

PRESS RELEASE: 18/06/2013

NEW SHARP AUGMENTED REALITY APP LETS YOU CHECK YOUR SCREEN SIZE BEFORE YOU BUY

London, 18 June 2013 – Sharp Europe, leader in big screen TVs, has launched its first augmented reality (AR) app to help consumers choose their perfect Sharp 50" plus TV. The free app, made available to coincide with Sharp expanding its big screen range, uses the latest AR technology to take the guess work out of choosing a giant LED TV, letting buyers visualise a range of 50" to 90" AQUOS TVs live in their living rooms.

The app, available for both iOS and Android platforms, is an easy and fun way to see how different screen size TVs fit perfectly on a wall or on a TV stand in any interior. A user can switch between TVs in the line-up simply by swiping their phone screen and then walk around the room to see how the TVs look from every angle. The app also lets a user take photos of the TV in their home to share with friends and family.

Martin Arnold, Manager, European Digital Marketing Manager of Sharp Europe, said, "When you're upgrading to a 50" plus sized TV you need to be confident that it will fit into your home. Our new app shows that you don't need a huge room to enjoy the immersive viewing experience of a Sharp AQUOS. With our ultra-slim, high-resolution large screen AQUOS LED TVs, you can watch from as little as 2.5 metres from the screen."

Sharp's app lets buyers check the optimal viewing distance for their selected large screen TV with an in-built viewing distance guide. It also lets buyers click through to Sharp's website to get detailed product information on each TV.

Sharp's flagship AQUOS range offers Sharp's best ever picture quality and natural colour reproduction thanks to third generation Quattron 3D and 800 Hz Active Motion Technology, only available from Sharp.

Try the app

To try the app, visit the App Store or [Google Play](#) and search 'SHARP AR TV'. Simply print out a TV marker and place it where you would like your large screen TV to be. Start the app and the TV will appear on your screen as if it's really there in front of you. The app includes the following features:

- Select the TV setup type (stand or wall mounted)
- Swipe left or right to change the TV model
- Select the required screen size, from 50" to 90"
- Visualise your chosen large screen AQUOS TV live in your room and walk around to see how the TV looks from every angle
- Click through to Sharp's website to get detailed product information
- Take photos of the large screen TV to share with friends and family

Reprint free of charge, please forward a copy. For further information please visit:

Ingrid Helderman Manager Corporate Communications Ingrid.helderman@sharp.eu +31(0)655873655

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About Sharp LCD TV

As a world-leading pioneer in LCD and digital technologies, Sharp continues to invent audio visual products that place the consumer centre-stage. This is Why Sharp AQUOS is Europe's leading large screen LCD TV brand, while our Quattron technology delivers more than a billion colours for the ultimate rich viewing experience. For further information, please visit www.sharp.eu