

## **3D cinema for the living room: the new Sharp DLP projector XV-Z17000 transmits three-dimensional pictures in full HD**

**In future, movie fans won't need to fork out on a cinema ticket: with the Sharp XV-Z17000 DLP projector, the latest blockbusters can now be projected in top picture quality on their home movie screen, even in 3D. The new unit offers the persuasive attractions of full HD resolution with 1920 x 1080 pixels, an outstanding contrast ratio of 40,000:1 and a brightness of 1600 lumens.**

**Hamburg, August 2011** – From high-tension action films to the powerful images of nature documentaries, until recently anyone wishing to see 3D pictures in suitably impressive size and quality had just the one option – a visit to the cinema. Those times are now a thing of the past, because the new XV-Z17000 DLP projector from Sharp can beam two and three-dimensional pictures in top-class full HD quality on to a home movie screen. This projector has full 1920 x 1080 resolution with a brightness of 1600 lumens. The contrast ratio is approximately 40,000:1. In addition, a highly developed Colour Management System provides a large number of options for optimal adjustment of the picture to the lighting conditions of the living room.

"With the XV-Z1700, Sharp is bringing full-scale cinema enjoyment into the home," says Peter Heins, Product and R&D Manager, Display Systems at Sharp Electronics Europe. "In developing this product, we took the clear decision to rely on the DLP technology from Texas Instruments, since it is extremely durable and particularly well-suited to 3D projection." In DLP projectors, the images are generated by a chip with tiny, tiltable mirrors that are made to pulsate up to 5000 times per second by an integrated circuit, thereby reflecting light. DLP projectors have extremely high contrast. Since the mirrors are well protected underneath a special quartz glass window, they are insensitive to dust, so that maintenance is reduced to a minimum.

For depth perception, viewers need active protective glasses that are synchronized with the device. Two sets of these glasses are included in the standard Sharp XV-Z17000 package.

With its two HDMI 1.4 ports, the model is fully ready for 3D operation. The projector also has an RS232C port for integration in existing home theatre installations.

However, the Sharp XV-Z17000 not only has a host of features to offer but is also particularly economical in many respects. For example, the 250-watt bulb of the projector, in Eco mode, has an astounding service life of 3000 hours. With operating noise of only 23 dB in Eco mode, the projector is also extremely quiet. The purchase costs of the Sharp XV-Z17000 also lay down new standards, with a manufacturer's recommended price of only 3,999 euros.

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### **Sharp EUROTOP Sponsoring**

From 31 August 2010 to 31 December 2013, Sharp Electronics Europe GmbH is EUROTOP Sponsor of the Union of European Football Associations (UEFA). This sponsoring contract enables Sharp to benefit from the tournaments organized by UEFA over this period. After the European Under-21 championship and the qualification matches for the UEFA European Cup (EURO 2012), the sponsoring contract will climax in June/July 2012 – when the final rounds of the men's EURO in Poland and Ukraine will coincide with the 100-year anniversary of Sharp. The sponsorship ends in 2013, after the EURO 2012, the Under-21 2013 and the Women's EURO 2013. With this partnership, the Japanese technology company aims to promote public awareness of the Sharp brand and to focus attention on products in the two main business fields of Consumer Electronics and Solar Systems. The company is drawing here on its many years of experience in sports sponsorship.