

A feast for the eyes:

Sharp presents a 3D-capable Blu-ray player in slim design

Perfect symbiosis: with pinpoint timing for the market launch of its AQUOS LCD TVs with Quattron 3D technology, Sharp is also presenting its new 3D-capable Blu-ray player. The BD-HP90S guarantees the best picture quality in both 3D and 2D on a Sharp LCD TV. With its extra-slim AQUOS design, this elegant high-end device is also a perfect visual match for the three-dimensional Sharp Home Cinema system.

Europe, September 2010. Pole position: whether lying flat or standing upright, whether longways or sideways – the new Sharp 3D Blu-ray player BD-HP90S cuts a fine figure in any position. The viewer can place this stylish high-end device in any position on a wall or shelf unit. With its elegant slim design¹ the new member of the AQUOS family is already an eye-catcher in its own right. However, the main purpose of the new AQUOS 3D Blu-ray player is to provide an outstanding 3D experience inside the four walls of your own home, in particular in combination with an AQUOS LCD TV with Quattron 3D technology.

With the new AQUOS BD-HP90S, Sharp opens up completely new visual possibilities for consumers. That applies both to its highly attractive looks in the living room and to its actual function as a player for Blu-ray discs. As a technical high-end device, the new BD-HP90S transmits brilliant 3D and 2D pictures to your television set, forming the perfect optical unit in particular with the Sharp AQUOS LCD TV.

Wirelessly happy: another advantage of the BD-HP90S is the built-in wireless LAN function. Using this feature, viewers can establish a wireless connection via DLNA to other devices in the home network in order to transmit music, photos or videos from PC to TV. Another practical feature is its ability to play YouTube videos directly.² Additionally, the Internet connection has the further advantage of enabling automatic updates of the Blu-ray player software – so that every product improvement is installed rapidly without having to follow complex user instructions.

In addition to the chic design and outstanding performance, the BD-HP90S is satisfyingly easy to use. With the new "On-Screen Control Panel" function, the basic functions of the Sharp Blu-ray player can be controlled from an on-screen menu by means of a suitably equipped TV remote control, even from other manufacturers.

The fact that the BD-HP90S finds its perfect partner in a Sharp AQUOS LCD TV can particularly be seen in the "AQUOS Pure Mode" function. After connecting the Blu-ray player to a Sharp AQUOS LCD TV by HDMI cable, the BD-HP90S automatically optimises the picture transmission settings.

¹ BD-HP90 dimensions: 430 x 36 x 218 mm (Width x Height x Depth)

² The DLNA functionality and YouTube video playing will be retrofitted by means of a software update in the first quarter of 2011.

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