculated at approx. 24Mbps)
	2X Mode 3X Mode 5X Mode (MPEG-4 AVC/H.264)		Approx. 8 hours and 40 minutes Approx. 13 hours Approx. 21 hours and 40 minutes

*8 When using a DVD-RAM disk, the playback disk must be removed from the cartridge.

*9 All recording times are rough estimates. There may be instances in which these recording times do not match the actual recording time or the remaining time display shown on the screen.