

SHARP INTRODUCES A NEXT-GENERATION PORTABLE DLP FRONT PROJECTOR WITH OUTSTANDING LEVELS OF COLOR AND BRIGHTNESS

A portable 720p projector with HD capability and DLP™ technology that delivers unprecedented brightness and contrast ratios

INDIANAPOLIS, IN, September 10, 2004 -- Sharp Electronics Corporation today introduced a next-generation portable Digital Light Processing (DLP™) projector, the SharpVision® XV-Z2000. This sleek, lightweight HD-capable product takes portable home entertainment to the next level with the ability to display high-definition content for the most vivid and realistic picture available today. With brightness and contrast levels superior to those available in current portable front projectors, consumers are now able to enjoy excellent picture quality in virtually any lighting conditions, virtually anywhere.

The XV-Z2000 is a portable DLP front projector with 720p resolution and high-definition capability, for a home entertainment solution that doesn't require a ceiling mount. This widescreen projector instantly transforms any room into a high-tech home theater, allowing consumers without a dedicated "media room" to watch TV, DVDs or play computer games on a big screen. Consumers can easily move the XV-Z2000 from room to room as needed and then pack it all up and put it away, saving space and avoiding clutter.

"At Sharp, we pride ourselves on the ability to deliver top-quality home theater products to all consumers, whatever their entertainment needs," said Bruce Tripido, Director of Product Marketing, Display Devices, Sharp. "We recognize that a modern, stylish home theater set-up is important, not only to home theater enthusiasts with dedicated spaces, but also to first-time buyers who need to make the most out of every room."

The XV-Z2000 offers consumers the ultimate home theater experience and trumps previous models, featuring an exceptionally high contrast ratio of 2500:1 and a brightness level of 1200 ANSI Lumens. With such brilliant clarity and brightness, consumers can enjoy superior picture quality, even in a room that doesn't provide perfect lighting conditions.

The XV-Z2000 will be available in November for a Manufacturer's Suggested Retail Price (MSRP) of \$4,499.99.