

## Sharp Shows 'Highest-Resolution TV'

By Greg Tarr [gtarr@nbmedia.com](mailto:gtarr@nbmedia.com)

**LAS VEGAS** – Sharp is bringing to International CES what it called “the highest-resolution 4K UHD TV” yet available, made possible by new pixel-splitting technology.

The new Sharp Aquos 4K UHD TV will use technology similar to that employed in its Q+ line of FullHD TVs last year. The system also employs Sharp’s four-pixel-color Quattron technology for the first time in a 4K UHD-quality LED LCD panel.

Ultra HD will be a big part of Sharp’s message for 2015. The company plans to quadruple the number of 4K UHD TVs in its assortment, offering multiple series of 4K UHD.

The company said it also plans to reveal new display technologies applied to screens beyond the living room. The company will change the functionality and form of large-screen TVs to commercial signage, and smaller screens like those in the car, phone and wearables.

Sharp will also be showing this week its borderless Sharp Aquos Crystal phone and new automotive displays that look and function in entirely new ways.

The pixel-splitting 4K TV, which will be released in an 80-inch screen size, is able to take a 3,840 by 2,160 resolution screen and boost that to a variation on 7,680 by 4,320 resolution.

Sharp said the TV splits pixels in half vertically and enables subpixel areas to independently create separate color values resulting in 66 million independently

controlled subpixels.

This is 42 million more subpixels than standard 4K UHD and will be the highest-resolution TV available in 2015, Sharp believes.

For additional impact, Sharp combines its pixel splitting with its Quattron technology, which adds a yellow subpixel to the standard red, green and blue for a billion more shades of color. The set also includes Sharp’s Spectros Rich Color Display technology, which is an improved LED backlight system that provides a wider color spectrum than conventional LED TVs.

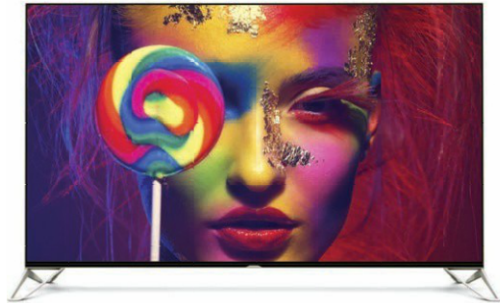
The set also offers full-array LED backlighting for deep contrast and black-level performance that is further enhanced with built in High Dynamic Range Technology.

Also added is the company’s next-generation up-scaler technology. The set will support 4K UHD content streaming using both HEVC/H.265 and VP9 codecs and Sharp’s SmartCentral 4.0 platform with Android TV, capable of accessing Google Play TV apps.

Sharp said it is further expanding its 4K UHD offerings in 2015 with the Aquos 4K Ultra HD UB30, UE30 and UH30 model series.

Additionally, the Sharp Aquos 4K UHD lines will be available in expanded screen sizes, 43 inches through 80 inches with SmartCentral 4.0 with Android TV in two series.

The UB30 4K UHD series will feature the 43-, 50-,



Sharp’s 80-inch flagship 4K Ultra HD TV for 2015 will incorporate new pixel-splitting technology, like that used in last year’s Q+ FullHD TVs, to offer the highest resolution of any 4K UHD TV on the market.

55- and 65-inch screen sizes and will include Sharp’s new Revelation up-scaler. The 65-inch will include local dimming technology and all will include the Sharp SmartCentral 3.0 smart-TV platform with support for 4K UHD streaming sources.

Meanwhile, the UE30 series will include the 60-, 70- and 80-inch screen sizes and will include AquoMotion 480 fast motion smoothing, AquoDimming technology and the step-up SmartCentral 4.0 with Android TV platform.

The Aquos UH30 series features the 70- and 80-inch screen sizes and adds THX 4K-certification, Spectros Rich Color expanded color gamut technology, AquoMotion 960 refresh rate and AquoDimming.

## Samsung Brings QD Tech To 4K UHD TV Lines

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**LAS VEGAS** – Samsung is looking to take its 4K Ultra HD TV leadership position a step further this year, expanding its high-res assortment and providing customers multiple native content choices.

Central in that effort this year will be new lines of advanced 4K UHD LED LCD TVs enhanced with quantum-dot technology.

The technology, which expands the color gamut of 4K Ultra HD LED LCD displays to close to Digital Cinema Initiative (DCI) standards, offers a more cost-effective alternative to the OLED TVs introduced two years ago.

Bill Lee, Samsung product marketing VP, said his company is “very bullish” that 2015 will bring about a “paradigm shift” in the collective consciousness toward Ultra HD and its benefits.

Samsung’s total TV SKU count – almost 70 models – is on par with last year, but the mix of 4K Ultra HD TVs to HD and FullHD displays will shift from one-quarter to one-half this year.

In addition, half of the 2015 4K UHD lines will have curved screens.

The aforementioned quantum-dot-based TV technology in top-end series will employ a number of Samsung proprietary components and approaches, as the company puts plans for RGB OLED TV on hold for the time being.

In addition to offering richer and more natural colors, Lee said Samsung’s approach will be environmentally friendly, omitting cadmium from the nano-crystal materials.

“These sets offer incredible color, incredible contrast and detail,” said Lee, explaining that the new step-up sets incorporate improved up-scaling technology for display of FullHD source material, as well as a new Auto Depth Enhancer providing a 3D-like effect.

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“When we match these different technologies together we believe we can offer a picture that will take people’s breath away. But despite all of this highly advanced technology, at the end of the day we are still building an LED TV and that to us is very important.” — Bill Lee, Samsung product marketing VP

gether we believe we can offer a picture that will take people’s breath away,” Lee said. “But despite all of this highly advanced technology, at the end of the day we are still building an LED TV and that to us is very important.”

Expected to hit retail by the end of March, the quantum-dot sets will be offered in three model series. Samsung will offer Ultra HD TVs this year in screen sizes ranging from 48 to 88 inches.

Exact SKU counts and pricing were still being determined as this went to press, Lee said, but the quantum-dot model series include a line of flat screens, a line of curved screens and a step-up curved screen line, the latter targeting Samsung’s “premium TV” customers with an enhanced cosmetic design, built-in camera, powerful eight-core processor and top-end sound and image enhancement systems, Lee said.

Samsung is also looking to continue to build on its library of 4K Ultra HD content partners, which included inclusive launches with partners DirecTV, M-Go and Comcast in 2014.



## Peerless-AV Shows 55" Outdoor Model

**LAS VEGAS** – Peerless-AV is introducing a next-generation outdoor TV for homeowners looking to move the entertaining to the backyard.

The Peerless-AV 55-inch UV2 Outdoor TV boasts all-season outdoor capability. The 55-inch LCD TV has an IP65 rating, making it water and dust resistant, and an integrated thermal-management system that lets the TV operate in severe temperatures ranging from -24 degrees F to 124 degrees F.

Peerless-AV said the UV2 is maintenance-free with no filters needing to be cleaned and/or replaced.

The TV is constructed of aluminum and features anti-reflective impact-resistant safety glass, a bright picture and FullHD 1080p resolution.

Price and availability will be announced later. Peerless is exhibiting the set at the Powerhouse Alliance booth during the show.